

JAMES A. GRAASKAMP COLLECTION OF TEACHING MATERIALS

IV. UW REAL ESTATE ALUMNI ASSOCIATION

H. Newsletters

1. Administrative Materials Regarding the
Genesis of the Alumni Newsletter

THE ROONEY GROUP

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414 476-6500

October 12, 1979

Mr. James A. Graaskamp
202-A Breese Terrace
Madison, Wisconsin

Re: University of Wisconsin Real Estate Alumni
Association Newsletter Deadline

Dear Jim:

As we discussed at the board meeting of the Real Estate Alumni Association in Madison on Saturday morning, September 15, 1979, the Newsletter will be a quarterly publication with the summer issue consisting of the new improved alumni roster.

I will need items for the Newsletter from you concerning promotions, new companies, alumni activities, placement opportunities, professional designations, or anything else you would want to communicate to the alumni through the Newsletter.

Deadline Dates

January 10
April 10
July 10 - Roster
October 10

Publishing Dates

February 10
May 10
August 10
November 10

We are still working on the Fall issue to be published in November. Please send me anything you want to be included as soon as possible.

Sincerely,



Michael A. Rooney,
THE ROONEY GROUP

MAR:cas

First Draft-Alumni Newsletter

The massive turnout of 150 alumni at the second biennial reunion is still causing ripples here on campus. First, the students presently in residence were greatly impressed and given great pride in the support promised by eventual membership in such group. Then, too, Dean Blakely saw the group as a real affirmation of his belief in a relevant and practical education in business matters; he is presently acting Dean, and it remains to be seen whether he will eventually be confirmed as Dean of the entire school should Dean Bock, now on leave, decide to return to academic life. Other faculty have heard about it and commented favorably while passing us in the halls. And perhaps most unusual, our guest speakers who were not alums wrote us thank-you letters for the opportunity to participate. As for myself, the demonstration of esprit d'corps and professional attainment was a source of satisfaction and pride that exceeded even that of my romanticized participation in high school sports when we went undefeated in five years of football. What is there to say except wow!

A financial summary of the reunion extravaganza would be:

Total receipts	9463.00
Lowell Hall-rooms	(1548.00)
Lowell Hall-food and drink	(4734.85)
Football tickets	(720.00)
Guest speaker expenses	(62.50)
Administrative Payroll	(77.00)
Doc de Haven	(400.00)
Miscellaneous Expense	(134.05)
Net surplus for Randall Bank Acct.	\$1786.60

In addition, the Real Estate Club took in \$ 388.50 in book sales.

Interviewing has begun with a relatively new twist. A number of firms such as Coldwell Banker and Levanthol & Horwath are hosting an evening of general discussion prior to interviews the following day to meet students who may be graduating two or three semesters in the future. They also hope to educate the student to opportunities and remove misconceptions which they may have about careers in brokerage or consulting or banking. This year there is more emphasis on commercial brokerage, and the first meeting of the Real Estate Club was an excellent statement of the case for investment brokerage by Norman Flynn and Gary Bebin of the Coldwell Banker Chicago office will expand on that theme later in the semester. The Real Estate Club enjoyed a rich day in Milwaukee with Bob Reuss and Gene Skaggs hosting for Northwestern Mutual and Doug Wilson hosting for the First Wisconsin. Indeed all of the First Wisconsin brass including Roger Fitzsimmons and Dick Holscher spent generous amounts of time with the students at a swanky cocktail party on the 40th floor of the bank to open the recruiting season.

The Urban Land Institute will be announcing a new modular textbook of 16 page units on the development process, directed primarily to the quantitative aspects for physical planners and political administrators. This series will be edited by Professor Graaskamp, and the first five or six titles and authors have been selected and will involve some of our alumni as well as other good people around the United States. This opportunity will serve to inform others about the Wisconsin viewpoint. We've also been approached by the SIR to assist in their educational program development. Fran Larson's new manual Techniques for Writing Business Reports is now off the presses and available to alumni at 20% off the list price \$8.95. Similarly, a new anthology of Ratcliff writings, Ratcliff on Real Estate Valuation and its Roots in Land Economic, (since 1949) is available at 20% off the retail price of \$15.00. Make checks payable to University of Wisconsin Real Estate Club, and mail to Room 118, School of Business, 1155 Observatory Drive, Madison, 53706.

