

JAMES A. GRAASKAMP COLLECTION OF TEACHING MATERIALS

IV. UW REAL ESTATE ALUMNI ASSOCIATION

D. Fund-raising

2. General Correspondence Regarding Alumni
Fund-Raising Activities including
Announcement of James A. Graaskamp Memorial
Fund

THIS COPY FOR Professor Graaskamp

April 22, 1974

Professor Halbert Smith
College of Business Administration
University of Florida
Gainesville, Florida 32611

Dear Professor Smith:

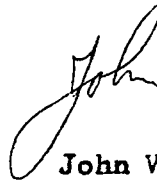
Please be advised of our authority to bill you for the following computer program purchased by your university from the Graduate School of Business, University of Wisconsin:

MINIMOD source deck, forms, sample problems and
outputs \$300

Upon the request of Professor James A. Graaskamp, please make your check payable to University of Wisconsin Foundation and mail to the above address. We will deposit it in the Urban Land Economics Center Fund which we administer for the School of Business.

Thank you for your attention to this matter.

Sincerely,



John W. Feldt
Associate Director

JWF/kp

cc: Professor James A. Graaskamp



COLLEGE OF BUSINESS ADMINISTRATION • UNIVERSITY OF FLORIDA • GAINESVILLE 32611
Faculty of Real Estate and Urban Land Studies 904 • 392-0153

April 18, 1974


Mr. John W. Feldt
University of Wisconsin Foundation
702 Langdon Street
Madison, Wisconsin 53706

Dear Mr. Feldt:

I had requested from Professor Graaskamp only the MINIMOD program.
We cannot purchase the LAND DEVELOPMENT MODEL this fiscal year but
perhaps we can after July 1.

Please send and bill us for only the MINIMOD materials at the
present time.

Sincerely,


Halbert C. Smith
Professor

HCS/mf

cc: Professor James A. Graaskamp

THIS COPY FOR Professor Graaskamp

September 5, 1974

University of Florida
Finance & Accounting Division
Gainesville, Florida 32611

Gentlemen:

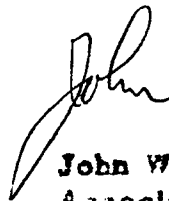
Please be advised of our authority to bill you for the following computer program, Purchase Order No. 02446, purchased by your university from the Graduate School of Business, University of Wisconsin:

MINIMOD source deck, forms, sample problems and
outputs \$300

Upon the request of Professor James A. Graaskamp, please make your check payable to University of Wisconsin Foundation and mail to the above address. We will deposit it in the Urban Land Economics Center Fund which we administer for the School of Business.

Thank you for your attention to this matter.

Sincerely,



John W. Feldt
Associate Director

JWF/kp

cc: Professor James A. Graaskamp



university of wisconsin foundation

702 LANGDON STREET • MADISON, WISCONSIN 53706 • TELEPHONE: 608/263-4545

December 3, 1976

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Milwaukee, WI

Prof. James A. Graaskamp
University of Wisconsin-Madison
118 Commerce
Madison, Wisconsin 53706

Dear Jim:

The University of Wisconsin Foundation would be pleased to set up a "School of Business - Real Estate Alumni Fund."

The Fund will be comprised of contributions and bequests from interested alumni and friends including corporations and foundations. The sole purpose of the Fund, as we understand it, would be to aid the program in its teaching, research, and public service roles.

The Foundation will be pleased to receive such gifts and grants, send appropriate acknowledgments, and maintain the Fund in accordance with the following general conditions.

The activities, programs, and projects supported by the Fund are to be determined by you and a representative of the Dean's office.

You are privileged to withdraw money by submitting a written request to the Foundation. The request should include a brief description of the use to be made of the sum or sums requested. Whenever possible, please provide us with ample time when making significant withdrawals. We also ask that requests for payment be bunched together as much as possible and that transfers to University funds maintained for your program be budgeted on a semester basis.

We can handle emergencies that occur from time to time. It is very unlikely, but should there be any requests for expenditures that may not be in keeping with general University policy or U.S. Treasury regulations, we will cooperate with you to seek whatever corrections may be necessary.

The Foundation shall be entitled to reimbursement for any reasonable expense that may be necessary to the management

Page 2
Prof. James A. Graaskamp
December 3, 1976

and administration of the Fund.

On your request, portions of the Fund may be invested along with similar funds in the Foundation's Combined Trust Fund. The amount to be invested should not be less than \$2,000 and should be considered a long-term investment. With this arrangement, a proportionate share of earnings will be available for use on a quarterly or annual basis. The principal of the Fund will also be calculated on a quarterly basis and may fluctuate with the market value of the securities.

The above arrangements do not impose fiduciary duties or responsibilities on the Foundation or its officers.

In accordance with Foundation and University policy concerning funds of this type, we will advise your Dean and Chancellor about the proposed "School of Business - Real Estate Alumni Fund." Should either of them have any questions or suggestions, we would be pleased to hear from them.

If these arrangements are satisfactory to you, please let us know by mail and we will move promptly in the establishment of the "School of Business - Real Estate Alumni Fund."

We also have enclosed a copy of "double your dollar" which explains and lists company matching gift programs which we have been advised of.

Sincerely,


Robert B. Rennebohm
Executive Director

RBR:rn
cc: Chancellor Edwin Young
Dean Robert H. Bock

February 14, 1978

Directors - U. W. Real Estate Alumni Association

Gentlemen:

In Re: Review of 1978 Procedures et al

At the initiation of Director Jeff Davis of Chicago a meeting was held in Madison, Sunday, February 12, 1978. In attendance were Prof. J. A. Graaskamp; Mike Rooney, Newsletter editor; Jeff Davis and myself.

Several topics were discussed and I would like to share some of the proposals with the Directors for comment and approval.

1. Jeff Davis was concerned with raising money by donation from large corporations to assist the program. It was the consensus of those present that Jeff be appointed Chairman of a fund raising drive to be kicked off on June 1st with the dues renewal, etc. The next newsletter will be out in March. The June issue, then, will contain some of the fund raising data.
2. As part of the fund raising effort, Jim Graaskamp et al will be putting a brochure together with the aid of a public relations person, Mike Rooney, and I know, at no cost to the organization. This brochure can be utilized as a catalyst to help raise funds from corporations that haven't as yet assisted the program.
3. It was also suggested that we bring in four additional Directors-at-Large from the central U. S., east coast and west coast.

Those suggested included: Dennis Anderson, President of the Ellwood Company in New Jersey; James Curtis with Bankamerica in San Francisco, Mary P. Buczynski of Northwestern Mutual in Milwaukee; and John Hoppe, Jr. of Chicago.

