

JAMES A. GRAASKAMP COLLECTION OF TEACHING MATERIALS

VII. INDUSTRY EDUCATIONAL COURSES - LONG TERM

- F. U.W. Extension And Executive Development
 - 2. 1978-1980 Schedules of Joint Real Estate Department-Extension Courses, University of Wisconsin, Madison, and 1985 Correspondence Regarding Changes in Extension Outreach Courses

1978 SCHEDULE OF JOINT REAL ESTATE DEPARTMENT - EXTENSION COURSES

University of Wisconsin

CONTEMPORARY REAL ESTATE APPRAISAL METHODS (Graaskamp, Knitter, Hansen)

February 1, 2, 3, 4, 1978 - Lowell Hall
May 23-25 1978 - Lowell Hall

CONTEMPORARY REAL ESTATE FINANCIAL ANALYSIS (Graaskamp, Robbins)

March 29, 30, 31, April 1, 1978 - Lowell Hall
September 27, 28, 29, 30, 1978 - Wisconsin Center, Room 138

CONTEMPORARY LAND USE AND THE LAW (Matthews)

March 3-4, 1978 - Wisconsin Center, Room 212

CONTEMPORARY APPRAISAL PHOTOGRAPHY AND GRAPHICS (Canestero, Robbins)

May 25-27 - Wisconsin Center, Room 138

CONTEMPORARY REAL ESTATE MARKET ANALYSIS (Stanley, Graaskamp, Rasmussen)

April 26, 27, 28, 29, 1978 - Lowell Hall

CONTEMPORARY REAL ESTATE APPRAISAL METHODS

Jointly Sponsored by University of Wisconsin
School of Business & Extension Business Department

WEDNESDAY

4:00-6:00 P.M. Registration

6:00-7:00 Dinner

7:00-9:00 Introductory Lecture

1. Relationship of appraisal to the decision process
2. Relationship between feasibility and appraisal analysis
3. Recent redefinition of highest and best use by appraisal professional groups

THURSDAY

8:30-10:15 A.M. Contemporary Appraisal Theory

1. Summary of Ratcliff position
2. Summary of appraisal concepts of other recent critics of appraisal methods
3. Concept of most probable sales price

10:15-10:30 Coffee Break

10:30-12:00 A Contemporary Appraisal Approach and Report Format

1. General outline of report and logic
2. Explanation of applications

12:00-1:00 Lunch

1:00-3:00 P.M. Property Analysis for Alternative Uses

1. Site attribute analysis format
2. Improvement analysis format
3. Market area attribute analysis
4. Identification of alternative marketable uses

3:00-3:15 Coke Break

3:15-4:45 Selection of Most Probable and Fitting Use

1. Comparison of marketable, legal uses using back door financial approach
2. Screening matrix of alternatives with non-financial constraints
3. Final screen based on risk evaluation of alternatives
4. Selection of most fitting use

6:00-7:00 Dinner

7:00-9:00 Concept of Most Probable Buyer Type/Most Probable Price

1. Investor motivation
2. Comparison with fair market value concept of buyer
3. Definition of transaction zone around most probable price
4. Primary reliance on inference from actual sales
5. Secondary reliance on simulation of buyer logic

FRIDAY

8:30-10:15 A.M. Predicting Probable Price From Market Sales (Knitter)
1. Concept of averages
2. Concept of standard error, dispersion, and range
3. Data sets and automated MKT COMP System

10:15-10:30 Coffee Break

10:30-12:00 Simple Linear Regression to Relate Different Market Sales
1. Explanation of point scoring for comparables to avoid individual dollar adjustments
2. Comparing total points to total price by means of linear regression
3. Single family home demonstration of market comparison scoring and linear regression
4. Commercial land appraisal demonstration of market comparison scoring and linear regression

12:00-1:00 Lunch

1:00-3:15 P.M. Investment Purchase Simulation for Most Probable Price
1. Profiling investment criteria of most probable buyer
2. Investing scenarios establishing assumptions for pattern of investment receipts and outlays
3. Estimating a normative budget
4. Projecting budgets to future periods
5. Market rents to justified investment value (back door approach)
6. Investment band approaches
7. Investment market value approach

3:15-3:30 Coke Break

3:30-4:45 Adjusting the Preliminary
1. Adjustments for recent changes in probable buyer demand
2. Adjustments for buyer-seller bargaining positions
3. Adjustments for changing terms of sale
4. Matching of grantee motivations to subject property attributes
5. Transaction zone compared to market comparable

6:00-7:00 Dinner

7:00-8:30 Effective Communication (Hansen)

SATURDAY

8:30-10:15 A.M. Testing the Estimated Most Probable Price
1. Front door test of required rents
2. Bracketing investment value with market sales
3. Case Demonstration with Complete finished appraisal of Obsolete downtown store
4. Required rate of appreciation
5. After tax financial ratios and yields

