

JAMES A. GRAASKAMP COLLECTION OF TEACHING MATERIALS

IV. UW REAL ESTATE ALUMNI ASSOCIATION

D. Fund-raising

6. Correspondence Regarding Corporate Gifts,
January 18, 1984 - March 23, 1988 and 1982
List of Corporate Sponsors

University of Wisconsin Madison

School of Business
 1155 Observatory Drive
 Madison, Wisconsin 53706

Graduate School of Business

Current Status of Donors and Gifts
 University of Wisconsin Real Estate Chair
 December 1, 1982

<u>Donor</u>	<u>1982</u>	<u>1983</u>	<u>1984</u>	
Real Estate Alumni	\$10,000	\$5,000	\$5,000	
Verex	5,000	5,000	5,000	---\$10,000 to follow
Heitman Financial, Inc.	5,000	5,000	5,000	distributed over
Urban Investment	7,500	7,500	---	future years
Madsen Development Corp.	20,000	---	---	
Baird & Warner	5,000	---	---	
* Michael Feiner (MDC)	1,000	1,000	1,000	(\$7,000 to follow)
* Andrew Singer	1,000	1,000	1,000	(\$7,000 to follow)
* Jerry Schwartz	<u>1,000</u>	<u>1,000</u>	<u>1,000</u>	(\$7,000 to follow)
TOTAL	\$55,500	\$25,500	\$18,000	

* Each of these Alumni joined the Bascom Hill Society, which requires a subscription of no less than \$10,000 to the University Foundation with payments no less than \$1,000 per year on the subscription.

CONTINENTAL EQUITIES INCORPORATED

101 NORTH WACKER DRIVE

SUITE 1200

CHICAGO, ILLINOIS 60606

(312) 263-2400

STEPHEN R. ELPERN
VICE PRESIDENT, ACQUISITIONS

January 18, 1984

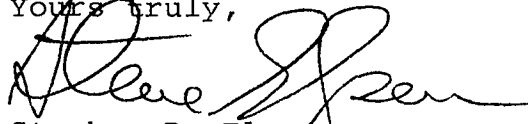
Dr. James Graaskamp
202A Breese Terrace
Madison, Wisconsin 53705

Dear Jim:

In the past several days I have talked with Chuck Palmer and Barry Mansur about contributing to the University of Wisconsin Real Estate Program. Both are agreeable but not at the level of \$5,000 that I suggested. Both are currently evaluating what level of participation they think is reasonable.

If you plan to speak with Chuck Palmer in the next week, I suggest you bring up the subject and mention \$5,000. I will follow up from my end with both Chuck and Barry.

Yours truly,



Stephen R. Elpern

/jas



**CREATIVE
ADVERTISING
SPECIALTIES**

6315 W. GLENBROOK RD.
BROWN DEER, WI 53223

PHONE (414) 355-5878
(414) 771-5192

August 26, 1985

Professor James A. Graaskamp
202A Breese Terrace
Madison, Wi. 53705

Dear Professor Graaskamp,

As Mr Michael Rooney, you and I discussed, Creative Advertising Specialties will provide 500 lapel pins for the University of Wisconsin Real Estate Alumni at \$3.40 each in the design as was shown. They should be available for the October 19th dinner. Mr Rooney later indicated that we should include presentation and preservation boxes at the additional charge of \$.20.

We will also provide 250 red based, beveled edged, lucite cubes with the booklet, "Fundamentals of Real Estate Development" imbedded (with graphs showing on center pages) and the "University of Wisconsin Real Estate Alumni Logo" screened on the top. These will be at \$14.00 each, as agreed, and should be ready for the October 19th date.

We will also provide 9x12 American Black Walnut Laser Engraved Plaques having an artist's likeness of the four honorees: Ely, Radcliff, Graaskamp, and Andrews and including the recipients name and year received. These plaques will have a one time charge of \$100. each for mechanical set up and as there is a similarity to all the plaques, we will include combined pricing on each order. Thus, the initial order that we discussed of 25 Ely, 25 Radcliff, 50 Graaskamp and 100 Andrews will be priced at the 200 quantity of \$32.75 each.

It was determined that the awards would have the following donor value

EXECUTIVE BUSINESS GIFTS • ADVERTISING GIFTS • GLASSWARE • CUSTOM DESIGNED CALENDARS • PENS-PENCILS
SPORTING GOODS-T-SHIRTS-JACKETS-CAPS • MATCHES • PLAYING CARDS • INCENTIVE PROGRAMS
LABELS-NAME PLATES • RULERS • KEYCHAINS • DECALS • BADGES and BUTTONS
CUSTOM LOOSE LEAF BINDERS • INDEX TABS

"brand name distributor"

Ely \$7500, Radcliff \$5000, Graaskamp \$2500 and Andrews \$1000. There was discussion as to spreading the donation over three years with no decision reached at this time. It was also mentioned that recipients would probably collect all four awards over a period of time. This could be very positive for longer term fund raising.

