

JAMES A. GRAASKAMP COLLECTION OF TEACHING MATERIALS

VII. INDUSTRY EDUCATIONAL COURSES - LONG TERM

F. U.W. Extension And Executive Development

5. Creation of the University of Wisconsin
School of Business Executive Management
Series for Real Estate Development in 1983:
Includes brochures and correspondence

University of Wisconsin



Madison

School of Business

1155 Observatory Drive
Madison, Wisconsin 53706

February 25, 1983

Graduate School of Business

*Letter sent to each
Committee Member*

Mr. Jack Miles, Vice President
Homart Development Co.
Xerox Centre Suite 3100
55 West Monroe
Chicago, IL 60603

Dear Mr. Miles:

The Graduate School of Business at the University of Wisconsin has featured a strong program in real estate development leading to an MS degree in Real Estate Analysis for many years. Now the Graduate School of Business intends to offer an Executive Management Certificate Program in Real Estate Development and Finance. The impetus for a series of coordinated two-day seminars has come from the following development organizations which are consulting with us on the program:

Wayne Adair, Vice President Administration,
General Growth Companies, Des Moines, IA

Thomas Bithell, Vice President Personnel,
The Taubman Company, Inc., Troy, MI

Dennis L. Cavanagh, Vice President Controller,
May Centers, St. Louis, MO

William A. Holland, Vice President, Human Resources
Urban Investment and Development Co., Chicago, IL

Lorraine Latour, Vice President, Human Resources
The Center Companies, Minneapolis, MN

John J. Manicke, Director Human Resources
Melvin Simon & Associates, Inc., Indianapolis, IN

Jack Miles, Vice President Personnel
Homart Development Co, Chicago, IL

Robert Engstrom, Vice President and Chairman of the Education Committee,
Urban Land Institute, Washington, D.C.

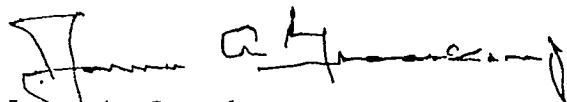
At this point the Committee and the University need your comment and review on a profile of the intended student, the general format, the specific course topic priorities, and the costs per student.

The questionnaire with this letter of introduction first states the proposed concept and then provides blank space for your comments, critical, constructive or approving. We would appreciate your earliest possible response in the enclosed stamped envelope.

Sincerely,

A handwritten signature in dark ink, appearing to read "Bill Holland", with a long horizontal flourish extending to the right.

William A. Holland
Vice President, Human Resources
Urban Investment & Development Co.
Chicago, Illinois 60611

A handwritten signature in dark ink, appearing to read "James A. Graaskamp", with a long horizontal flourish extending to the right.

James A. Graaskamp
Chairman, Real Estate & Urban Land Economics
University of Wisconsin School of Business
Madison, Wisconsin 53706

University of Wisconsin Madison

School of Business
1155 Observatory Drive
Madison, Wisconsin 53706

Graduate School of Business

March 14, 1983

As Dean of the School of Business I am pleased to present this new Executive Management Series in Real Estate especially because it represents a prototype partnership between leading firms in the industry and our nationally known Real Estate program.

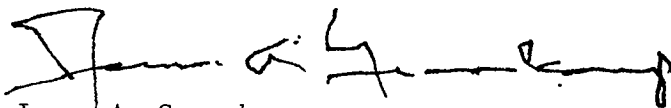
In the coming decade all aspects of real estate development and urban enterprises will require increasing use of new and complex techniques so that college education must become a continuing process rather than a four year transition state in life.

The University of Wisconsin-Madison has always considered that its responsibilities extend to the borders of the state, and now we welcome the idea of the School of Business Real Estate Department as a regional center for the real estate and development industry. With your guidance and participation we will continue to refine, expand, and enrich the program outlined in this first annual announcement.

The outstanding faculty and carefully selected subject areas described in detail in the following pages represent our commitment in the School of Business to excellence, relevance, and service to the development industry and its need for continuing education. We welcome you to experience and share with us in this commitment.