10:15-10:30 Coffee Break

10:30-12:00 Report Preparation Technique

CONTEMPORARY REAL ESTATE FINANCIAL ANALYSIS
FOR
MORTGAGE LOANS AND EQUITY INVESTMENTS
IN INCOME PROPERTIES

Jointly Sponsored by University of Wisconsin
School of Business & Extension Business Department

WEDNESDAY

- 4:00-6:00 P.M. Registration
- 6:00-7:00 Dinner
- 7:00-9:00 Introductory Lecture
1. The concept of the real estate process
 2. The objectives of financial analysis
 3. The objectives of risk management analysis

THURSDAY

- 8:30-10:15 A.M. Basic Approaches to Financial Analysis
1. Total cost approach to rents (front door approach)
 2. Market rent approach to total cost (back door approach)
 3. The critical financial links - default point and cash on cash
- 10:15-10:30 Coffee Break
- 10:30-12:00 Applications of Front Door/Back Door Approaches
1. Justified mortgage amount
 2. Justified building costs/remodeling costs/land costs
 3. Required rental income structure
 4. Sensitivity analysis of critical assumptions
- 12:00-1:00 Lunch
- 1:00-3:00 Basic Cash Flow Computation - Mini Mod
1. Format for after cash tax flow analysis
 2. Making the computation
 3. Computing key financial ratios
- 3:00-3:15 Coke Break
- 3:15-4:45 Definition of Investment Yields
1. Alternative measures of yield
 2. Alternative measures of value
 3. Making the computations
- 4:45-6:00 Recreation
- 6:00-7:00 Dinner
- 7:00-8:30 Coldwell Banker application of cash flow to investment property brokerage

FRIDAY

- 8:30-10:15 A.M. Introduction to Mortgage Loans on Income Property
1. Basic concepts
 2. Risk analysis and terms of loan
 3. Lease terms and risk management
 4. Cash flow and mortgage as a perfect straddle
- 10:15-10:30 Coffee Break
- 10:30-12:00 Financial Analysis of Sale and Leaseback
1. Existing facility
 2. Land subject to lease hold mortgage
- 12:00-1:00 P.M. Lunch
- 1:00-3:00 Equity Analysis and Profit Center Viewpoint
1. Defining the point of view for cash analysis
 2. Choosing yield ratios for the decision process
 3. Applying cash flow alternatives for investment comparison
 4. Assumptions for cash flow projection
 5. Equity investment as a security
- 3:00-3:15 Coke Break
- 3:15-4:45 Case Studies for the Investor
1. The small apartment building
 2. The small retail complex
 3. A joint venture or partnership
- 6:00-7:00 Dinner
- 7:00-9:00 Land Development Financial Analysis
1. Projection of revenues
 2. Projection of outlays
 3. Financing alternatives
 4. Key Ratios

SATURDAY

- 8:30-10:15 A.M. Instructors to assist students in the analysis of investment case studies from students own offices. Computer terminal access available
- 10:15-10:30 Coffee Break
- 10:30-12:00 Financial projection and future trends in Real Estate Investment

CONTEMPORARY LAND USE AND THE LAW

Jointly Sponsored by University of Wisconsin
School of Business & Extension Business Department

THURSDAY EVENING

4:00 - 6:00 Registration
6:00 - 7:00 Dinner
7:00 - 9:00 Introductory Lecture - Prof. Graaskamp
and Attorney Matthews

FRIDAY

8:30 - 10:15 Prezoning, Zoning
10:15 - 10:30 Coffee Break
10:30 - 12:00 Downzoning
12:00 - 1:00 Lunch
1:00 - 2:00 Zoning Administration
2:00 - 3:15 Zoning by Referenda
3:15 - 3:30 Coke Break
3:30 - 5:00 Exclusionary Zoning
5:00 - 6:00 Cocktails
6:00 - 7:00 Dinner
7:00 - 9:00 Contract Zoning and Subdivisions

SATURDAY

8:30 - 10:15 County and Municipal Management of Growth -
case studies
10:15 - 10:30 Coffee Break
10:30 - 12:00 Case Studies cont.
12:00 - 1:00 Lunch
1:00 - 3:00 How to Deal with Local Government:
Zoning changes and subdivision approval