It was decided to develop the plaques with the following recipient names on the original four plaques: Ely - Donald L. Evans; Radcliff - Diane Orbeson; Graaskamp - Rodger Ubcheck; and Andrews - James A. Graaskamp with the year being 1985. (Please check spelling on all above names).

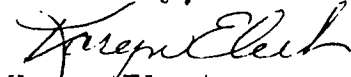
Professor Graaskamp will furnish the tax numbers applicable and the billing procedure along with photos of the honorees. These photos are needed as soon as possible.

Karyn will send "black & white" art of pin to Professor Graaskamp.

On the day following our meeting, Mr Rooney reminded me to include in our discussion, commemoratives for the original seven graduates that had been discussed in our previous meeting.

We are sending you two copies of this letter. The order for the pins and the cubes have been placed at your direction. If the procedures for the plaques are in agreement, please sign one copy and return it to our office, keeping the other for your file. If there are any questions, please feel free to call (414-771-5192).

Sincerely,



Karyn Elert
Creative Advertising Specialties

KE:jae

Enclosure

CC: Mr Michael Rooney

This confirms my understanding of this agreement as described above.

date

signature



Paul B. Firstenberg
Senior Vice President and
Chief Financial and Administrative Officer

The Prudential Realty Group
Prudential Plaza, Newark, NJ 07101
201 877-8698

March 12, 1986

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

Dear Prof. Graaskamp:

I am glad that we finally got to talk today on the telephone so that I could confirm that we are very interested in supporting the excellent Real Estate & Urban Land Economics program at the University of Wisconsin School of Business. Over the years, we have been made aware of the value the school's work, and in particular, your own outstanding contributions to the field. We are also cognizant of the number of graduates of the program who are now Prudential employees. For all of these reasons, we are giving very active consideration to your request that we provide a grant in 1986 of \$25,000 and a similar grant for the year 1987. (In both cases, we are talking of calendar years since that is Prudential's fiscal year as well.)

You mentioned to me today, in our conversation, your strong interest in our coming up with some kind of "downpayment" on the 1986 grant by June. I am actively pursuing this possibility with the hope that we will be able to do something in that time frame.

We look forward to a relationship with the school and with you.

Cordially,

Paul B. Firstenberg
Senior Vice President &
Chief Financial and Administrative Officer

PBF/na

cc: Don Knab
Brian Strum
George V. Franks



Paul B. Firstenberg
Senior Vice President and
Chief Financial and Administrative Officer

The Prudential Realty Group
Prudential Plaza, Newark, NJ 07101
201 877-8698

May 19, 1986

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

Dear Prof. Graaskamp:

I am happy to enclose The Prudential Foundation \$10,000 check payable to the University of Wisconsin. Under the standard policies of The Foundation, the contribution is intended specifically for the endowment program in real estate and urban land economics; any other use requires the express written consent of The Foundation. In addition, The Foundation requests, on an annual or more frequent basis, a complete programmatic and fiscal report with respect to the use of these funds. At your convenience, we can discuss the contents of the report or perhaps I can get you a model that you can follow.

As we have discussed, The Foundation will present the request for an additional \$15,000 to the trustees of The Foundation at its September meeting.

At your convenience, give me a ring if you have any questions or comments about this. Also we ought to identify a time and place when you and I might chat about the relationship between Prudential and yourself. I certainly look forward to it.

Regards,

Paul B. Firstenberg
Senior Vice President &
Chief Financial and Administrative Officer

PBF/na

cc: Don Knab
Brian Strum
George Franks

THE BENNETT & KAHNWEILER COMPANIES

9700 West Bryn Mawr
Rosemont Illinois 60018-5275
Telephone: 312-671-7911
Telefax: 312-671-7931

June 15, 1987

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

Dear Jim:

It was very nice seeing you again during my visit to Madison on Saturday, June 13. Concerning our conversation on Ed Kelley, I have included his address with this letter.

I will call you early this week to provide you names of contacts for corporate donations for JMB, UDIC, RREEF, etc. I would like to attend these meetings as the Chicago coordinator. I think my attendance and follow-up might help prompt these groups into faster and greater contributions.

I will call you shortly with the information you need.

