

JAMES A. GRAASKAMP COLLECTION OF TEACHING MATERIALS

IV. UW REAL ESTATE ALUMNI ASSOCIATION

H. Newsletters

2. Various Newsletters from March 16, 1972 -  
October 28, 1977

TO: Dianne Orbison  
FROM: Daniel Volpano (Eastern Director)  
DATE: October 29, 1985  
SUBJECT: Committee's Plan and Objective

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WISCONSIN REAL ESTATE ALUMNI ASSOCIATION, INC.  
PUBLICITY COMMITTEE

Members: Ken Livadas (Chairperson)  
Daniel Volpano (Vice Chairperson)

OBJECTIVE

Apart from the overall intent of promoting relations and creating exposure for the Alumni Association, the publicity committee will be involved in and/or will conduct the following:

- Annual Report: In conjunction with the Finance Committee, the Publicity Committee will assist in the development of its content and distribution.
- Press Release/s: On occasion, specific events of the Association will require exposure in certain public forums. As it is determined by the officers, directors or members of the Association, any requirement for media and/or press exposure will be coordinated and implemented by the publicity committee.
- Newsletter: In the opinion of the publicity committee, the newsletter should be the primary vehicle for communication within the Alumni network and between the Association, the University and other interested groups. In this regard, the committee would like to propose that consideration be given to improve the caliber and content of the publication such that it can be used as a means of alumni communication as well as a publicity tool. Listed below is a brief outline setting forth my ideas to change the character of the newsletter.

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NEWSLETTER PROPOSAL

Newsletter - Team "Staffing": The intent would be to shift the primary responsibilities for publication to a select group of student volunteers. I have asked Karen Wilbrecht, currently a real estate master's student, to investigate the possibility of creating a student generated alumni newsletter published by her and perhaps one other student with Chief acting as "chief editor". The concept would be to establish a framework that would allow graduating students to be replaced easily by energetic new enlistees.

NEWSLETTER CONTENT:

Specific areas or columns of discussion would include:

- Curriculum and academic change within the real estate program and the School of Business, as it relates to real estate.
- News of Faculty and research projects underway or perhaps a feature article related to some area of research.
- Student events, opinions, observations about program, industry etc.
- Alumni Activity within each region e.g. "The Voice of Region".
- Feature articles highlighting alumni achievements or accomplishments.
- Career Placement Forum
- Fund raising progress.
- Etc.

NEWSLETTER "SOURCES OF INPUT"

- The student participants would have access to the regional board members along with any alumnist for a variety of "What's happening in the 'real world' input"?

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- "Chief" - most likely he would want his own column and as editor his contribution would remain significant.
  - Of course, the student body and remaining faculty would also be a major source to draw upon.

NEWSLETTER - COST AND FREQUENCY

It is proposed that at a minimum, a spring and fall issue be prepared and possibly on a quarterly basis. While no estimates of cost have yet been prepared, this effort would certainly be in excess of any newsletter expense to date.

cc: Ken Livadas  
Karen Wilbrecht  
James A. Graaskamp



March 16, 1972

Dear Alumnus:

This semi-annual newsletter has been delayed by the ferocious pace of the last year due to expanding course offerings, an expanding number of students, and increasing participation in professional adult education.

This year Property Development was split into a residential course in the fall and a commercial course in the spring. The fall semester stressed multi-family construction and featured two hour lectures by alumni Steve Valinet of Gene B. Glick Company on 236 Feasibility Analysis and by Elzie Higgenbottom of Baird and Warner Company on apartment finance. The spring course is placing more emphasis on developer-contract problems with professionals and contractors and in recreational property development. The format involves a 7:45 A.M. two hour lecture on Monday mornings but enrollment is up to 70 despite this malicious pre-screening effort.