4. Since many actions require more intense leadership than has been available to date, I would suggest we select a chairman and vice chairman for the organization. These members and others such as secretary and treasurer could be formalized by the directors by mail.

Since I viewed my function as assisting in a start up role, I'll not be available for the job.

My suggestion would be as follows, subject to comments and advice of the directors:

- a. Elect four new Directors-at-Large from across the country -- central, east and west.
- b. Elect a Chairman and Vice Chairman from the current Directors. My suggestions might be:

Chairman - Mike Buccholz, Northwestern Mutual
Houston, Texas

Vice Chairman - James D. Vernor, Ph.D.,
Georgia State U.

- c. Elect a secretary-treasurer from the Chicago area. My suggestion would be Frederick Alban, MAI who was in the first MS program.
- d. Elect Michael Rooney of American Appraisal Company of Milwaukee to replace D. L. Evans as Director. I'll stay on as treasurer and keeper of the books near the U.W.

5. Any ideas that result from situations unique to your areas.

If you could send me your authorization to proceed, any comments, corrections or additions, it would be greatly appreciated.

Sincerely,



Donald L. Evans

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

October 23, 1980

Greetings Alumni:

Here is the eagerly awaited and highly requested University of Wisconsin Real Estate Alumni Association 1980 Directory!

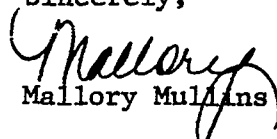
If you find any errors and/or omissions please notify us. We want to keep our group together the best we can and your assistance would be greatly appreciated. We have some misplaced members. If anyone knows of their whereabouts, please let us know or tell them to notify us with their current address. Our 1980 misplaced members are:

John H. Peiss
Robert B. Brazee
Adeel Lari
Jeffrey Moe
Donald Jeziorski
John L. Geisen
Thomas J. Gerfin
James O. Reich
David Agateer
Donald D. Kaster
David E. Orth
Thomas G. Plumb
David Schwartz

This year you may note the addition of an asterisk in the far left column. This asterisk denotes those persons who have contributed to the Alumni Association during 1980. If you have made a contribution, Thank You! Your generosity has made six scholarships, a teaching assistant salary and this directory possible. As always, any contribution at any time, is welcome. Just send it to: U.W. Real Estate Alumni Association, Room 118, School of Business, 1155 Observatory Drive, Madison, Wisconsin 53706.

Have a great year and hope to see you next September!

Sincerely,


Mallory Mullins

University of Wisconsin Madison

School of Business
1155 Observatory Drive
Madison, Wisconsin 53706

Graduate School of Business

October 21, 1981

Roger J. Juszczak
Westcor Inc.
11411 N. Tatum Boulevard
Phoenix, Arizona 85028

Re: Alumni Fund Operating Budget

Dear Roger:

In response to your request for a budget, I can provide some guidelines but perhaps not an exact number as a basis. First let us assume that our fiscal year runs from October 1 to September 30. Aside from \$2000 already collected for the Mike Miles bonus, Mallory reports a distribution of receipts about like this:

Unfortunately the University Foundation computer is capable of giving us a deposit statement every six months, three months in arrears and an expense statement every 60 days, also three months in arrears so we must work with notes in my file for budget numbers.

Proposed outlays for 1982 would be as follows:

6 student scholarships at \$500 each =	\$3,000
10 - \$75 subsidies of 856 typing costs =	750
200 hours of student assistance in maintaining Alumni mailing list preparing and stuffing mailings x \$5/hr =	1,600
Preparation, mimeographing, postage, for 400 newsletters 4 times a year at 50¢ each =	800
Two other mailings of ballots, announcements or whatever, 800 x 30¢ =	240
Alumni directory at \$1.50 mimeographing plus \$1 postage \$875 x twice a year =	1,750
Miscellaneous	500
	<u>\$8,640</u>

Roger Juszczak
Page Two
October 21, 1981

The miscellaneous account would be useful as a source to go to for purchase of a slide set, an equipment item, or travel expenses for a speaker, or whatever unfunded emergency comes along. We have a second account called Real Estate Program Account at the Foundation, but the only revenue is the occasional sale of a computer program like MR CAP or Mini-Mod to another school so that fund seldom has a balance over \$500 except when we have specific research grants traveling through the Foundation.

It would be nice if everybody paid their dues in the same month but the receipts seem to be scattered throughout the year and it is better to receive something when it is convenient to the donor than to be too demanding as to when. We also make it a practice to send the directory to everybody, whether they paid or not with the thought that the directory will gently nudge the non-paying member with nostalgia, guilt, or the realization that he received something for value from his Alumni Association. Our first objective is to maintain as many ties as possible and then to find ways of providing a quid for every quo so that they will feel good about providing financial support. Punitive measures against those who pay their dues only every other year or if they come to the Alumni meeting should be avoided as gradually eroding away the constituency.

With the numbers above as the point of departure, I look forward to receiving your suggestions revisions and guidelines.

Best regards,



Chief

JAG/db

ROGER J. JUSZCZAK
vice president

TO: University of Wisconsin Alumni Directors

FROM: Roger J. Juszczak, President

DATE: December 15, 1981

SUBJECT: University of Wisconsin Alumni

According to Professor Graaskamp, Professor Mike Miles has declined our offer to teach at the University of Wisconsin. Professor Miles recommended Professor Carey Van Del. Professor Graaskamp and the staff would like to extend an offer to Professor Van Del. It appears that Professor Van Del meets the criteria that the School of Business is looking for. Professor Graaskamp is asking the Alumni's approval to use the \$5,000 bonus raised for Professor Miles to help sway Professor Van Del's decision. Please indicate your approval or disapproval so that I may inform Professor Graaskamp of our decision.

Since we are in the process of raising \$10,000 to be used for research assistants, I asked the Chief to forward a preliminary budget for our review and approval. Enclosed is a letter from Professor Graaskamp outlining the intended uses and his comments. I have also asked for the criteria that will be used in awarding the scholarships to prospective research assistants. I have yet to receive his criteria.

We should initiate immediately a special fundraising letter indicating what the monies will be used for. It appears that we were fairly successful at the Alumni meeting since we raised approximately \$1,000. We need the special letter to all alumni so that they may be fully informed and hopefully feel guilty enough to contribute.

Verex has made a substantial commitment for the next five years to the Real Estate program. They have contributed \$5,000 this year and will contribute \$5,000 per year for the next four years. In addition Professor Graaskamp has been named to the Board of Trustees for the Urban Land Institute. ULI has contributed \$25,000 to the Real Estate program to be used for seminars. Professor Graaskamp did not indicate how the money was to be allocated specifically for the Real Estate program.