Your friend,

BENNETT & KAHNWEILER FINANCIAL GROUP

Steve

Steven G. Meyers

mmg
Enclosure

Heitman Financial

Lester J. Rosenberg
President

Direct Dial 312 855-0452

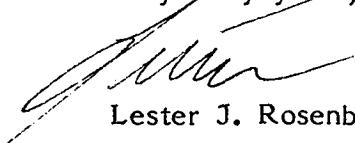
July 18, 1986

Professor James A. Graskamp
#202-A Breese Terrace
Madison, WI 53075

Dear Jim:

Norman, Peter and I met to discuss any contribution that Heitman might make in answer to your request for, what we regard as much needed Financial Assistance. I am pleased to tell you that Heitman will make an additional \$5,000.00 contribution this year. This is in addition to the \$20,000.00 that Heitman has previously contributed. We will meet again next year to consider making a 1987 gift. Although we can not make a committment at this time, all things being equal, I would think that any further requests for contributions you make would be looked at positively by the Senior Management of Heitman. Your record of past accomplishments has shown us that our contributions have been well spent.

Very truly yours,



Lester J. Rosenberg

LJR:pj

cc: Norman Perlmutter
Peter Katseff

DATE: March 2, 1987

TO: Dean James Hickman
Dean E. J. Blakely

FROM: Professor James Graaskamp

RE: Wisconsin Real Estate Alumni Fund Raising Seminar in Baltimore

The U. W. Real Estate Alumni in Washington/Baltimore are sponsoring a one-day seminar on THE IMPACT OF APPRAISAL REFORM ON MORTGAGE LENDERS, DEVELOPERS, AND THE APPRAISAL BUSINESS.

The seminar will be held at the Walker Art Gallery, attached to the Peabody Court Hotel in downtown Baltimore. Dr. Tony Downs of the Brookings Institute and Dr. William Kinnard are contributing their services; Congressman Doug Barnard is receiving a small honorarium as keynoter and author of federal legislation drastically changing required appraisal standards for federally insured savings institutions. Professor Graaskamp will be reimbursed by the alumni. Seminar charge is \$195 and is being advertised with an intensive mailing to the financial institutions, appraisers, and subscribers to the Mortgage Banking Magazine in a six-state area. A minimum attendance of 100 persons should produce a net of \$10,000 to the Real Estate Alumni Fund, but the target is \$15,000.

Related to the Alumni Fund, we are pleased to report corporate gifts in February of \$15,000 from Metropolitan Life Insurance Company. As of the beginning of February, cash in the bank for the fund totaled \$480,000, so this gift brings the total to \$495,000.

The Alumni Fund promises the use of Professor James Graaskamp for one day for each \$25,000 paid in cash by corporate givers. Prudential Insurance Company is the first to take advantage of that offer. Professor Graaskamp will run a seminar in Newark on Friday, March 20th.

The understanding with the Alumni Fund managers is that Professor Graaskamp will be compensated for Baltimore and Newark at his usual \$2,000 a day honorarium as part of a one-ninth summer research stipend from the Alumni Account 235. Travel expenses will be paid from seminar proceeds and by Prudential.

June 12, 1987

Prof. James A. Graaskamp
University of Wisconsin at Madison
School of Business
1155 Observatory Drive
Madison, WI 53706

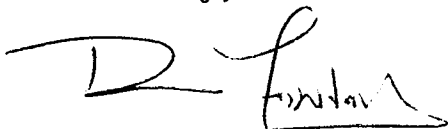
Dear Professor Graaskamp:

Enclosed is a check for \$25,000.00 from The Prudential Foundation for the Real Estate and Urban Land Economics program.

This grant is intended for application to the fund for expanded research and teaching in Real Estate and Urban Land Economics. Other use is permitted only with the express written consent of The Prudential Foundation.

We look forward to receiving periodic reports of the program's accomplishments and of its fiscal operations and standing, not less frequently than at the close of each fiscal year.

Sincerely,



Paul B. Firstenberg

PBF/NA
Enclosure
cc: Ms. Janice B. Griffin

Return to J. Graaskamp

9.27.87

Jim:

Found this correspondence in a general file. Thought you might want original letter for your files.



June 23, 1987

Paul Firstenberg
Senior Vice President &
Chief Financial and Administrative Officer
The Prudential Realty Group
Prudential Plaza
Newark, NJ 07101

Dear Paul:

The Prudential check for \$25,000 arrived today and made the whole week a bright and sunny one. We greatly appreciate the continuing confidence and support of Prudential. I suspect there is no need to remind you and Charles Wurtzebach that you now have another option call on my time for a day of your choosing. In addition, we will make considerable noise about your support in our Alumni newsletter, in the August 1 edition of the EQUITY KICKER.