GRAPHIC TECHNIQUES FOR APPRAISERS

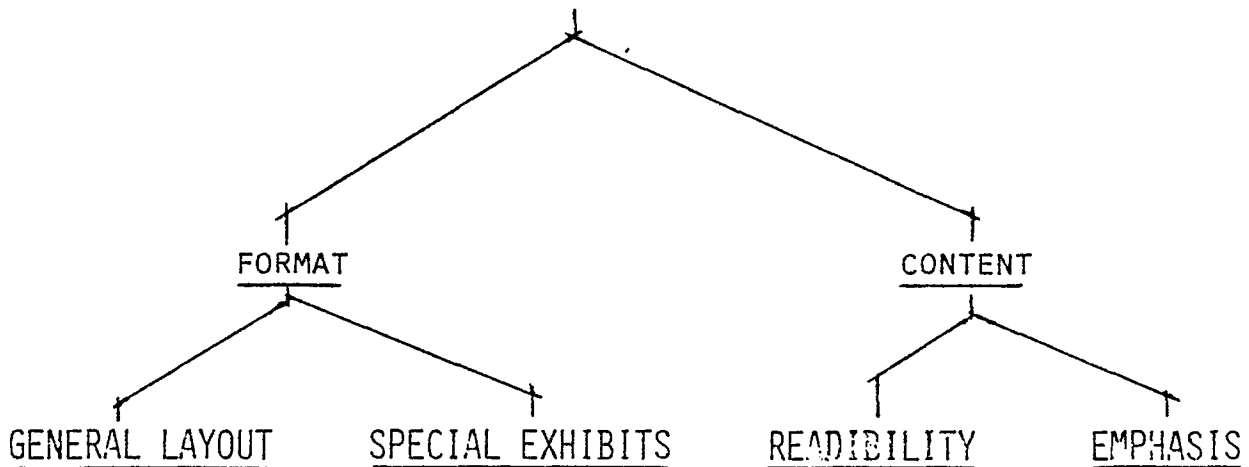
May 25, 26, 27, 1978

University of Wisconsin-Extension

General Seminar Description: The objective of this two-day seminar is to present the appraiser with a "toolbox" of graphic techniques and equipment which will maximize the impact of his appraisal or feasibility reports. The seminar program will concentrate on methods of increasing the visual communications potential of the report with a minimal time investment on the part of the appraiser or his staff. Examples, demonstrations, and practice exercises will allow the participant to identify the methods which will be most profitable to his firm.

Course Outline: The seminar is divided into four half-day sessions each dealing with a specific visual communications element of the appraisal or feasibility report. The following outline identifies the organization of each session:

THE APPRAISAL/
FEASIBILITY REPORT

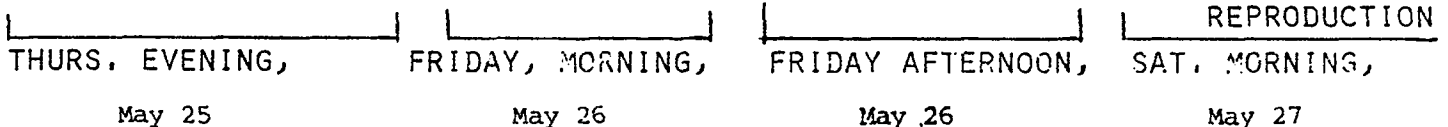


1. COVER & PAGE DESIGN
2. VISUAL ORIENTATION
3. CONTINUITY
4. AUTHORSHIP IDENTITY

1. SKETCHES
2. MAPS
3. DIAGRAMS
4. GRAPHS
5. CHARTS

1. TYPE STYLE
2. REPRODUCTIVE TECHNIQUES
- A. PHOTOCOPY
- B. OFFSET

1. HIGHLIGHTING
2. OVERLAYS/
TRANSPARENCIES
3. PHOTOGRAPHS
- A. ON-SITE
PHOTOS
- B. PHOTO-
REPRODUCTION



Course Materials: Each participant in the seminar will be provided with all the equipment and materials necessary to experiment with each of the visual presentation methods. In addition, exhibits of each media technique will be included in a reference manual distributed to each seminar participant.

SPEAKER

James C. Canestaro is an architect registered in Wisconsin and a Corporate Member, American Institute of Architects. He is on the faculty of the Department of Real Estate, School of Business, University of Wisconsin-Madison, where he is also a doctoral candidate in Business. His Bachelor of Architecture is from Notre Dame and his Master of Architecture and Master of Urban Planning are from the University of Illinois.

Mr. Canestaro has taught at the University of Illinois in the Departments of Architecture and Finance. He has taught courses in Residential Property Development, Commercial Property Development, Recreational Land Development, Impact Analysis, Valuation of Real Estate, and Construction Enterprise Management. His consulting includes Real Estate Feasibility Analysis, Property Valuation and Pre-architectural Programming.