1985

Friday

ALUMNI NEWSLETTER

WOW - WHERE TO BEGIN?

This bundle of messages will be organized into a more presentable Alumni Newsletter for the Spring edition, thru the efforts of Dan Volpano and crew of volunteers. In the meantime, we will try to communicate with some high impact information bits, hopefully shot from a small bore.

October Alumni Seminar

By all accounts the Alumni Seminar was the best and biggest ever as a result of the efforts of many people coordinated by M. S. student Susan Thomas, who once managed seminars and conferences for FNMA.

Total official attendance was 365 persons, of which 93 were current real estate students and 257 were Alumni. There were 15 non-alumni speakers, as well as a majority of spouses and spices.

Lowell Hall Management reported that the Real Estate Alumni set a new record of \$600 per hour per cash bar during Friday evening's cocktail session.

A general accounting as of November 22, 1985 would look like this:

Starting Bank Account:	\$ 87.78
Pre-registration Revenues:	26,973.93
Plus: Registration Revenues at the door:	5,077.00
Plus: Pass throughs for tickets and meals:	10,480.14
Less Refunds:	<u>- 1,046.40</u>
Total Revenues	\$41,572.45
Less Pass throughs:	-10,480.14
Less Expenses:	<u>-24,052.06</u>
Total	\$ 7,040.25

The profit will be approximately \$7,040.25; this will be transferred to the Alumni Foundation Account 199 to cover administrative costs of the Alumni Program and the legal costs of organization, fund raising, scholarships, and related programs.

The only real loss was the fact that there was no time to visit with each of you personally to learn about the fascinating projects and procedures you are all into. By the time I covered administrative duties and airport greeting chores for the speakers there was no time to visit. I want to thank you all for your continuing support, and loyalty despite my seeming neglect for your offerings of case studies, computer programs, and job leads. We are assimilating all of these as we go along even though I sometimes forget to send along a thank you note.

We have probably outgrown Lowell Hall for 1987 and will try to make arrangements with the Concourse Hotel.

J.P. Morgan Investment Management Inc.

9 West 57th Street, New York, NY 10019

Daniel J. Volpano
Assistant Vice President

Telephone 212 826-7194

October 29, 1985

J. P. Morgan Investment

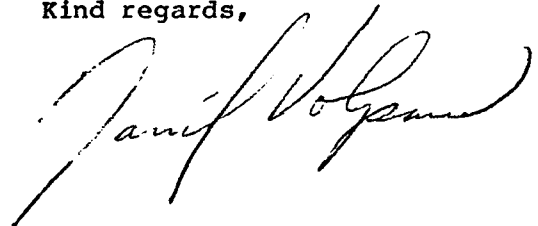
Ms. Dianne Orbison
Investment Officer
Real Estate Operations
Mutual Service Life Ins. Co.
Two Pine Tree Drive
Arden Hills, Minnesota 55112

Dear Dianne:

I have prepared a short outline setting forth the responsibilities of the publicity committee for which Ken and I will equitably distribute. Also, I have elaborated on my intentions to set up a student based Alumni newsletter. Karen Wilbrecht, presently a master's student, has been kind enough to research the idea and is in the process of setting forth some of her own thoughts. Subject to group consensus, I would like to work with Karen in establishing a new format for the newsletter and improve the character of this publication consistent with the enclosed proposal. We would attempt to have the first issue completed by the end of March, 1986. Thus, I would hope Chief could provide us with his usual newsletter summarizing the Alumni activity this fall.

Please advise at your earliest convenience.

Kind regards,



cc: Ken Livadas
Karen Wilbrecht
James A. Graaskamp