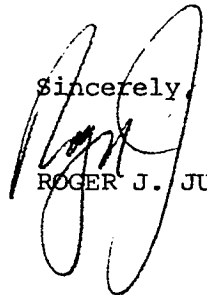
Memorandum to University of Wisconsin Directors
December 15, 1981
Page Two

Finally, we are still progressing with Doug Shore of National Real Estate Investor for a co-sponsored seminar to be held sometime in the future. Professor Graaskamp and I will be meeting with Doug in Atlanta during the ICSC University of Shopping Centers program.

One more item, we will need direction immediately as to who will be responsible for our alumni survey.

PLEASE GIVE ME YOUR COMMENTS, CRITICISMS, THOUGHTS, IDEAS IMMEDIATELY !!
It will only take a minute of your time and you can pencil your comments on a copy of this memo.

Sincerely,



ROGER J. JUSZCZAK

RJJ:pmj

Enclosures

ROGER J. JUSZCZAK
vice president

TO: University of Wisconsin Alumni Directors

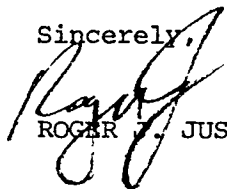
FROM: Roger J. Juszczak

DATE: October 22, 1981

SUBJECT: Seminar

Please find enclosed a letter from Doug Shore, Publisher of National Real Estate Investor. The letter is self explanatory and I would like your comments, suggestions and ideas prior to November 15, 1981.

Sincerely,



ROGER J. JUSZCZAK

RJJ:pmj
Enclosure

MEMORANDUM

TO: Steve Lewis and Lawrence Brettner
FROM: James A. Graaskamp
DATE: September 30, 1982
RE: Seminar

Should copy emphasize compensation of management firms and management people?

Both Blake Eagle and John White were available for the original dates of February 10 and 11; will reconfirm for February 24 and 25.

Your folder on the back page talks about February 25 and 26 under "Program". What is the right date?

As additional speakers we should have:

Allen Anderson, who is now with Mercantile Bank in Dallas, precisely because of their incentive compensation program and because he is an alumni of our program.

Tom Montgomery, now with Creef in New York City after heading real estate operations for Travelers.

Somebody from Prudential, such as John Kellogg, an alumnus of the U.W., now in the Newark head office or Jack Swanson in the San Francisco office.

I will send you an updated Alumni list for teaser mailing.

ks

*U.W.
School of Business
Spring 1983*

Successful Fund Drive for Real Estate Education

The University of Wisconsin Real Estate Alumni Association (Chicago Chapter) held their third annual banquet on November 11, 1982 at the Chicago Athletic Club. Over 70 alumni and guests celebrated a successful fund raising campaign in which over \$100,000 was raised. The funds will be used for expanding the School's Real Estate Program by providing additional faculty and equipment, including a fleet of new personal computers. In addition to alumni contributions, other generous donors included Heitman Financial Services, Ltd., Urban Investments Co. and several private individuals.



1983 Real Estate Seminars and Conferences

Faculty Sponsor: Professor James A. Graaskamp, S.R.E.A., C.R.E.

January 4-6 Honolulu	Contemporary Real Estate Appraisal
February 23 Phoenix	Contemporary Real Estate Appraisal (American Institute of Real Estate Appraisal)
February 24-25 Houston	Real Estate Feasibility Analysis (American Institute of Real Estate Appraisal)
March 14-15 Madison	The Real Estate Development Process (Developer Executive Management Series)
March 17-18 Madison	Current Cases and Procedural Trends in Land Use Control Law (Developer Executive Management Series)
April 5-6 Madison	Techniques and Problems in Tax Incremental Financing (Developer Executive Management Series)
April 11-12 Madison	A Visual Guide to Commercial Building Structures (Developer Executive Management Series)
May 4-7 Seattle	University Education for Development Personnel (Urban Land Institute)
May 9-14 Madison	Dynamic Capitalization of Real Estate (Base and Metropolitan Life Insurance)
July 10-15 Madison	Real Estate Education Techniques (Urban Land Institute)

Presenting the funds to Professor James Graaskamp, Chairman of the UW Real Estate Department (from left to right): Tom McDade, Senior Vice President of the Illinois Mortgage Bankers Association and Baird and Warner's Real Estate Finance Group, Thomas Klutznick, principal in Miller-Klutznick-Davis-Gray Co., Prof. James Graaskamp, Roger Juszczak, current President of the National Alumni Association, Kirk Von Meeteren and Peter Katseff of Heitman Financial Services, Ltd., and Debbie Newcomb of Urban Development Co.

October 5, 1984

TO: UW Real Estate Alumni

FROM: Roger Juszczak, President

RE: Annual Real Estate Alumni Fund Drive

At the last Board of Directors meeting it was decided to make October the annual Alumni Contribution Month. Last year the campaign was not operational until December 1, 1983.

Between December 1, 1983, and September 30, 1984, 171 alumni contributed a total of \$14,610.00 which generated an additional \$2,950 amount in matching gifts from employers. The Chicago Chapter generated \$3,675 from 23 members. Since the policy of the Alumni has been to maintain the anonymity of the giver and the amount we have provided the number of donations per State to provide some further sense of participation or non-participation in the Fund.

In addition to Alumni fund raising the Chair Account received \$11,085 from 37 contributors, \$6,500 of which were pledges made previously.

This year Regional Directors will be given a monthly listing of contributors so that Directors can contact alumni members in their zone for recognition or reminders in order to significantly improve the number of alumni supporting the program.

The allocation of alumni expenditures has been as follows:

1. Mimeograph costs of newsletters, directories, and other mailings - \$1,704.52
2. Mailing costs - \$520.52
3. Hourly help costs for mailings and maintenance of mailing list - \$839.18
4. Scholarships - \$6,270.00
5. Computer support for Real Estate Dept. PC's - \$387.66
6. Support of English instruction and grading - \$216.00
7. Miscellaneous - \$29.95

This year we will only provide the updated directory to contributors since mimeographing and mailing costs approach \$3.00 each.

Doug Madsen has graciously consented to steer a fund raising effort among Midwestern developers to build our Endowed Chair Fund to a point where the UW Real Estate Program can compete for another young real estate professor to support teaching and research loads. Ultimately the current balance of the Chair Account must grow from \$150,000 in cash and pledges to \$500,000 or more if annual income is to provide significant leverage for an additional faculty member.

Please respond with your contribution quickly so that the Foundation can send you your 1984 tax deduction slips in a timely fashion.

