

JAMES A. GRAASKAMP COLLECTION OF TEACHING MATERIALS

IV. UW REAL ESTATE ALUMNI ASSOCIATION

D. Fund-raising

9. Miscellaneous Publicity about the Fund-Raising Efforts of the Real Estate Program and Correspondence Re: Other Institutions with Real Estate Programs



BANK OF AMERICA

INVESTMENT REAL ESTATE
Real Estate Fund
Offshore Advisory

JAMES J. CURTIS
Assistant Vice President

October 22, 1980

Mr. Michael Rooney
Rooney Company
933 N. Mayfair Road
Milwaukee, WI 53226

Dear Mike:

Enclosed is an article on Stanford Business School. Some of the concepts incorporated in this article on the promotion of this institution could be useful to U. W. Real Estate Program. In particular give some thoughts to the following points:

Press releases about schools accomplishments.

Executive program on real estate for senior executives in the industry.

Impress upon existing alumni Aijay Miller's quote "To the degree that the school gets better, your degree is worth more money."

I look forward to hearing from Joe and you in the next month.

Best regards,

James J. Curtis
Assistant Vice President

JJC/cp

cc: J. A. Graaskamp
J. Pasquerella

DIVALL REAL ESTATE GROUP

100 North Hamilton / Madison, Wisconsin 53703 / Telephone (608) 251-5559

April 29, 1985

Professor James A. Graaskamp
202 North Breeze Terrace
Madison, Wisconsin 53705

Dear Jim:

In attending two education courses at the Chicago CRE meetings, I became aware of the MIT Center for Real Estate Development.

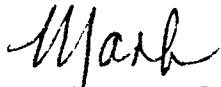
They used the CRE course "Real Estate: A Hidden Corporate Asset" as a bit of a promotional platform in that Charles H. Spaulding, the Director of MIT Center for Real Estate Development, was a panelist. Their enclosed brochure highlights several fund raising and awareness raising ideas of which the U.W. program may not be taking full advantage:

1. Attractive Brochure.
2. Advisory Board.
3. Membership program encouraging \$5,000-\$10,000 contributions.

You may wish to forward this letter and brochure to our U.W. Real Estate Alumni group.

Very truly yours,

DIVALL REAL ESTATE GROUP



Mark R. Hasler, CCIM
Vice President

P.S. I very much enjoyed my exposure to the Counselors. This seminar plus "5% vacancy and other myths" were stimulating.

MRH:cgm

**Helmsley-
Greenfield, Inc.**

REAL ESTATE

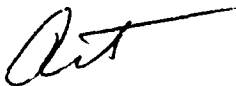
April 21, 1987

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

Dear Chief:

Hope all is well in Madison this Spring. As you may know, we have hired Jeff Caplan of the program to act as our summer intern for 1987. We have truly enjoyed our previous summer interns and are optimistic that Jeff will perform well for us this summer as well. I have enclosed a copy of the Wharton Real Estate Newsletter that was recently sent to our office. I thought you may be interested to see what the competition is. Of course, those "in the know" realize that there is only one "program".

Sincerely yours,



ARTHUR P. PASQUARELLA
Vice President

APP/dmt
Enclosure

P.S. By the way, Gail and I are expecting another baby in mid October and I will probably not be able to attend the alumni meeting.

APR 21 1987

scholarships

ROGER J. JUSZCZAK
vice president

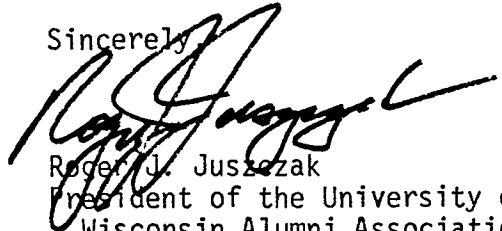
June 4, 1982

Mr. Robert M. Larson
2410 Chamberlain Ave.
Madison, WI 53705

Dear Mr. Larson,

On behalf of the University of Wisconsin Alumni Association and those students that had the privilege to study under your wife Francis, please accept our sympathy at this time of loss. The Alumni Association will establish a \$500 scholarship in her name.

Sincerely,



Roger J. Juszcak
President of the University of
Wisconsin Alumni Association

RJJ/k1

cc: Professor James A. Graaskamp