The graduate program has 8-10 Ph. D. candidates, depending on whether you count part-time students or not, and 44 in the master's program, including a dozen on a two year track as they did not have a business administration degree. To teach the additional load, Professor Norbert Stefaniak from University of Wisconsin-Milwaukee has joined our staff part-time to teach the graduate appraisal seminar. Pretty fancy part-time help. All of the graduate students received six hours "hands-on" flying time on computer terminals this year. The terminals were borrowed with no charge from EDUCARE but we had to turn them off when we exhausted a \$1,000 gift and ran a deficit of \$300. The University refuses to finance time sharing although it is cheaper than the University's own computer. The job market remains strong and Graaskamp and Clettenberg get itchy for big money when we see some of the opportunities the students have this year.

On the adult education front we are offering EDUCARE on campus here at least five times this year, the SRA 201 and 301 course, and a number of one day specials on statistics. Alumnus Mike Feiner now administers the UW Extension Real Estate program. Chuck Clettenberg has been flying around the country teaching statistics to appraisers and counselors who think they are learning "new methods of market analysis".

Yours truly has been staging his feasibility seminar as far west as Hawaii and as far south as West Palm Beach.

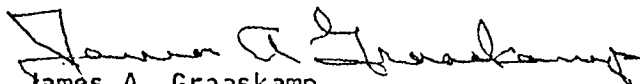
MS graduates should note that the Society of Real Estate Appraisers will give you credit for the 101 and 201 requirements of the SRA designation without the exam. Our program is the only one they so recognize. Thus it is only necessary to take their two day narrative appraisal seminar, write a demonstration report on an income property, and a short problem demonstration exam on residential appraisal to complete formal education requirements. As yet the institute does not recognize the SRA designations nor the University of Wisconsin, however.

Enclosed are a number of readings from the past semester which you may enjoy. If you have opportunity read the entire book, Encounters With the Archdruid, by John McPhee originally for the New Yorker magazine and now published in hard-back form by Farrar, Straus and Giroux. An excellent statement in droll taste of the environment vs development issue. We had one of the originators of Syntectics, Tony Poze, on campus for several days to teach their approach to creative thinking, an approach considerably revised since the 1962 book which you had as a text. We have a few of the new workbook-texts available at \$16 if you are interested.

Enclosed is a picture of our real estate lab and library. Library is organized by topic, author and title. In addition, we have a number of real estate magazine subscriptions on hand which are not carried by the Business School Library. We are adding about fifteen titles a month including some great old classics which Mel Gruenhagen finds in the second hand shops. All contributions of materials, particularly feasibility studies and the like are accepted with pleasure. We will shortly add an automatic slide carrel so the students may use the slide collection with cassettes which we already have. Anybody that wants to send slides of outstanding projects is encouraged to do so. Number the slides and indicate on the cassette when to change to the next slide. The department has added its own carousel equipment and Instamatic camera courtesy of Don Evans, so that students may do slide essays of a building or a project in lieu of book reports.

Frank Haran, Jr. of Hartford, Connecticut has been the librarian all year, receiving \$250 each semester from the Alumni Real Estate Library Fund. If you would like to continue this worthy project (the scholarship more than the newsletter) how about sending \$15 payable to: UW Foundation - Real Estate Library Fund. You will have a receipt and a tax deduction.

We have every good intention of sending you the next edition in September, perhaps including a first edition copy of the Clettenberg and Graaskamp authoritative work on statistics for real estate appraisers, perhaps called "A Histogram is Not a Major Operation." Then again Dr. Andrews may have discovered a new urban crisis.

  
James A. Graaskamp  
Associate Professor in Business

# University of Wisconsin Madison

**School of Business**  
1155 Observatory Drive  
Madison, Wisconsin 53706

**Graduate School of Business**

October 27, 1976

Hello Real Estate Alums!

Once again we have tried to update our mailing addresses and employment list and mail them out before they change again. Nevertheless, since the list went to the copy center, Bob Brazee reported he has joined the First National Bank of Minneapolis in the Construction Loan Department and Greg Boyson has been located with the Real Estate Mortgage Department of Mutual of New York, in their Cleveland office.