NUMBER OF REAL ESTATE ALUMNI WHO CONTRIBUTED
BY STATE FROM 12/1/83 to 9/30/84

AL - 0	KY - 0	ND - 0
AK - 0	LA - 0	OH - 3
AZ - 5	ME - 0	OK - 0
AR - 0	MD - 0	OR - 3
CA - 19	MA - 1	PA - 2
CO - 7	MI - 0	RI - 0
CT - 2	MN - 22	SC - 0
DE - 0	MS - 0	SD - 0
DC - 1	MO - 1	TN - 2
FL - 1	MT - 0	TX - 5
GA - 3	NE - 0	UT - 0
HI - 0	NV - 0	VT - 0
ID - 1	NH - 0	VA - 1
IL - 31	NJ - 2	WA - 3
IN - 0	NM - 1	WV - 0
IA - 2	NY - 3	WI - 48
KS - 2	NC - 0	WY - 0

Total number of people who contributed 171

Amount \$14,610.00

As of October 1, 1984, these people do not have addresses--do you have any ideas or forwarding addresses?

David Agateer
Liz Bryant
Lawrence Gentner
Douglas Hill
Jim Hoeppner

Ken Jaffe
Davis Karl
Donald D. Kaster
Ken Ley
James Magstadt

Debra J. Patterson
Chris L. Plantico
Joanne Robinson
Richard Torres

1984 - 85 University of Wisconsin Real Estate Alumni
Contribution Form

All contributors will receive an October 31, 1984 Alumni Roster and a Bucky Badger blessing good for .00001 basis point discount on your next mortgage loan.

Since contributions to University of Wisconsin Foundation Alumni Account 199 are deductible as charitable contributions, and association dues are not, the Real Estate Alumni Group has no dues.

My 1984 contribution to account 199 is \$_____.

My 1984 contribution to the Real Estate Chair account 235 is \$_____.

My correct mailing address is:

My current employment position and work address is:

My employer provides matching grants yes_____ no_____
and a form is enclosed for generating the matching grant yes_____ no_____.

Please return this sheet in the PINK envelop enclosed to:

Real Estate Alumni Fund
Room 118
School of Business
1155 Observatory Drive
Madison, WI 53706

1985

Dianne

FROM: JAG

RE: Financial Matters

Enclosed is a packet summarizing fund raising through December, 1985 sent to all of our regional fund managers by regular Air Mail. You and Stuart Ackerberg benefited from Express Mail.

I did not provide the annual expense accounts for 199 and 235 to anybody but yourself. I anticipate that the endowment fund will have in excess of \$300,000 invested by the end of the first quarter of 1986 and that investment income for the calendar year 1986 will be 8 1/2% on average balance of \$300,000. or \$25,500, probably more if we can generate significant gifts in the last half of 1986 or if cash management funds can produce more than 8 1/2%.

Having talked to Hickman, I would recommend that ~~these funds be~~ this interest income be used as follows:

1. Robbin's salary supplement:

$2.5 \times 1/9\text{th of } \$36,000 \times 22\% \text{ UW Overhead} = \$12,200.00$

2. Graaskamp Summer Compensation:

1/9th paid by the Dean for administration

1/9th paid from the Homer Hoyt Foundation Pension Research Account

1/9th paid by Alumni Endowment Account

$\$6,200 \times 22\% \text{ overhead factor}$

\$7,564.00

3. Eight visiting lecturers at \$1,000 each = \$8,000

Total \$27,764.00

of interest income allocations
So a fall of \$2,264.00 can be made up from
Hoyt Foundation grant or unexpected interest income
from improving endowment balances.

Hopefully, we can have your permission to operate on these premises. I have already committed to Robbins for the summer in order to offset the ridiculous position of Hickman and the faculty relative to his-co-- correcting his salary this fall. I plan to keep him on research for this summer even if he ultimately decides to move on to the University of Alaska where he is being interviewed for a position in their real estate department in Anchorage. It is his due for incredible contributions to the program over the years which have been uncompensated and often unrecognized.

Should there be a surplus, the next immediate priority is a full-time secretary for the real estate department to cover a variety of responsibilities including alumni record keeping and mailing, ~~and~~ the next alumni reunion, departmental bookkeeping, and all of the correspondence and administration which I pay for myself. In 1985 I spent \$4,500 of my personal funds on my secretary in the Business School office and Landmark Research spent another \$2,000 picking up the pieces.

Obviously a secretary paid for by the School of Business via the alumni and the Urban Land Center would improve my real income position significantly.

Should the department have its own secretary in Room 118, some allowance would have to be made for a new partitioning arrangement in 118 to protect the secretary from the crowd.

Budget \$3,500 for partitioning, but the Dean may be able to fund this.

Susan Thomas + I need a decision on your part to utilize the Concourse Hotel for the next reunion. We have a tentative reservation.

June 17, 1985

TO: Alumni Fund Raising Committee
FROM: James A. Graaskamp
RE: Application and Source of Chair Funds

* A. Needs and costs in order of priority (See Appendix A)

1. Nine guest lecturers per academic year @ \$1,000 each (Cohen, Babcock, and Jalecker to date in 1985)	\$ 9,000.00
2. One additional Teaching Assistant for #550 and #551 @ \$7,500 + 20% University overhead (needed spring, 1986)	9,000.00
3. Minimum salary augmentation for faculty equal to 1/9th of their nine month salary + University overhead (Robbins received 1/9th in summer, 1985)	30,000.00
4. One additional Assistant Professor for fall, 1986 @ \$45,000 + 20% University overhead	54,000.00
5. Two additional Teaching Assistants, so that each faculty member will have one TA plus one TA will be assigned to Business #550	18,000.00
	<hr/>
	\$120,000.00
	÷ 12% return =
	\$1,000,000.00 endowment
Endowment raided to date	150,000.00
	<hr/>
Endowment fund drive goal	\$850,000.00

B. Allocation of goal

1. Corporate	24 gifts averaging \$25,000	\$600,000
2. Alumni	700 alumni averaging \$100 each	70,000
3. Foundations	9 - 15 gifts	180,000
		<hr/>
		\$850,000

C. Corporate Gifts Program

Have a national chairman and state or regional chairman who have peer standing with corporate executives. Recommend Tom Klein for National Chairman and suggest the following incomplete list for major states:

Wisconsin	Jon Hammes
Minnesota	Bryant Wangard
Illinois	Steve Elperen
Texas	Don Mackie
California	Stuart Ackenberg
Florida	
Georgia	Jim Muir
New York	Andy Singer
Boston	Steve Leaffer
Oregon-Washington	Steve Rosenberg or Dave Pietka
Arizona	Roger Juszczak

What kind of kit should we provide those soliciting corporate gifts?
What do we do with those corporations that have asked me for a national letter, specifically Prudential and Wells Fargo?