CONTEMPORARY REAL ESTATE MARKET ANALYSIS

Jointly Sponsored by University of Wisconsin
School of Business and Extension Business Department

WEDNESDAY

4:00-6:00 P.M. Registration
6:00-7:00 Dinner
7:00-9:00 Defining Market and Merchandise Target (Graaskamp)

THURSDAY (Stanley)

8:30-10:15 A.M. Introduction to Census Analysis
10:15-10:30 Coffee Break
10:30-12:00 Economic Base: Improvements and Applications
12:00-1:00 Lunch
1:00-2:00 Income and Employment Multipliers
2:00-3:15 Housing Analysis - Single Family
3:15-3:30 Coke Break
3:30-5:00 Housing Analysis - Multifamily
6:00-7:00 Dinner
7:00-9:00 Estimating subsidized housing demand in Wisconsin Communities

FRIDAY (Rasmussen)

8:30-10:15 A.M. Application of Survey Research to Real Estate Problems
10:15-10:30 Coffee Break
10:30-12:00 Design and construction of a survey
12:00-1:00 Lunch
1:00-2:00 Processing and costs of survey assignments
2:00-3:15 Analysis of Survey responses
3:15-3:30 Coke Break
3:30-5:00 Case study applications of Real Estate Survey Studies

page 2 - Market Analysis cont.

6:00-7:00 Dinner

7:00-9:00 Discussion and comparison of survey techniques

SATURDAY (Stanley)

8:30-10:15 A.M. Retail trade area analysis

10:15-10:30 Coffee Break

10:30-11:30 Retail trade area cont.

11:30-12:30 Demonstration of Business School model of Milwaukee Metropolitan economy

UNIVERSITY OF WISCONSIN-EXTENSION CONFERENCE CENTERS

CONFIRMATION OF MEETING ROOM AND DINING ROOM RESERVATIONS

To: Professor James Grasskamp 2-6378

Department School of Business

This will confirm that the rooms and food facilities of University of Wisconsin-Extension Conference Centers indicated below have been reserved at The Wisconsin Center Guest House

Certified Insurance Counselors Program Account No. 90-206
(Name of Conference or Institute)

MEETING ROOMS

Date	Room	Type of Set-Up	Time	Number of People
Sept. 6-8, 1979	B-1		8:30 a.m. - - 5:00 p.m.	80-100
Apr. 24-26, 1980	B-1			

LODGING: 40 rooms	Arrive	9/5 4/23	Depart	9/8 4/26
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NOTE: PLEASE SEND BROCHURE OR AGENDA WHEN AVAILABLE. (Rooms subject to change)

FOOD SERVICE

Date	Room	Type of Service	Time	Number of People

If you have made further arrangements with the unit manager, this form may be incomplete.

Signed Donna Beutel (eb)
(Ms.) Donna Beutel, Manager

Date 8/8/79 256-2621

UNIVERSITY OF WISCONSIN-EXTENSION CONFERENCE CENTERS

CONFIRMATION OF MEETING ROOM AND DINING ROOM RESERVATIONS

To: Professor James Grasskamp 2-6378

Department School of Business

This will confirm that the rooms and food facilities of University of Wisconsin-Extension Conference Centers indicated below have been reserved at UNIVERSITY BAY CENTER

Certified Insurance Counselors Program Account No. 90-206
(Name of Conference or Institute)

MEETING ROOMS				
Date	Room	Type of Set-Up	Time	Number of People
Nov. 15-17, 1979	16		?	80-100
Feb. 7-9, 1980	16		?	80-100

LODGING: 40 rooms	Arrive	11/14 2/6	Depart	11/17 2/9
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NOTE: PLEASE SEND BROCHURE OR AGENDA WHEN AVAILABLE. (Rooms subject to change)

?? FOOD SERVICE				
Date	Room	Type of Service	Time	Number of People

If you have made further arrangements with the unit manager, this form may be incomplete.

Signed Steve Johnson (eb)
Steve Johnson, Manager
Date 8/9/79 231-1341

UNIVERSITY OF WISCONSIN EXTENSION

The University of Wisconsin

Extension Conference Centers
701 Langdon Street
Madison, Wisconsin 53706

In accordance with your request, we enclose a formal application for the use of Extension Conference Centers for the _____

Certified Insurance Councilors Program

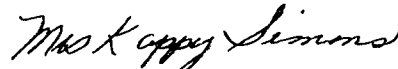
July 10-12 Sept. 25-27 Dec. 11-13 to _____, 19 80

Please fill out this form and obtain the endorsement of the Dean of your college, School or Division, Chancellor of your campus, or the President of the University, whichever applies. (In case of state agencies, the signature of the head of the department is required.) We have enclosed three copies, only one of which need be returned to us: the others may be used for your files.

The manager of the unit to which your program has been assigned will make contact with you to arrange the specific details of the event.

It is important that you give us complete information together with all changes well in advance of the beginning dates of your program. We are anxious to cooperate with you in making this event the success you would like it to be.

