

JAMES A. GRAASKAMP COLLECTION OF TEACHING MATERIALS  
IV. UW REAL ESTATE ALUMNI ASSOCIATION  
D. Fund-raising  
4. Graaskamp's Fund-Raising Efforts  
c. Family Sponsors Plan

# KARYN ELERT & associates

2525 n. 86 st. • wauwatosa, WI 53226 • 414-771-5192

May 14, 1986

Dear Dr. Graaskamp,

Here are two choices for the FAMILY SPONSORS PLAQUE. You gave the copy for "A" and our artist suggested "B" as another way of expression. We will go with your choice.

Also, note CORPORATE has "Gifts of \$20,000 or more:" and FAMILY has no similar copy. Choice "A" or "B" will be the only copy on the plaque. Are you in agreement with this?

Attached are the names for the CORPORATE PLAQUE. Please check for spelling, corrections and additions.

I am confirming also, that the logo on the Corporate will say, "REAL ESTATE PROGRAM" and the Family will say, "REAL ESTATE ALUMNI". If you have any names for the Family Plaque, we can take those at this time.

I will call you on Monday the 19th regarding the above. If you will be unavailable, can I get the answers from your super secretary?

Sincerely;

*Karyn Elert*  
Karyn Elert

## CORPORATE SPONSORS:

THE MADSEN COMPANY, *Madison*

MORTGAGE GUARANTY INSURANCE COMPANY *Milwaukee*

URBAN INVESTMENT CORPORATION, *Chicago*

*The* PRUDENTIAL LIFE INSURANCE COMPANY, *Newark*

BAIRD & WARNER, *Chicago*

FOREMOST GUARANTY COMPANY, *Madison*

WELLS FARGO REAL ESTATE ADVISORY COMPANY,

*Heitman Financial Group, Chicago* *Marina del Mar*

*MDC, Inc., Denver*

VEREX, *Madison*

*Opus Corp., Minneapolis*

*The Butcher & Smeilments*

Mr. Donald Hovde  
Hovde & Hovde  
4513 Vernon Blvd.  
Madison, WI 53705

Dear Don & James:

In the past few years the Real Estate program at the UW School of Business has enjoyed the participation of most every prominent real estate family in the Madison and Dane County area. We like to think that our program played some small part in the decision of the younger generation to pursue a career in real estate and add luster to the family real estate tradition hereabouts. Look at the attached list of parent and prodigy, and you, too, will be surprised at the strength of the old school tie among local real estate professionals.

Real estate education at the University of Wisconsin began when Paul E. Stark urged his salesman, Richard U. Ratcliff, to go to Michigan for a Ph.D., and the Stark family, with the leadership of Richard and Phil, established the Stark Scholarship Fund which financed the beginning of our MS program. More recently, Nathan Brand and his son, Nate, marked the younger's generation with a joint pledge for \$5,000 to carry on this father and son tradition of support. Professional Madison real estate benefits from father and son, and father and daughter teams as listed on the attached exhibit. Why not a special roster of this unique tradition and concentration of UW Real Estate graduates?

The Real Estate program at the UW Madison School of Business desperately needs endowment support. You are already aware that the School of Business has been short-changed in the University funding process, a burden shared by the Real Estate Department. At the same time, the enclosed materials will show that the Real Estate faculty have attempted to serve a teaching load that has almost tripled in terms of full time student equivalents. The individual attention we have always provided each student is self-destructive as we gain more students, attracted by the class student-faculty relationship of the Real Estate Department.

The Real Estate Department has chosen to solve its own problems with a Real Estate Alumni directed capital fund campaign. Material describing our history and our objectives for raising and applying endowment resources is outlined in the enclosed package. We are making a special effort to gain the support of national corporations related to real estate, virtually every one of which has at least one of our real estate graduates. We are providing a special walnut roster of corporate donors of \$20,000

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or more in the halls of the School of Business to indicate the sponsors of our real estate program. (Picture enclosed.)

Why not a roster of Dane County families who have seen their sons and daughters enter the real estate industry via the real estate program here in Madison? We need additional teaching assistants to improve our student/teaching ratio and to maintain intensive grading review of the many projects which provide rigor to the program. Assistantships also help graduate students work through their school program. This year a teaching assistant will cost \$10,800 for two semesters, which requires an endowment of \$120,000 earning 9%; currently endowment funds are earning about 9.5% at the Foundation.

We have created a walnut roster to duplicate that which displays our national corporate sponsors to be dedicated to Dane County families who gift or pledge \$5,000 or more to the Real Estate Endowment Fund. A picture is enclosed of this roster carved by laser from solid walnut with a laser etched silver panel for each family sponsor. Twenty-four families can create an endowed assistantship; we have 23 sponsors to go.