D. An Alumni Gift Program

Mike Rooney suggested a special category called "The Ratcliff Fellows" for those who gave \$2,500 or more. We would have Balfour develop a specific gold pin and provide a special certificate and other benefits, such as no fee for future alumni reunions (no

exemption for room and food). The \$2,500 would have to be as a single gift, rather than cumulative.

Alumni relate best to a Vice Chairman of their era, so there should be a Vice Chairman for a minimum of four periods. Mike Rooney volunteered to be Chairman of the Alumni Group after July 1, 1985:

1964 - 1969

Vice Chairman?

1970 - 1974

1975 - 1979

1980 - 1985

One other last comment, fund raising efforts should try to expand percentage of alumni who give; the typical gift this year was \$100.00 per person or per couple and if 700 alumni did that, it would provide \$20,000 for operations and \$50,000 for endowment. In two years, alumni would provide \$100,000 for endowment.

E. Foundations

Although some corporate giving is through a corporate foundation, there are other independent foundations which have provided money in the past, including the Urban Land Institute, the Johnson Wax Foundation, and the Homer Hoyt Institute. There are long lists of foundations in Wisconsin. These foundations like to be approached by a professor with unique research opportunities which will bring stature to the foundation. To gain a position on their donee list may require at least a year's lead time. Solicitations might include reference to summer research projects in Alaska, etc., so that the value of summer supplements is fully understood. These groups are best approached by academics. A partial note of Wisconsin Foundation is attached.

* Appendix A

In the past three semesters, enrollment in the master's program has moved from 65, to 85, to 105, although many are in a two-year program to complete prerequisites. Teaching assistant sections are too big in #550 and #551, and it has proven impossible to teach #552--Residential Finance, and #851--Corporate Real Estate. An additional TA is needed for #551 with its problem sets immediately. For the faculty, with large classes in every class, the goal should be to have each faculty member teach two courses each semester, and have some time for writing articles and research. We need a faculty member with construction management and commercial real estate experience as well as somebody to teach one of the finance courses. In addition, graduate seminars should be divided into two sections to hold down class sizes. Enrollment growth looks like this:

<u>550</u>	<u>551</u>	<u>554</u>	<u>555</u>	<u>556</u>	<u>557</u>	
121			67			2/84-85
144	134	45		52	52	1/84-85
143			81			2/83-84
148	115	37		48	40	1/83-84
108			43			2/82-83
110	104	25		21	45	1/82-83
- - - - -						
<u>650</u>	<u>652</u>	<u>850</u>	<u>757</u>	<u>856</u>	<u>857</u>	
31	38	66	60		56	2/84-85
	30			52		1/84-85
16		45	36		34	2/83-84
				32		1/83-84
		35	26		26	2/82-83
				33		1/82-83

The spring intercession experimented with a three-week session on negotiation/public meetings/and litigation, led by Rod Matthews. The course featured nationally known guest speakers in each session which

worked out very well. For the fall and spring semesters, we want to add four to eight mini-courses of one day each. Students would receive one credit for attending three out of four courses in a semester. Fall semester may include four sessions integrated with residential development and the graduate appraisal course, including Schmidt on residential design, somebody on land plan design, someone on life safety systems, and perhaps Cannestero on commercial structures. Average cost of a speaker for one day including transportation is \$1,000, assuming one or two that may work for free.

School of Business faculty salaries lag other real estate schools by very significant amounts. 1985-86 Assistant Professors will be making approximately \$45,000 for nine months; the Chairman will be receiving \$55,000. These figures compare to comparable position salaries of \$55,000 and \$85,000 respectively at the other major real estate schools. We can't hold what we have (Miles went back to North Carolina for \$85,000 plus, and our new professor came from a planning school where salaries are even worse) or attract additional talent. The Legislature, the Chancellor, or the School of Business Executive Committee have no interest in assisting the Real Estate Department with state funds to be competitive with real estate programs if "competitive" means real estate salaries in excess of typical real estate teaching salaries. Therefore, salary enhancement must come from outside funds.

What is unique about this Chair Account is that it recognizes effective teaching depends on a balanced staff with appropriate incentives so that the income is used to advance all levels of teaching, rather than finance just one individual to pursue his own interests and objectives.



1261 East Dyer Road
Santa Ana, CA 92705
Telephone 714 546 0900

Mailing Address:
Post Office Box 19677
Irvine, CA 92713-9677

June 28, 1985

James A. Graaskamp, Ph.D.
University of Wisconsin
School of Business
1155 Observatory Drive
Room 118
Madison, Wisconsin 53706

Ms. Dianne M. Orbison
MSI Insurance Company
P. O. Box 63035
Arden Hills, Minnesota 55164

Mr. Thomas Klein
Orville E. Madsen & Son, Inc.
2445 Darwin Road
Madison, Wisconsin 53707

RE: WISCONSIN REAL ESTATE ENDOWMENT FUND

Dear Committee Members:

The following is a summary from our June 19, 1985 organizational meeting held at the Minneapolis-St. Paul International Airport.

I. Endowment Priority List

1. Salary enhancement of approximately \$60,000 to existing staff as follows:

Graaskamp	\$45,000
Robbins	\$17,500
Meyer	<u>\$ 7,500</u>
	70,000
Total	<u>\$60,000</u>

2. Two additional teaching assistants at \$7,500 plus 20% University overhead: \$18,000
3. A new professor at \$85,000 plus 20% University overhead (to the extent the University will participate in the cost of said position the budgeted amount may be reduced by as much as 50%). \$100,000
4. Nine guest lecturers per academic year at \$1,000 each: \$9,000



Committee

Re: Endowment Fund

June 28, 1985

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The total of the above four priority items is \$187,000 (assuming the University does not participate in the cost of the new professor). Assuming a 10% return on the total expense of \$187,000, the required endowment would be \$1,870,000. Offsetting this figure by the existing endowment proceeds of \$150,000 provides a net endowment fund requirement of \$1,720,000. Assuming that the University does participate to the extent of 50% of the cost for the new professor, the total of the priority list would be \$137,000, which at a 10% return would indicate an endowment requirement of \$1,370,000. Again, offsetting this amount by the existing endowment proceeds of \$150,000, provides a net endowment requirement of \$1,220,000.

In summation, depending on the University's generosity, the total net endowment required would vary from \$1,220,000 to \$1,720,000. For purposes of the fundraising structure, it was decided that a goal of \$1,225,000 would be stated.