Robert H. Bock
Dean of the School of Business



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

1983

REAL ESTATE
EXECUTIVE DEVELOPMENT
SEMINAR SERIES

REAL ESTATE SEMINARS

SPONSORED BY MAJOR MIDWESTERN DEVELOPERS
FOR THE MANAGERS OF REAL ESTATE ENTERPRISE

UNIVERSITY OF WISCONSIN
REAL ESTATE DEPARTMENT
SCHOOL OF BUSINESS

Handwritten signature

School of Business
1155 Observatory Drive
Madison, Wisconsin 53706

March 14, 1983

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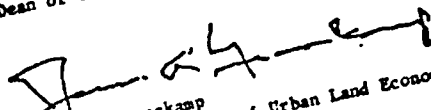
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Robert H. Bock
Dean of the School of Business



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

ADMINISTRATIVE HEADQUARTERS
Real Estate Seminar Series
Room 118, School of Business
1155 Observatory Drive
Madison, Wisconsin 53706
Phone: 608/262-6378

Board of Advisors

Wayne Adair, Vice President Administration,
General Growth Companies, Des Moines, IA

Thomas Bithell, Vice President Personnel,
The Taubman Company, Inc., Troy, MI

Dennis L. Cavanagh, Vice President Controller,
May Centers, St. Louis, MO

Robert Engstrom, Vice President and/
Chairman of the Education Committee,
Urban Land Institute, Washington, D.C.

William A. Holland, Vice President, Human Resources
Urban Investment and Development Co., Chicago, IL

Lorraine Latour, Vice President, Human Resources
The Center Companies, Minneapolis, MN

William Malkasian, Executive Vice President
Wisconsin Realtors Association, Madison, WI

John J. Manicke, Director Human Resources
Melvin Simon & Associates, Inc., Indianapolis, IN

Jack Miles, Vice President Personnel
Homart Development Co., Chicago, IL

Director of Real Estate Management Series

James A. Graaskamp, Ph.D., CRE, SREA
Chairman, Real Estate and Urban Land Economics

EXECUTIVE MANAGEMENT CERTIFICATE PROGRAM

This program is intended to provide a certificate of completion for the executive manager who completes 25 days of training over a span of five years while employed in real estate development, construction management, financial institutions, real estate leasing, and real estate research and consulting. The program recognizes and incorporates educational programs of particular merit offered by professional trade associations and other University continuing educational programs to avoid duplication, counter-productive competition, and oversight of many of the fine specialty programs which have been perfected for the real estate entrepreneur.

GENERAL OBJECTIVES OF CERTIFICATE PROGRAM

1. To achieve maximum attendance per course for lower cost per student by formatting 2-day modules which are focused on specific needs of employees with varying levels of experience and education;
2. To provide an alternative to inhouse orientation of staff employees in real estate development using professional educators;
3. To fill in gaps in the education of professionals with knowledge of other disciplines that are a part of the development process; and,
4. To give the top level executive and the employee with management potential a common incentive to complete the program by providing a certificate granted by the nationally known University of Wisconsin Real Estate Department.

CURRICULUM PATTERN AND STUDENT PROFILE

Student Group	Course Number	Student Group	Course Number
1. Employee with management potential without much college preparation in business or real estate	100-200	2. Employee with project/staff management experience wishing to improve specific skills in real estate or construction management	300-400
		Student Group	Course Number
		3. Upper level executive seeking intensive briefing on current trends and innovative programs	500-500

Upper Level executives: no less than 60% of courses should be chosen from Advanced courses.

Employees with project/management experience: no less than 50% of courses should be chosen from Intermediate courses.

Employees with management potential: no less than 50% of courses should be chosen from Basic courses.

Professional association courses assigned to comparable levels of sophistication for credit toward certificate program on a basis that eight hours class time equals one credit day for certificate.