Your gift further inspired me to shame Northwestern Mutual into generous support since they are the only major insurance company employer of our graduates that has not yet provided any support. Their theory is that they won't support tax supported schools but we will attack that point directly with a separate trust we have created at the Marine National Bank for alumni who distrust the Regents and the State Legislature.

Please express my appreciation to all of those at Prudential who have made this outstanding gift possible, particularly Chuck Wurtzebach who can extract his pound of time during '87.

With appreciation,


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

JAG/db

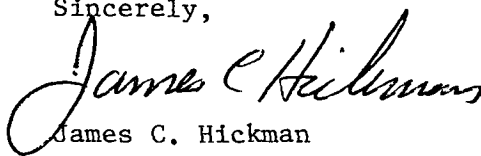
Dear Real Estate Alumnus:

I am proud of you for many reasons. Among them is the fact that you graduated from a great program that is part of a great school that is within a great university. Another reason for my pride is the leadership your group has displayed by organizing to raise money for your university. The dollars you contribute to the University of Wisconsin Real Estate Endowment Fund will be used to preserve and extend the long tradition of excellence that has been built at Wisconsin in real estate and urban land economics.

In a few months our University will start a major capital campaign. Your group has a head start and this action confirms what I already knew; real estate alumni are leaders. Contributions to the Real Estate Endowment Fund will be considered as part of the forthcoming campaign.

The School of Business is grateful for your support. I wish you success.

Sincerely,



James C. Hickman
Dean

rg

July 7, 1987

Ms. Janice B. Griffin
The Prudential Foundation
Prudential Plaza
Newark, NJ 07101

Dear Ms. Griffin:

We have received Prudential Foundation's generous gift of \$25,000.00 for the Real Estate Endowment Fund, and I join the entire faculty and staff in thanking you for this contribution. Because of our many loyal and generous alumni and friends, private support to the School of Business, its departments, and its programs is increasing dramatically every year. We are proud to include you as one of our thoughtful supporters. A receipt from the UW Foundation is enclosed for your 1987 tax records.

We are delighted that you share our pride in the School of Business. Our goal will always be to maintain and enhance our reputation as one of the exemplary business schools in the country. With the continued help of our friends, the dedicated work of the faculty, and the outstanding professional accomplishments of our alumni, the goal is realistic.

Once again, many thanks for your gift. And keep in touch!

Sincerely,



James C. Hickman
Dean

JCH:dmt
Enclosure

✓ cc: Professor Graaskamp

alumni fund



Office of Dean

University of Wisconsin-Madison

1155 Observatory Drive
Madison WI 53706
608/262-1553

September 11, 1987

Mr. Lester J. Rosenberg, President
Heitman Financial Services Ltd.
180 North LaSalle Street
Chicago, IL 60601

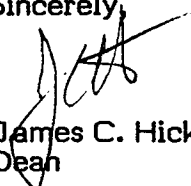
Dear Mr. Rosenberg:

We have received your generous gift of \$5,000.00 for the Real Estate Program Fund, and I join the entire faculty and staff in thanking you for this contribution. Because of our many loyal and generous alumni and friends, private support to the School of Business, its departments, and its programs is increasing dramatically every year. We are proud to include you as one of our thoughtful supporters. A receipt from the UW Foundation is enclosed for your 1987 tax records.

We are delighted that you share our pride in the School of Business. Our goal will always be to maintain and enhance our reputation as one of the exemplary business schools in the country. With the continued help of our friends, the dedicated work of the faculty, and the outstanding professional accomplishments of our alumni, the goal is realistic.

Once again, many thanks for your gift. And keep in touch!

Sincerely,



James C. Hickman
Dean

JCH:dmt
Enclosure

✓ cc: Prof. James Grasskamp

John Hancock Mutual Life Insurance Company

Office of the Secretary

John Hancock Place
Post Office Box 111
Boston, Massachusetts 02117
(617) 421-6485



James H. Young
General Director and
Assistant Secretary

September 17, 1987

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

Dear Mr. Graaskamp:

Thank you for your letter to Ms. Barbara E. Casey requesting support of the graduate real estate program at the University of Wisconsin in Madison. I am responding as I serve as secretary to the Company's Committee on Contributions.