I. Allocation of Endowment Goal

For target purposes, the following summary was discussed as a means of arriving at the endowment goal:

Corporate Gifts (30 gifts averaging \$20,000)	\$600,000
Alumni Gifts (100 gifts at \$2,500)	250,000
(100 gifts at \$1,000)	100,000
(150 gifts at \$ 500)	75,000
Matching Gifts	100,000
Foundation Gifts	<u>100,000</u>
Total Endowment Goal	<u>\$1,225,000</u>

III. Fundraising Committee Structure

It was agreed that the fundraising program would be co-chaired by Thomas Klein and Stuart Ackerberg with the direct assistance from Dianne Orbison and Professor Graaskamp ("Fundraising Committee"). In addition, it was decided that an administrative assistant would be necessary to coordinate with the Fundraising Committee, and participating sub-groups. Thomas will be specifically heading up the alumni gifts with Stuart responsible for the corporate gifts. Professor Graaskamp has accepted



Committee
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responsibility for the foundations and Dianne will coordinate the fundraising activities with the alumni group. A summary of the suggested structure, as well as regional chair-people for alumni and corporate gifts is included as Exhibit "A" to this letter.

IV. Miscellaneous Items

1. The fundraising program will work within the existing University of Wisconsin Foundation #235.
2. The program will stress personal contact, either through telephone calls or in person meetings. In addition, mailers will be used to help solicit all groups.
3. Pledges will be made over a three-year calendar period with 40% due in 1985, 30% due in 1986 and 30% due in 1987.
4. Initial term for the fundraising program shall be three calendar years ending December 31, 1987.
5. The priority for the fundraising program is to first reach the alumni as well as any corporations and foundations which have contacted the University. The second emphasis will be for corporations and foundations which have not previously contacted the University.
6. It is stressed that all pledges be made towards the general endowment fund. Specific request for monies to be used for scholarships will be accepted, although the purpose of this fundraising activity is to provide dollars to the general endowment fund.
7. It was acknowledged that in order to properly conduct the fundraising program various administrative costs would be incurred. These costs will be expanded upon during the next committee meeting, at which time a budget will be prepared. Said budget will provide for administration, travel, newsletter/mailings, solicitation materials, gifts, printing, etc.
8. Depending on the level of donation, titles and gifts/benefits will be provided. The following is a summary of the breakdown for alumni and corporate donations:



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ALUMNI

<u>Amount of Donation</u>	<u>Title of Solicitation</u>	<u>Gift</u>
\$ 500	Andrews Fellow	Pin/ Cube
\$1,000	Graaskamp Fellow	Pin/Cube/ Paper Weight or Tankard plaque
> \$2,500	<u>Radcliff</u> Fellow	Pin/Cube/ Desk Piece plaque
\$5,000 and above	Ely Fellow	Pin/Cube/ Chair plaque

CORPORATIONS

<u>Amount of Donation</u>	<u>Title of Solicitation</u>	<u>Gift/Benefit</u>
\$ 7,500	Investor	Chair cube
\$15,000	Partner	Two Chairs plaque
\$25,000	Counselor	Board of Advisors to Real Estate Program/ Preferred List of Gradu- ates/One Day Seminar with Professor Graaskamp (with all expenses of travel being borne by donor).
\$50,000 and above	Joint Venture	Board of Advisors to Real Estate Program/ Preferred List of Graduates/Two Consecutive Day Seminar with Professor Graaskamp (with all expenses paid by Founda- tion).

V. Follow Up Items

-- Stuart Ackerberg will be providing form pledge cards to
Professor Graaskamp.



Committee

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- Thomas Klein and Professor Graaskamp will be investigating-creating the corporate brochures, including:

- fact sheets
- figures
- graphs
- miscellaneous information.

- Thomas and Professor Graaskamp will be following up regarding gifts to the participants.
- Professor Graaskamp will be providing a narrative description of the names of the donation levels.

VI. Next Scheduled Meeting

We have scheduled our next meeting for Wednesday, July 24, 1985 at the United Airlines Red Carpet Club at O'Hare Airport in Chicago. The meeting is scheduled to begin at 9:00 a.m. and the room has been reserved until 12 Noon.

I hope that the above summary properly reflects our discussions. Should there be any comments prior to our July 24th meeting, please do not hesitate to contact me. In addition, I've enclosed for your review The Marketing Guide for Damson/Birtcher Realty Income Fund-I.

Sincerely,

Stuart I. Ackerberg
Vice President

SIA:sj

Enclosures

CAMBRIDGE REALTY CAPITAL, LTD.

August 28, 1985

JEFFREY A. DAVIS
President & Managing Principal

Dear Chief,

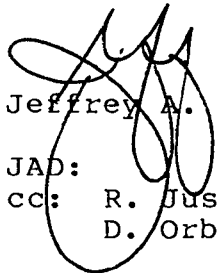
In regards to the trophy for the Wisconsin dinner, it is now definite that the mold has been lost, and that we have no specific means to reproduce the former Wisconsin trophy.

Please let me know which of the following options you would like to take:

- I. Do you want me to handle the trophy down here, generating a new design.
- II. Do you want to personally handle the trophy in Wisconsin, with whatever design you want.

I am awaiting your response before I move forward on the trophy.

Very truly yours,



Jeffrey A. Davis

JAD:

cc: R. Juszczak
D. Orbison

Dr. James Graaskamp
202 North Breese Terrace
Madison, Wisconsin 53706

September 16, 1985

Ms. Dianne Orbison
Mutual Service Life Insurance Company
Box 64035
St. Paul, MN 55164

Dear Dianne:

In the period since our meeting on August 29 there has been a series of meetings and telephone conversations on the proposal to establish a real estate endowment fund. Don Gray, Vice Chancellor Cohen, John Feldt, Michael Liethen, Rod Matthews and I have been involved in this flurry of communications. Your letter dated September 3, 1985 was very helpful. Because it outlined clearly the objectives and ideas of the Wisconsin Real Estate Alumni Association, it served to define the issues.

I will attempt to provide you with an outline of these conversations. Because so many people have been involved it is possible that I may misstate a position or obscure a point. For these reasons I will adopt an outline format and see that the individuals directly involved receive copies of this letter.

1. In these conversations there has been agreement to the proposition that, thanks to the leadership of Jim Graaskamp, Wisconsin has a premier real estate program. Likewise there is agreement that the program has been inadequately funded.

2. The leadership that your group has shown in organizing to improve the funding of the real estate program is deeply appreciated by all of those taking part in these conversations. There is among the University people I have talked to a willingness to be as flexible as possible without violating certain fundamental principles.

3. The options of establishing a Real Estate Endowment Fund satisfying your group's needs within the University of Wisconsin Foundation and the alternative of your organization establishing a separate foundation were discussed.