100-200 level courses	300-400 level courses	500-500 level courses
Wharton - Seminars for Executives	NYU Real Estate Institute	Practicing Law Institute
Realtors National Marketing Institute	Institute for Real Estate Management (IREM)	Real Estate Securities and Syndication Institute
Commercial Investment Courses	Realtors National Marketing Institute	Urban Land Institute Seminars
Society of Real Estate Appraisers	Commercial Investment Courses	
American Institute of Real Estate Appraisers	Urban Land Institute Semi-annual Meetings Taken for Credit	
	National Association of Office and Industrial Park Developers	
	International Council of Shopping Centers	

The administrative office of the Executive Management Series will maintain a record on each participant seeking a certificate. The student need only send evidence of having participated in courses of two days or more conducted by the above organizations. A maximum of two credit days will be given for any one course and the University of Wisconsin Administrators reserve the right to categorize or exclude any offerings by the above organizations at our sole discretion to maintain rigor and integrity of Certificate program.

STUDY PROGRAM CURRENTLY PLANNED AND SCHEDULED

Course No.	Name of Course	1983 Dates	1984 Dates	Location	Tuition	Room and Board
<u>Core Courses</u>						
101	Overview of the real estate development process	Apr. 20-21	Sept. 19-20	Lowell Ctr.	\$260.00	
				Lowell Ctr.	260.00	
103	Principles of real estate accounting (for non-accounting people)					
104	Principles of personal and corporate risk management (control of budget variance)					
201	Real estate marketing strategy and feasibility analysis	Oct. 12-13		J.F.Frederick Ctr.	260.00	
203	Land use law: Citizen and corporate viewpoints	Oct. 19-20		J.F.Frederick Ctr.	260.00	
<u>Real Estate Finance</u>						
301	Principles of real estate cash flow budgets and models					
302	Basic principles of financing income property developments	Nov. 7-8		J.F.Frederick Ctr.	260.00	
303	Basic principles of financing land development					
304	Case problems in real estate development finance					
401	Income tax strategies, tactics, and traps for real estate investment					
402	How to read, critique, and purchase an appraisal report					
403	Tax Increment Financing of Redevelopment	April 25-26		Lowell Hall	260.00	

STUDY PROGRAM CURRENTLY PLANNED AND SCHEDULED

Course No.	Name of Course	1983 Dates	1984 Dates	Location	Tuition	Room and Board
501	Dynamic capitalization methods for present value analysis during periods of inflation	May 8-13		Lowell Ctr.	\$475.00	\$ 280.00
<u>Construction</u>						
105	Basic vocabulary of building components materials, and construction	Apr. 11-12		WI Relators Ctr.	260.00	
		Oct. 10-11		J.F. Fred- erick Ctr.	260.00	
106	Basic construction management					
205	Insurance for the construction site					
206	Principles of construction contract bids and specification for the non-construction specialist					
<u>Marketing</u>						
202	Evaluating markets and merchandising targets for real estate products					
403	Case problems in market research (a review of the state of the art)					
404	Marketing the development concept for political approval	Nov. 9-10		J.F. Fred- erick Ctr.	260.00	
<u>Data Processing for Real Estate Development</u>						
108	General introduction to relationship of management to electronics data processing					
308	Using the 1980 Census tapes effectively					
409	A review of lease roll data management systems	Sept. 21-22		Lowell Ctr.	260.00	

COMMERCIAL CONSTRUCTION SEMINAR

April 11 - 12, 1983

Madison, Wisconsin

Monday Morning

- I. Introduction
 - 1.1 Architectural Blueprints
 - 1.2 Environmental Factors
 - 1.3 Site Conditions
 - 1.4 Site Work
 - 1.5 Historical Styles

(Break)

- II. Structures
 - 2.1 Introduction
 - 2.2 Substructure
 - Pilings
 - Grade Beams
 - Slab on Grade
 - Footings
 - Foundations
 - 2.3 Steel
 - Framing
 - Trusses
 - Bar Joist
 - Steel Decking
 - Lightweight Framing

(Lunch)

Monday Afternoon

- 2.4 Concrete
 - Columns
 - Walls
 - Ribbed One-Way Slabs
 - Two-Way Slabs
 - Waffle Slabs
 - Post Tension
 - Pre-Cast
 - Pre-Cast Tilt-Up

(Break)