Whether or not you feel it possible to support this effort with a gift or three year pledge, we think it would be fun to have a cocktail party, or dinner, some evening this fall to gather the power structure, young and old, of the Dane County family teams who dominate real estate investment and parallel activities in our community.

Those of us at the University who are guerillas for relevant education for economic development, and for endowment of teaching resources rather than brick and mortar need your support, if only to make a statement for the residents of Wisconsin to those who are Regents, Chancellors, and Deans.

Sincerely,

A handwritten signature in black ink, appearing to read 'James A. Graaskamp'. The signature is stylized with a large, sweeping initial 'J' and a horizontal line extending to the right.

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

JAG/db

TWO GENERATION TEAMS OF REAL ESTATE PROFESSIONALS  
IN DANE COUNTY, WISCONSIN

A Partial List, Please Call 233-6400 for those  
who are not identified on this roster)

<sup>F</sup>  
Mr. Nathan Brand  
204 S. Hamilton Street  
Madison, WI 53703  
Son: Nate \*

Mr. James Carley  
Carley Capital Group  
315 W. Gorham Street  
Madison, WI 53703  
Son: Bricker \*

Mr. Charles A. Carpenter  
102 W. Wilson Street  
Madison, WI 53703  
Son: Charles R. \*

Mr. Joseph M. Daniels  
Joe Daniels Construction Co. Inc.  
919 Applegate Road  
Madison, WI 53713  
Son: Joseph A. \*

Mr. Gary DiVall  
DiVall Real Estate Group  
Suite 4000  
100 N. Hamilton Street  
Madison, WI 53703  
Son: John \*

Mr. Gerald F. Dahm  
Dahm Construction Company  
7817 Mineral Point Road  
Madison, WI 53717  
Son: Steve \*

Mr. John Flad  
Flad & Associates  
6200 Mineral Point Road  
Madison, WI 53705  
Son: John \*

Mr. Anthony Haen  
Haen Real Estate  
4513 Vernon Blvd.  
Madison, WI 53705  
Son: Jeffrey ✕

Dr. Richard Heins  
4926 Fond du Lac Trail  
Madison, WI 53705  
Daughter: Sue Case ✕

Mr. Donald Havde  
Havde & Havde Inc.  
122 W Washington Avenue  
Madison, WI 53703  
Son: James ✕

Mr. Robert H. Keller  
Robert H. Keller Company  
25 W. Main Street  
Madison, WI 53703  
Son: Tom ✕ Dave

Mr. John Livesey  
Livesey Company  
6515 Grand Teton Plaza  
Madison, WI 53719  
Son: John ✕

Mr. Jerome Mullins  
Jerome Mullins & Associates  
401 N. Carroll Street  
Madison, WI 53703  
Daughter: Mallory ✕

Mr. Daniel Neviasser  
Neviasser Investments  
25 W. Main Street  
Madison, WI 53703  
Son: Bruce ✕

Mr. Kenneth Opitz  
Opitz Realty Inc.  
502 N. Eau Claire Avenue  
Madison, WI 53705  
Son: Casey ✕

Mr. Gordon A. Rice  
Executive Management Inc.  
6000 Gisholt Drive  
Madison, WI 53713  
Son: Greg ✕

~~Mr. Nan Shaw  
The Shaw Company  
217 S. Hamilton Street  
Madison, WI 53703  
Son: Dan M.~~

Mr. Phillip C. Stark  
The Stark Company  
717 John Nolen Drive  
Madison, WI 53713  
Son: David \*

Mr. James F. Spohn  
RAHC Corporation  
1 S. Pinckney Street  
Madison, WI 53703  
Daughter: Adena \*

Mr. Robert C. Voss  
The Voss Investment Inc.  
1513 Simpson Street  
Madison, WI 53713  
Son: Gary \*

Mr. John Wall  
Demco Corporation  
2120 Fordem Avenue  
Madison, WI 53704  
Sons: Kevin-graduate \*  
Cary-now in the program  
Terrence

Mr. Kenneth Welton  
Executive Management, Inc.  
6000 Gisholt Drive  
Madison, WI 53713  
Son: Kurt D. \*

Mr. Darrell Wild  
The Concourse  
1 W. Dayton Street  
Madison, WI 53703  
Daughter: Kathy \*

April 1, 1988

Mr. Paul Lenhart  
Welton Enterprises, Inc.  
7878 Big Sky Drive  
Madison, WI 53719

Dear Paul:

Congratulations and best wishes on your marriage to Kris. Appreciated your letter and we are updating alumni records appropriately.

Appreciated the lead at Pacific Mutual and will put a couple of students right on it.

Keep working on Ken to establish a Welton Family \$5,000 grant as I would like to move our endowment fund to \$700,000 by the end of 1988.

Delighted to have you back in Madison. We should plan on a Madison Alumni family baseball game and picnic for some weekend this summer.

Best of everything,

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

JAG:mjf