4. In your letter you stated that the first objective of your organization is to provide salary enhancement to industry compensation levels for educational and scholarly work. Although there is clearly University support for this idea, it is a basic principle of the University of Wisconsin that

Ms. Dianne Orbison
September 16, 1985
Page 2

faculty compensation is set internally rather than by an outside agency. Subject to budget constraints, faculty salaries are recommended by faculty committees, and approved by the Dean, Chancellor and ultimately the Board of Regents. This is a fundamental management tool and it appears certain that the University administration will not relinquish it. Of course, subject to reporting requirements, the University cannot determine compensation for external consulting and other outside activities.

5. We all understand your desire to ensure portability of the fund. Unfortunately, the UW Foundation can transfer funds only to the University of Wisconsin, and the UW has adopted the principle that gift funds must remain with the UW. University officials are also reluctant to establish a named Professorship without a guarantee that a long-term financial commitment is present. To assure portability, therefore, it may be necessary for you to consider the establishment of your own 501(c)(3) organization.

In summary, if salary enhancement and portability as you described in your letter are essential to your group, it appears impossible to use the University of Wisconsin or the Foundation as the depository of gifts for those particular goals. If your organization establishes its own foundation, the University of Wisconsin would be an applicant for funds to pay for faculty research (summer salary research assistants, equipment, data, etc.) and scholarships which would enhance our real estate program.

Many thanks for the leadership you have taken, and I am sorry if the contents of my letter in any way complicate your praiseworthy task.

Sincerely,

James C. Hickman
Dean

rg

xc: Don Gray
B. Cohen
J. Feldt
M. Liethen
R. Matthews
J. Graaskamp ✓

University of Wisconsin-Madison

1155 Observatory Drive
Madison, WI 53706
608/262-0391

DATE: February 1, 1986

TO: Regional Real Estate Alumni Fundraisers

FROM: Professor James Graaskamp

RE: Cash receipts to date on Alumni Fundraising Campaign

The first quarterly accounting data is now available, although the UW Foundation format is a little confusing. We have just purchased an IBM XT with two floppies and 10K hard disc to build our own Alumni system so that future reports may be better focused on what you fundraisers want to know. In the mean time the enclosed will have to do.

There are two Alumni accounts. The endowment account is Fund 235. The Alumni operating account to be financed from dues and miscellaneous income, such as profits on the Seminar, is Fund 199.

Exhibit A is a tally of cash funds deposited in 235 during the last month of 1985 and includes checks received through January 15th for tax deduction purposes. We have also enclosed Exhibit B, which is the 12-month report for contributions to Account 235.

However, some donors and many matching grants went directly to the UW Foundation, who then deposited them in the Real Estate Alumni operating account 199 so that some adjusting will be needed for the first month of 1986.

Exhibit C is the 12-month record on Account 199 and Exhibit D is the December 1985 record on Account 199. It is our policy to consider anything less than \$101 to be real estate dues and any contribution greater than that amount to be intended for Account 235. The only exceptions are where the check is specifically designated to be for scholarships, in which case it stays in Account 199 from which we transfer scholarship funds, newsletter costs, and all other operating items for the Alumni. A profit of approximately \$5,200 on the Seminar has also been transferred to 199 as of the first of the year to close out our Randall Bank account for Seminar operations.

After these adjustments are made we will begin the year with an endowment fund of approximately \$255,000. We continue to keep it invested in the UW Foundation short-term bond fund because it provides a higher average return than the long-term fund. Last year we produced \$16,356 of interest income on an average balance of approximately \$150,000; this year the rate of return should be closer to 9%, but I hope our average balance will move over \$300,000.

Regional Real Estate Alumni Fundraisers
February 1, 1986
Page 2

During 1985 we spent approximately \$4,200 on our guest speaker program, \$4,500 for summer research report for Professor Michael Robbins, and \$5,527 for teaching assistants, Ginnie Mittnacht, and similar items. Finally, \$9,050 was spent on fundraising materials in terms of printing costs, mailing of supplies to fund-raisers, and related items. With the exception of fundraising investment, the fund lives within its income.

The rush of pledge forms and checks at the end of December and beginning of January has made it impossible to report the data in terms of regions and in terms of a break-out on who has paid dues, who has met their pledge, or who may have missed the first pledge payment, but hopefully that data will be available for you by the end of February.

Attached to this memo is a reporting form on which we would like each of you to record any special fundraising efforts you are attempting in your area. For example, Chief was in Dallas the third week in January and attended a supper which was hosted by Allianz, Inter-First Bank, and Criswell Development. Since the dinner was paid for, the Alumni attending were asked to contribute their normal dinner fee to the Alumni Fund. In fact, they were challenged by a guest, Rudy Robinson, an appraiser and entrepreneur from Austin, Texas, to match his challenge check drawn in the amount of \$2,000; the Alumni present almost doubled it with \$3,600 of their own in addition to what they might have given previously, so the Chief took home \$5,600 for the Endowment Fund. A corporate host for lunch or dinner converts an expense account item for the host to a charitable donation for those attending the lunch and making the gift to the Alumni. What tricks can you offer?

We hope to report some significant corporate gifts in the next report.



616 North Gray
Killeen, Texas 76541
(817) 526-7511

November 17, 1987

Ms. Dianne M. Orbison
Vice-President, Real Estate
MSI Insurance
P.O. Box 64035
St. Paul, Minnesota 59164

RE: University of Wisconsin Real Estate Alumni

Dear Diane,

Congratulations on the most successful alumni gathering to date! Seems that we may need the convention center for the group in 1989! You did a masterful job putting the event together and all of us really appreciate your efforts.

As you can tell, I am most concerned about our organization. I feel strongly about contributing to the Chief and the program, particularly since I didn't as an MS student.

There are several items I would like to address. These can be put forth as a long distance motion or upon your concurrence I will embark on them.

I. Board of Director Issue

A. Nominations

Request that Mr. Bob McClure be appointed Northwest Regional Board of Director. Bob is a friend of mine who, in Alaska at the time, was influential along with Hayden Green in my decision to attend UW. Bob is loyal to the program and came to me during the reunion offering to help. I do not find anyone representing the NW.

Mr. Robert B. McClure
Marshall McClure, Inc.
1406 - 140th Place N.E., Suite 200
Bellevue, Washington 98007
(206) 746-0111

B. Board Meetings

Request that all past and previously served directors and presidents be extended a special invitation to attend. Their experience would be valuable.

II. Officers

A. Discussion

We discussed this briefly, but I would like to submit that our growing 900 member organization needs a slate of officers who will go up through the ranks and be "groomed" as the Chief suggests.