Sincerely yours,



(Mrs.) Kappy Simons
Scheduler and Program
Coordinator

KS/jr
Enc.

University of Wisconsin-Madison

1155 Observatory Drive
Madison, WI 53706
608/262-1550

M E M O R A N D U M

TO: Bob Witte

DATE: June 24, 1985

Jim Graaskamp

FROM: Bill Strang *Bill Strang*

SUBJECT: Real Estate Programs formerly offered by Extension's Business
Outreach Group

The Business Outreach Organization in UW-Extension has historically offered a number of real estate programs. Gar Stock, who organized these programs, has been reassigned. The Business Outreach Organization is being itself integrated with the Business School. Thus, we need to make a decision as to whether or not we want to continue any or all of the programs that were offered before.

Chris Forrest has reported that UW-Milwaukee's Extension group has an interest in picking up the real estate programs that formerly were offered over the ETN (Educational Telephone Network). We should decide whether or not we want to release these programs to them. Chris Forrest is obtaining some information regarding enrollments for the programs so that we have some ideas of their relative "profitability". I will forward that information to you as soon as it becomes available to me.

Would you look over the attached list of courses (those with asterisks indicate that they were taught via ETN) and give some thought as to whether you would like to take over responsibility for offering these courses? My understanding is that much of the past demand was based on the fact that real estate brokers were required to do a certain amount of continuing education course work in order to keep their licenses.

I do firmly believe that whether or not we wish to be involved in this educational programming, it is important for the University or the Vocational School System to provide training in this area if there is a demand for it. If we are no longer going to demand the courses, we should very quickly take steps to be sure that the Vocational System is aware of a new market that they might reach or that UW-Milwaukee Extension operations take over all or part of the programming.

One possibility that sounds good to me off the top, is our selecting out from the broader list of programs a limited number that we might do very well. It seems to me that it would be useful for the business school to

June 24, 1985
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have some basis for making regular contacts with real estate brokers throughout the state. Perhaps this could be effectively done through a limited number of high quality courses or perhaps you would see it as more viable for us to offer an annual conference or biennial conference that would draw such people to a central location. Anyhow, because you are the people who potentially could be involved in these programs, I would like your reactions and ideas as soon as possible. We will need to contact Bob Davidson in Milwaukee as soon as possible to give him an answer to his request that we pass the programs on to him.

jgk

Attachment

the Lt. Governor of Kentucky, Steven Beshear, a leader of the Kentucky Tomorrow Project; Rep. David Clarenbach, Speaker Pro-tem, Wis. State Assembly; and Dorothy Dean, Milwaukee County Board of Supervisors. Dr. Belden Paulson, Prof. of Political Science, UW-Milwaukee/Extension, will moderate.
Sept. 18/25 **Wed.**
8:00-9:50 p.m. **2 sessions**
\$10/1 session; \$15/both sessions

Real Estate

APPRAISING, FINANCING AND MARKETING REAL ESTATE (ETN-119)

This course fulfills 30 of the 60 required hours for a real estate brokers license. If you became licensed as a real estate salesperson after May 1977, you must take this 30-hour class within two years of becoming licensed. Not only will this practical course help to prepare you for the state licensing exam, but it will also give you the tools for beginning a satisfying career in real estate.

Sept. 14-Dec. 14
1:30-3:50 p.m.
\$150

Sat.
12 sessions

BASIC REAL ESTATE INVESTMENT (ETN-308)

This course is for the person who wants to get started investing in real estate. It is designed to give the beginning real estate investor or would-be investor the basic tools to maximize investment success. Topics will include: setting up investor motives; a review of basic financial concepts; selecting and analyzing investment property; getting financing; and analyzing the holding strategy. The main purpose of this course is to help students relate the above topics to their personal situation and use them. Approved for 10 hours credit.

Oct. 1-Oct. 22
1:30-4:20 p.m.
\$72

Tues.
4 sessions

CONDOMINIUM MARKETING UPDATED FOR THE 80s (SEEN-022)

This course, designed for licensed real estate people, is a new look at marketing techniques for condominiums in today's market. Topics scheduled are: (1) Buyers Profile Updated Including First Time Buyers and Second Home Buyers; (2) New Look at Conversions; (3) Doing Market Feasibility Studies; (4) Advertising and Public Relations; (5) Help for Problem Projects — How to Make the Condominium Association Work for You; and (6) Marketing for

the Small Condominium Project. Approved for 10 hours credit.