- 2.5 Wood
 - Post and Beam
 - Framing
 - Trusses
- 2.6 Masonry
 - Concrete Block
 - Brick
 - Stone

Adjourn

Tuesday Morning

- III. Envelope
 - 3.1 Curtain Wall
 - Brick
 - Stone
 - Pre-Cast Concrete
 - Glass
 - Metal
 - 3.2 Facia and Soffet
 - 3.3 Roofing
 - Built Up
 - Membrane
 - Metal
 - Shingles
 - 3.4 Moisture Proofing
 - 3.5 Insulation
 - 3.6 Expansion Joints

(Break)

- IV. Enclosure
 - 4.1 Doors
 - 4.2 Windows
 - 4.3 Partitions
 - Drywall
 - Gypsum Lath and Plaster
 - Masonry
 - 4.4 Interior Finishes
 - 4.5 Suspended Ceilings
 - 4.6 Flooring
 - 4.7 Soundproofing
 - 4.8 Circulation
 - Stairs
 - Elevators
 - Escalators

(Lunch)

Tuesday Afternoon

- V. Environmental Systems
 - 5.1 Introduction
 - 5.2 Electrical
 - 5.3 Communications
 - 5.4 Sewer
 - Sanitary
 - Storm
 - Septic
 - 5.5 Water
 - Supply
 - Fire Protection

(Break)

- 5.6 Mechanical Systems
 - Electrical Heat
 - Electrical Air Conditioning
 - Hydronics
 - Chilled Water
 - Forced Air
 - Solar
 - Heat Pump

VI. Conclusions

- 6.1 Building Construction Evolution

Adjourn

General Information

A Seminar in

Introduction To Real Estate Development Process

(A basic introduction to the feasibility, negotiation, and investment decisions facing developers, public officials, users, and citizen board members involved in real estate)

Taught by

James A. Graaskamp
Ph.D., CRE, SREA

Chairman, Real Estate and
Urban Land Economics
University of Wisconsin School of Business

Sunday, April 24 -
Tuesday, April 26, 1983

Sponsored by

Business Alumni Supporting Education
Department of Real Estate and
Urban Land Economics
Graduate School of Business
University of Wisconsin-Madison

Who Should Participate: The seminar content is designed to provide an intensive introduction to the real estate development process of decisions and negotiation in the real world for those individuals entering into the development industry or public service regulating real estate who have a background in other related fields, such as accounting, engineering, architecture, or any other staff position in a development related organization. It's an excellent introduction to all aspects of development for the new employee who needs an overview of the process of which the individual is now a part.

Overview: The course is a capsule version of the nationally famous Real Estate Process course taught in the School of Business at Wisconsin for many years by Professor Graaskamp. It is relevant to those in industry and those in government as well as investors seeking a basic approach to real estate analysis. It makes heavy use of basic materials developed by the Urban Land Institute. It does not require any special preparation or high level mathematics. It counts for 12 CEU's.

Time and Location: Seminar will be held from Sunday evening, April 24, through Tuesday, April 26, 1983. Instruction sessions will be held at Lowell Hall Center, 610 Langdon St., Madison, which is also where lodging rooms and meals will be provided from Sunday evening through Tuesday noon. Registration will be from 4:30 to 5:30 p.m. on Sunday, April 24. Sessions will be conducted from 8:30 a.m. to 12 Noon, and 1:00 p.m. to 5:00 p.m. on Monday, April 25, and 8:30 a.m. to Noon, and 1:00 p.m. to 3:30 p.m. on Tuesday, April 26.

Seminar Fee: Full fee of \$260 is payable in advance and includes tuition, materials, lodging and meals Sunday night through Tuesday noon. Sleeping accommodations are single rooms with private baths.

Persons who preregister but are unable to attend will, upon application in writing, receive a refund of the seminar fee. All refunds will be processed by mail after the seminar has been concluded. Partial seminar fees or refunds cannot be accepted or handled.

Confirmation of your enrollment will be made before the seminar begins. Right is reserved to limit enrollment or cancel the seminar.