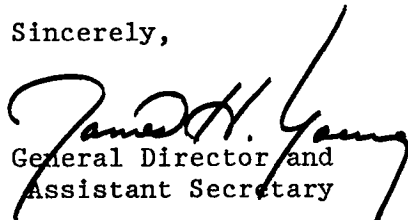
At the present time there are approximately 3,400 institutions of higher learning in the United States. The importance of financial support to them has long been recognized by us. Being a national company with employees and sales offices throughout the country, we have been contributing annually to independent college funds for over 30 years.

Beginning in 1967, the Company started a Matching Gifts program whereby we would match personal contributions of employees and field associates to colleges and universities. This has been a continuous program since then with most of the colleges in all 50 states receiving a corporate check at one time or another from the John Hancock. At present, we match eligible contributors' personal gifts of at least \$25 each up to a calendar maximum of \$3,000.

In view of these programs and our overall budgetary limitations, we are unable to directly assist specific universities, such as the University of Wisconsin by supporting programs, courses, campaigns or scholarships.

Much as we would like to assist you, we must, however, regretfully decline.

Sincerely,


General Director and
Assistant Secretary

JHY/amm

cc: Ms. Barbara E. Casey
Vice President

December 30, 1987


Mr. Charles H. Shaw
President
The Charles H. Shaw Company
676 St. Clair
Chicago, IL 60611

Dear Charlie:

We just received your generous gift of \$5,000 to augment the Charles Shaw Scholarship. This is a delightful way to close the year and all of us at the Wisconsin Program want to thank you.

We continue to hear from our alumni who were delighted with your selection for our Distinguished Real Estate Award because the Shaws are such a proud family unit. Beverly is to be congratulated on being the best community developer of all in terms of creating that family unit. Thank you both for your many contributions to our program and for this wonderful surprise and making the Charles Shaw Scholarship our most impressively funded award. I will send you a note as soon as we have made a selection each year. The very best to all of you in 1988.

With appreciation,



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

JAG:mjf

Newcomb. wp

1-15-88

January 15, 1988

Debra Newcomb
1058 W Armitage
Chicago, IL 60614

Dear Debbie:

Vacation time gives me a chance to do some accounting and I took note of your generous \$1,000 gift to our alumni endowment fund. I really appreciate people like you who give till it hurts.

As you may have heard, JMB, through Jerry Clays, has given \$25,000 to the endowment fund with 50 percent in 1987 and the balance in 1988. How is your project doing in the 900 block of North Michigan? This spring Jerry Clays is going to be one of our guest speakers for a day in the Course #795 series and will talk on how they put the Cadillac/Fairview deal together. *

Thanks again for all your support.

Jim Graaskamp

JAG/bam

Norcross Teel, Jr.
President

212 708-2036

MONY Real Estate Investment Management

1740 Broadway
New York, New York 10019



March 23, 1988

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

Dear Professor Graaskamp:

You phoned Mr. Teel last Friday and he did not have a chance to get back to you. Since he's out of the office this week, he asked me to call you and apologize. I have been trying to reach you, but have come to the conclusion that this must be spring-break time.

We felt that you were probably calling in regard to our contribution. So, in order to expedite matters, I called the people responsible for issuing the checks and they told me that they needed the following information from you:

1. A short one-page proposal.
2. Copy of your 501(c)3 form.
3. Copy of your most recent 990 form.
4. Latest audited financial statement.
5. List of the Board of Directors.

If you have any questions concerning these requirements, please call Lynn Stekas - she is the person in charge of the contributions group. Lynn can be reached at 212/708-2136.

Just in case you were calling for another totally different reason, Mr. Teel will be back in the office on Monday, March 28th.

Sincerely,


Carol Berta,
Secretary

March 31, 1988

Norcross Teel, Jr., President
MONY Real Estate Investment Management
1740 Broadway
New York, NY 10019

Dear Mr. Teel:

Since I last saw you at Salomon Brothers we succeeded in having North-western Mutual commit \$25,000 directly to the University of Wisconsin Foundation. In response to the note by Carol Betta we are providing the following information on the University of Wisconsin Foundation, within which there is a specific trust account for the Real Estate Education Endowment Fund, #235:

- 1) Copy of 501(c)3 form
- 2) Copy of most recent 990 form
- 3) Latest audited financial statement for the Foundation
- 4) March 31 accounting report on account #235
- 5) List of University of Wisconsin Foundation Board of Directors
- 6) Statement of Real Estate Endowment objectives
- 7) Current fund raising package and subscription form

I believe this expands slightly on your shopping list and I have sent these to you although you may wish to forward these to Lynn Stekas who is in charge of the contribution group.

All of us in the School of Business and Real Estate Program appreciate that your Real Estate Investment Management Group at MONY will consider our program here in Madison for educational support.

With appreciation,

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

JAG:gat

Enclosures