Oct. 15-Nov. 5
1:00-3:50 p.m.
\$72

Tues.
4 sessions

CREATING REAL ESTATE ADS THAT SERVE REAL ESTATE BUYERS (SEEN-021)

This course, for licensed real estate people, gives how-to information on areas of real estate advertising. It will cover: (1) How to Budget for Maximum Results; (2) How to Capitalize on Consumer Habits; (3) How Potential Home Buyers are Motivated; (4) How Color Can Work on Signs and Ads; (5) How to Write Classified Ads; (6) How to Use a Marketing Approach; (7) How to Select Words that Move People; (8) How to Lay Out Effective Display Ads; (9) How to Write Headlines that Sell; (10) How to Convert Features into Benefits; and (11) How to Improve Your Current Ads. Approved for 10 hours credit.

Oct. 1-Oct. 10
1:00-3:50 p.m.
\$72

Tues./Thurs.
4 sessions

CREATIVE REAL ESTATE FINANCING AND EXCHANGE TECHNIQUES (ETN-122)

Almost no real estate transaction takes place without some kind of financing arrangements being made. As conventional mortgage financing of income property becomes difficult and costly to obtain, real estate investors and lenders alike look to new, more flexible financing techniques. This seminar presents financing techniques that you can use in your real estate business. Approved for 10 hours credit.

Dec. 16/23/30
6:00-9:50 p.m.
\$72

Mon.
3 sessions

EFFICIENT MANAGEMENT OF APARTMENTS (ETN-123)

This course is designed for licensed real estate people. Topics will cover: (1) Operations of the Rental Complex and Rental Advertising including the managers manual; (2) Phone Procedure; (3) Showing Apartments; (4) Follow-up Responding to Residents; (5) Lease Renewals; and (6) the Use of Several Media. Approved for 10 hours credit.

Nov. 4-Dec. 9
8:00-9:50 p.m.
\$72

Mon.
6 sessions

MANAGING COMMERCIAL RENTAL PROPERTIES (ETN-314)

Managing Commercial Rental Properties is designed for licensed real estate people. Topics will include: (1) Operations at the Rental Property (managing the lease office); (2) Rental Policies and Procedures; (3) Lease Renewal Policies; (4) Lease Renewal Procedures; and (5) Advertising Commercial Space. Approved for 10 hours credit.

Sept. 16-Oct. 7
10:00 a.m.-12:50 p.m.
\$72

Mon.
4 sessions

MANAGING THE REAL ESTATE OFFICE (ETN-309)

This course is a "how to" for the real estate office offering the following: (1) How to interview to get and keep good team members to improve client satisfaction; (2) How to set performance standards (expectations to benefit the consumer; (3) How to develop coach-counsel to increase the level of service to client; (4) How to influence sales associates and employees in your real estate firm; and (5) How to develop yourself as a professional to improve time management and productivity. Approved for 10 hours credit.

Oct. 23-Nov. 5
9:00-11:50 a.m.
\$72

Tues./Wed.
4 sessions

THE MICROCOMPUTER AND REAL ESTATE MANAGEMENT (ETN-121)

This class is designed to help licensed real estate people understand and learn about microcomputers. The microcomputer as a management tool can be used in the real estate business to increase productivity. Topics to be covered in this course include: microcomputer's hardware, software and terminology. Approved for 10 hours credit.

Sept. 4-Nov. 14
8:30-9:50 p.m.
\$72

Wed./Thurs.
8 sessions

MODERN REAL ESTATE MARKETING (ETN-310)

This course, for licensed real estate people, will cover topics to be considered for successful management of the real estate office to meet consumer needs and improve financial rewards. Such areas as office policies, internal marketing procedures, advantages, disadvantages of finances and developing office associates to utilize modern real estate marketing techniques. Approved for 10 hours credit.

Nov. 5-Nov. 26
1:30-4:20 p.m.
\$72

Tues.
4 sessions

QUESTIONS TO ASK WHEN BUYING OR SELLING A HOME (ETN-117)

This is a basic course on buying or selling a home, designed for the consumer, but also approved for continuing education for real estate licensees. The following topics will be covered: The legal aspects and responsibilities of the broker/salesperson and consumer as they relate to the listing and offer to purchase contracts, financing arrangements, estimating value and closing costs. Approved for 10 hours credit.

Sept. 3-Oct. 7
8:00-9:50 p.m. Tues./Mon.
6 sessions
\$72

REAL ESTATE INVESTMENT ANALYSIS — ADVANCED (ETN-120)

Licensed real estate people have the opportunity to explore evaluation, acquisition and disposition of investment real estate in this course. Topics include forms of real estate ownership, real estate syndication, tax implications of ownership and sales, plus more. Approved for 10 hours credit.

Sept. 5-Sept. 26
7:00-9:50 p.m. Thurs.
4 sessions
\$72

RECYCLING OLD BUILDINGS FOR NEW USES (SEEN-061)

Of interest to licensed real estate people. Some of the topics to be discussed are: (1) Specific do's and don'ts in the recycling process; (2) A financial overview of a recycling project; (3) Horizontal versus vertical revitalization; and (4) Ten innovative ways to finance a recycling project. Approved for 10 hours credit.