Relative to the MS Program, we have 38 registered this fall with 7 graduating in December. In the PhD Program, we now have Seth Gakpo, Jay Sa-adu, and Terry Grissom, together with our artists and residents, Delisle, Fisher and Robbins. Robbins is in charge of the 550-705 course and Delisle is teaching 551 this fall. Except for the December graduates, 850 (Equity Investment) is now offered in the spring as the capstone course. We are now using the completed version of Mr. Cap, a truly sophisticated cash flow model in both 551 and 850 and graduate students are required to have 551 before taking 850.

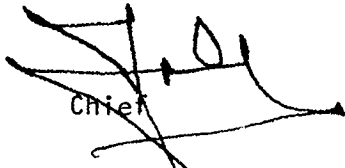
As you know, in the spring we teach our own land use control law course (852) for 3 credits with Rod Mathews. Jim Canastero now has a firm hold on Residential Development and many of you will be pleased to hear that Craig Stanley is one of the most popular teachers in the program with his 557. Indeed, the MS students are going to Stanley to complain about Graaskamp, since I introduced an English teacher in writing labs in the 856 course (Appraisal) each Wednesday. Indeed, students completed the first draft of their commercial appraisal by the six weeks and are being graded on both appraisal and English, before they have to rewrite the same appraisal in letter-perfect form during the second half of the semester. Much grumbling! However, I found that those students who received nit-picking treatment on their appraisals for 795 credit or to make up incompletes learned more appraisal. The architect is not permitted sloppy line drawings (his media), the engineer is not permitted approximate mathematics (his media), and the appraiser should not be permitted sloppy English composition (his media).

Many good things happened to the program this past year. Undergraduate alumni of the School of Business in general again voted the Real Estate force (550) the most useful core course they took while in school. The Business School MBA students have requested Dean Bock to restudy the MBA Program so that it could have more of the morale, discipline, sense of identity, fun, and placement success of the MS Program. We also received checks made out to the Wisconsin Foundation Real Estate Fund from people like Dan Abbott, Dave Tomforhde, Greg Schmidt and Mike Feiner. Others have done so in earlier years, but such gifts occurred at an increasing rate and amount this year to help a variety of students in the program. For example, \$25.00 is enough

to generate a \$250.00 work study grant from matching federal funds. Don Weiss received his PhD in August. Now we can advertise our program as providing research to riches and romance, as Elaine Wood (MS) married Jay Kramer (MS) after I gave formal permission at a banquet of Alumni in Denver in August.

Enclosed is a summary of the new tax reform bill in which Real Estate was treated well compared to farms and cattle and oil. What has us more worried is the new copyright law which will prevent multiple copies for classroom distribution almost completely. A good example of the college textbook publishers being able to lobby congress as the ripor, while the students that are hurt (ripee), pay the price.

Keep those cards and letters coming,



Chief

P.S. Send us corrections to the graduate address list. The undergraduates would also like to start their own undergraduate mailing list, so please send names and addresses of undergraduate UW Real Estate majors who are working with you or nearby. Thank you.



# UNIVERSITY of WISCONSIN Real Estate Alumni Association

6402 Odana Road

Madison, Wisconsin 53719

October 28, 1977

Dear Real Estate Alumnus,

All's on for the Alumni Seminar November 10-12. Doc DeHaven will be our featured performer for the banquet and bash Friday night. So far the turnout looks excellent. For those of you who have not returned the application, please do so as soon as possible.

We will be publishing a newsletter soon after the seminar. Mike Rooney will be the editor and welcomes all literary contributions. Mike's address is: 8822 Jackson Blvd., Wauwatosa, Wisconsin 53213.

As usual, Prof. Graaskamp is acting as a semi-placement service and has several job openings available. Anyone interested should contact him for further information.

Looking forward to seeing you at the banquet.

Sincerely,

*Ken Livadas*

Ken Livadas  
Program Administrator