B. Possible Candidates

I would like to submit the names of:

Chuck Heath	- Madison, Wi
Bob Parsons	- Los Angeles, Ca
Tom Smith	- Racine, Wi
Jim Smith	- Chicago, Il
Robert Peltzman	- San Carlos, Ca
Mike Casey	- Atlanta, Ga
Paul Koerber	- Dallas, Tx

and myself as potential officers. I think it is imperative that we plan our officer succession in a fashion that either our current president and vice-president works within striking range of Madison and can attend the important university meetings you now attend.

III. Goals

A. Executive Director

At the 1989 Biennial Reunion I am hopeful we can announce that we have raised adequate funds either from REEF, the Foundation or a combination to fund a full-time executive director who would be charged with spear-heading fund raising, university liaison, publication of our membership directory, coordinating efforts of the Real Estate

Alumni, publish the Equity Kicker, and communication with faculty officers, directors and membership.

I see this position being an extension of our newly authorized administrative position. We must recognize that this organization will be growing even faster than in the past due to the faithfulness of the past graduates and larger number of current graduates.

B. Donald Trump

Although probably not fit for the Wisconsin Award, Mr. Trump seems to have the attention of both the financial and real estate community taking note of his bold efforts.

I would like to suggest that we begin an effort to snare him as our luncheon speaker on Friday during the 1989 Reunion.

IV. Fund raising & Expenditures

A. Money Raising

We have fallen flat it seems. Many of us are just not up to asking for a donation of people's hard earned money. Others of us are just too busy. I feel we need to regroup and send a letter from our President or fund raiser detailing the current two options available to our alums.

Regional directors would be charged with the administration of the program and receive semi-annual reports on regional giving.

I will be happy to phone Stuart and/or draft a suggested letter to the membership on behalf of the Board of Directors. Please advise me of your intentions or request.

B. Expenditures

We need to establish some method to have the faculty requests for funding be submitted to REEF. Dowell Meyer discussed a \$500 faculty members book fund for reimbursed books they would like to buy. We should begin working out our system.

V. Electronic Bulletin Board

A. Previous Discussions

Mike Robbins and I discussed the idea four years ago. We visualize an on-line service such as The Source.

Services would include:

1. A job bank for alumni w/positions open including internships. Students could access bank for free with intentions of searching for a job. Also provide a base for alumni seeking a new position themselves.
2. Provide communication link to membership and faculty. Examples - messages to each other, questions and answers, references for data or professional expertise.
3. Consider the idea of revenue raising through sale of time to alumni who want to market their services. Example - a mortgage broker looking for industrial properties to be financed, or a software vendor listing his/her products for sale with descriptions included.

B. Plan of Action

I plan to research the current state-of-the-art, costs, procedures and the like to come up with a presentation of findings to be presented at the 1989 Board of Directors meeting.

Do you feel there would be a demand? Could you use something like that? Would we allow outside subscribers such as headhunters?

I feel our communication could and should be brought up to date and possibly this could be the answer. Your thoughts?

In closing, our organization will be what we individually and collectively make it. I am hopeful we can distribute the tasks of running it over more alums in order that the burden does not entirely rest with the President. We have set some money raising goals and have lost our

momentum. We owe it to our alums and the real estate program to keep the support rolling in. The Chief and his staff have given something special to each of us and I know we all want to contribute to the overgrowing success of the program.

Very truly yours,

John W. Ramzy, Ph.D.
V.P - Asset Management

A handwritten signature in cursive script, appearing to read "John".

cc: James A. Graaskamp
Board of Directors
Stuart I. Ackenberg

Chairs, Professorships, Programs: Campaign for Endowed Funds Increases Dramatically

Equally important to the new building campaign is the School of Business effort to expand its endowed support for chairs, professorships, and special programs. As Dean James Hickman likes to say, "A building is wonderful, but if we don't have the right people to put into it, it is useless."

Getting the right people depends on a school's ability to provide research funding, graduate student support, clerical assistance, and professional development dollars. Since these incentives are not part of the normal professorial salary package, they must be provided by private support.

Between now and the mid-1990's, the School of Business plans to expand its endowment through careful planning, effective marketing, and sensitive fund raising. Among the projects which have already begun and are at varying stages of development are:

The Frank Graner

Chair of Investment Management

Goal: \$1 million. Present status: completed.

A devoted group of the late Prof. Frank Graner's former students, most of whom graduated during the '50's and '60's, banded together to successfully raise \$1 million to honor the memory of this remarkable professor. (Details were given in the Summer 1988 UPDATE). A search to fill that chair is underway.

The James A. Graaskamp Memorial Endowment Fund in Real Estate

Goal: \$1 million. Present status: beginning stages.

James A. Graaskamp, PhD'65, one of the nation's most respected and renowned experts in Real Estate and Urban Land Economics and a Professor in Real Estate at the business school, died in April, 1988. His alumni and friends are undertaking a major project to honor their friend and mentor.

The Herbert V. Prochnow Chair of Banking

Goal: \$1 million. Present status: \$160,000.

Herbert V. Prochnow, BA'21, MA'22, former Chief Executive Officer of First National Bank of Chicago and a founder of the Graduate School of Banking in Madison, has had far-reaching influence on the banking industry. This Chair is intended to honor his

name and to enhance both the School's banking program and the Graduate School of Banking.

The Leslie P. Schultz Professorship of Risk Management and Insurance

Goal: \$500,000. Present status: completed.

Leslie Page Schultz, BA'40, MBA'50, one of the first seven graduates of the School's Risk Management and Insurance program, was the Chief Executive Officer of United Service Life Insurance Companies (USLICO) for nearly two decades. His company chose to honor him by endowing a professorship in his name at his alma mater. Mr. Schultz is the most recent recipient of the Distinguished Business Alumnus Award.

The I.R. Hansen

Executive-in-Residence Program

Goal: \$250,000. Present status: completed.

This exciting new program will bring successful business executives to the campus for variable periods to interact with students and faculty and to give a series of lectures. Funding is provided by Irwin R. Hansen, BPH'36, retired Vice President of Finance at 3M.

The Applied Securities Analysis Program

Goal: \$600,000. Present status: \$280,000.

The Applied Securities Analysis Program has a history of giving a select group of finance students the challenge and experience of investing in the market as an integral part of their program. The alumni of the program are committed to increasing the size of the investment portfolios so that the income from these investments can be used to increase the operational effectiveness of the program.

These examples are but a few of the current projects being funded through the "people" portion of the School's capital campaign. Additional projects involving various departments, scholarships, and special programs, are constantly arising. For example, a generous gift of \$50,000 was received in August to assist the School in integrating the topic of business ethics into the curriculum. In all cases, the School's fund-raising success translates into an ever-improving School of Business for future students, alumni, and the business world.