Oct. 15/17
10:00 a.m.-12:50 p.m. Tues./Thurs.
2 sessions
\$72

TAX CONSIDERATIONS IN REAL ESTATE TRANSACTIONS (ETN-124)

Real estate brokers and salespeople will learn the basic tax concepts involved in buying and selling real estate. You also will review valuable, practical techniques to use yourself or share with clients who plan to purchase, or wish to sell real estate. Approved for 10 hours credit.

Nov. 19-Dec. 11
8:00-9:50 p.m. Tues./Wed.
6 sessions
\$72

WISCONSIN REAL ESTATE LAW (ETN-118)

Wisconsin law requires persons interested in obtaining a real estate license to complete classroom instruction before applying for a broker's license. This course fulfills 30 of the 60 required hours. It covers all of the essential steps in the typical real estate transaction, the legal aspects of the instruments and circumstances surrounding the sale of real estate.

Sept. 14-Dec. 14 Sat.
10:00 a.m.-12:20 p.m. 12 sessions
\$150

Small Business

HIRING, MOTIVATING AND COMPENSATING EMPLOYEES IN SMALL BUSINESS (SEEN-023)

This program is designed for owner-managers and key management employees in companies employing under 100 people. It focuses on three critical elements to raise labor productivity: getting the right person for the right job, maintaining a high rate of performance, and a pay system that rewards producers.

Professor Ed Pickett will share his ten years of personnel experience with IBM and Control Data, as well as 19 years with the University working with employers on the people side of their position. Topics to be covered: (1) HIRING—What to Do Prior to the Interview, How to Interview Effectively, and What to Do After the Interview; (2) MOTIVATION—Relation of Motivation to Performance, Use Expectancy to Raise Performance, and How to Get the Behavior You Want; (3) COMPENSATION—Setting Up a Wage Structure, Pricing the Job (Why Some Get \$5 per hour and Others \$6), and Paying for Performance.

Oct. 30-Nov. 20 Wed.
6:00-7:50 p.m. 4 sessions
\$60

SELLING TO THE STATE OF WISCONSIN (ETN-126)

This program is an introduction for Wisconsin businessmen who want to learn how to sell their products and services to departments of the State of Wisconsin. The topics include the state procurement outreach program; how the bidding process works; how, what, and where the state buys; the bidders list; and an open discussion of the problems and opportunities of selling to the State of Wisconsin.

Sept. 4 Wed.
7:00-8:20 p.m. 1 session
Free (registration required)

Speech

THE 1985-86 DEBATE PROPOSITION (ETN-130)

This series will be presented for teachers, judges, and students who will be debating the 1985-86 proposition. Assistance and information regarding avenues of research, approaches to analysis and debating skills will be topics for discussion. Experienced and beginning debaters and teachers will profit. Individuals who will be used as judges should also be encouraged to attend. Sept. 9/16/23 Mon.
4:00-5:20 p.m. 3 sessions
\$35

WHSFA SPRING SPEECH CATEGORIES (ETN-131)

This series will cover the new WHSFA categories, with emphasis on judge training in using the critique sheet. Evaluation of the success of the new categories will also be included. We encourage coaches to involve community members and other school personnel who will be used as judges to attend these sessions. Beginning and experienced coaches will benefit from attending these sessions. DPI accreditation is being sought.

Sept. 30-Nov. 18 Mon.
4:00-5:20 p.m. 9 sessions
\$50

Writing

ARTICLE WRITING FOR FUN AND PROFIT (ETN-047)

Beginning and veteran writers alike can hone their writing, editing and marketing skills with Bill Nelson's practical and popular writing course. Bill is articles editor and a feature writer for *The Milwaukee Journal's Wisconsin* magazine, and is a successful freelance writer with well over 1,000 published articles to his credit. His enthusiastic instruction and critique, blended with guest lecturers and interviews with writers, editors and agents, have helped hundreds of Wisconsin writers, many of whom take the course two or three times.

Sept. 17-Dec. 10 Tues.
6:00-7:50 p.m. 9 sessions
\$36/Audit; \$67/With Critique

ADDITION TO
CATALOG
COPY

MAKING MONEY: INVESTMENT STRATEGIES AND TAX PLANNING (ETN) #

* This course is aimed at individuals who desire to learn the basics of strategic tax planning and wise investing. In addition to learning the ins-and-outs of real estate investment and investing in stocks and bonds, the course will help participants to plan their finances through budgeting and tax planning. Alternative strategies will be discussed, depending on individual objectives; whether it be planning for retirement, college education, or simply financial security. Case studies involving single, married, divorced, and semi-retired persons will be discussed in depth, as well as plans to achieve goals through a total financial plan.

The objective of this course is to introduce participants to a wide range of investment alternatives with different professionals.

DATE: Sept. 13, 20, 27; Oct. 4, 1985

TIME: 7:00 pm - 9:00 pm

Fee: \$50.00

NEW DESCRIPTIONS FOR
REAL ESTATE PROGRAMS

* APPRAISING, FINANCING AND MARKETING REAL ESTATE
E119

Being a successful broker takes more than a knowledge of the law. This practical course gives you the tools to build a satisfying real estate career, and fulfills 30 of the 60 required hours.

If you became licensed as a real estate sales person after May 1977, you must take a 30 hour ~~XXXX~~ class in real estate within two years of becoming licensed. By taking this course, you meet that requirement.

* WISCONSIN
REAL ESTATE LAW #E118

Wisconsin law requires you to complete classroom instruction before you can be licensed as a broker. This course fulfills 30 of the 60 required hours. It covers all of the essential steps in the typical real estate transactions, the legal aspects of the instruments and circumstances surrounding the sale of real estate.

M E M O R A N D U M

TO: Jim Graaskamp DATE: July 9, 1985
FROM: Bill Strang *Bill*
SUBJECT: Extension Real Estate Programs

It appears that Business Outreach and its real estate programs will be integrated with our school later this year. A few weeks ago, I asked you about your interest in these - particularly the "set" offered over ETN.

Attached is some data on last year's enrollments. These seem to have generally been low income producers on a per student per day basis. And several of the courses seem better fitted to Vocational School programming.

We need to decide promptly how to respond to U.W.-Milwaukee's request to "pick up" the ETN programs. Someone will need to do the planned programming.

My inclination is to give up the ETN programs and if you or your department want to do any programming, ask the Business Outreach group to market your set of programs. Please let me know ASAP what you want to do.

jgk

Attachment

cc: Chris Forrest

BUSINESS OUTREACH

PROGRAM PLAN and COORDINATION REPORT

Campus Madison

Coordinator Garfield R. Stock

for
 Big Business Small Business
 Inplant Public Service

Programs Jan 1 - June 30, 1984

IF#	Cr./CEU	Beg/End Dates	Fee Cat.	Title Location (City & County)	Projected						Actual							
					No. Mtg. Days	Hrs./ Mtg. Day	Fee	Rev.	Enr.	SCHs	No. Mtg. Days	Hrs./ Mtg. Day	Fee	Rev.	Enr.	SCHs	Rat.	
242	3.0	1/9-13	2	WI RE Law	5	6	100	1500	15	450	5	6	100	1000	10	300		
243	3.0	1/16-20	2	App. Fin & Marketing RE	5	6	100	1500	15	450	5	6	100	700	7	210		
244	3.0	3/14-4/12	2	WI RE Law	10	3	100	1500	15	450	CANCELLED							
245	3.0	4/18-5/17	2	App. Fin & Marketing RE	10	3	100	1500	15	450	CANCELLED							
246	3.0	5/7-11	2	WI RE Law	5	6	100	1500	15	450	5	6	100	400	4	120		
247	3.0	5/14-18	2	App. Fin & Marketing RE	5	6	100	1500	15	450	5	6	100	800	8	240		
249	2.6	4/9-11	2	Comm. in RE Acq. -IRWA Course 101	3	8	270	4050	15	390	3	8	270	2830	12	312		
255	1.2	3/5-6	2	Management of Corp. RE -Course II	2	6	300	4500	15	180	2	6	300	6900	23	276		
258	.6	6/12	2	RE Negotiations	1	6	150	2250	15	90	CANCELLED							
								TOTALS	46,350	330	7560				47980	491	9704	Ave.

Expenses - 26043.00

BUSINESS OUTREACH

PROGRAM PLAN and COORDINATION REPORT

Campus Madison
 Coordinator Garfield R. Stock

for
 ___ Big Business Small Business Programs
 ___ Inplant ___ Public Service

January 1, 1985 - June 30, 1985

IF#	CR./CEU	Beg/End Dates	Fee Cat.	Title Location (City & County)	Projected						Actual									
					No. Mtg Days	Hrs./Mtg. Day	Fee	Rev.	Enr.	SCHs	No. Mtg Days	Hrs./Mtg. Day	Fee	Rev.	Enr.	SCHs	Rat.			
260	3.0	5/13 5/17	2	Appraising, Financing and Marketing Real Estate	5	6	135	2025	15	450	5	6	135	270	2	60				
261	.6	5/11	2	Real Estate Exam Review	1	6	80	1200	15	90	CANCELLED									
TOTALS								13800	420	8010							29901	307	6392	Ave.