Instructor



Professor James A. Graaskamp

Professor James A. Graaskamp is nationally known both for his seminars in real estate and for his consulting on matters of real estate feasibility, court room valuation, and investment strategy.

His education includes a Ph.D. in Real Estate and Risk Management from the University of Wisconsin, Madison, in 1964; an MBA in Securities Analysis and Investment from Marquette University, Milwaukee, in 1957; and an AB in English and Creative Writing from Rollins College, Winter Park, Florida, in 1955. He has won many academic honors including teaching awards for his courses in Urban Land Economics, Real Estate Investment, Finance, Marketing Research, and Contemporary Appraisal. His research interests range from urban tax assessment to wilderness appraisal.

Experience in private industry has included land development, co-ownership of a home building firm, and of a nationally known consulting firm, Landmark Research, Inc. He is presently a Trustee of the Urban Land Institute and member of the Board of First Asset Realty Advisors, a wholly owned subsidiary of First Minneapolis Bank. He was formerly the Treasurer of the Wisconsin Housing Finance Authority. He holds designations of CRE, SREA, CPCU, and Realtor.

Seminar Agenda

Sunday:

- 4:30-5:30 p.m. Registration
- 5:00-6:00 p.m. Dutch Treat Mixer
- 6:00-7:00 p.m. Dinner
- 7:00-8:00 p.m. Course Introduction

Monday:

- 8:30 a.m. Definition of Real Estate Process
The Driving Force — The User Group
The Reactive Force — The Production Group
The Constraining Force — The Public Infrastructure
- 10:15 a.m. Break
The Common Denominator — Cash Budgets and Cash Solvency
- Noon Lunch
- 1:00 p.m. Systematic Property Analysis
- 3:00 p.m. Break
Investor Strategy Analysis
Public/Private Joint Ventures

Tuesday:

- 8:30 a.m. The Land Development Process
Office Building Process
- 10:15 a.m. Break
The Shopping Center Process
- Noon Lunch
- 1:00 p.m. Corporate Real Estate Strategies Today
Risk Management Theory in Real Estate Operations
Basic Reading Recommendations for Better Knowledge of Real Estate Development
- 3:45 p.m. End

General Information

Who Should Participate: The seminar content is designed for those individuals interested in the valuation and analysis of income producing real estate. This includes real estate appraisers and consultants, brokers, private and institutional real estate investors, and real estate lenders. Participants should be familiar with discounted cash flow and IRR techniques.

Overview: Dynamic Capitalization is a technique that uses actuarial theory to value a particular varying annuity: the one that reflects the dynamics of investment real estate. The technique is much more efficient than discounted cash flow methods. It is particularly applicable in today's economy since it takes into account the effects of inflation, depreciation, interest rates, and long-term versus short-term leases to project probable yields on investments. Although the seminar touches on the Theory of Compound Interest and relates it to Capitalization Theory, the primary focus is on practical applications. For example, participants will use Dynamic Capitalization techniques to evaluate leases and lease options and determine what various negotiated terms and options imply as to value.

Time and Location: The seminar will be held from Sunday, May 8, through Friday, May 13, 1983. Instruction sessions will be held at Lowell Hall Center and lodging will be at the Madison Inn on the University of Wisconsin-Madison campus. Registration will be from 3:00 - 5:00 p.m. Sunday May 8. Sessions will be conducted from 8:30-12:00 a.m. and 1:30-5:00 p.m. Monday through Thursday and 8:30-12:00 a.m. Friday.

Seminar Fee: The full fee of \$475 is payable in advance and includes tuition and materials. Lodging Sunday evening through Friday morning, three meals each day Monday through Thursday with dinner Sunday evening and breakfast and lunch Friday will be \$280. Sleeping accommodations are single-occupancy rooms with private bath.

Persons who preregister but are unable to attend will, upon application in writing, receive a refund of the seminar fee. All refunds will be processed by mail after the seminar has been concluded. Partial seminar fees or refunds cannot be accepted or handled.

Confirmation of your enrollment will be made before the seminar begins. Right is reserved to limit enrollment or cancel the seminar.

Participants must bring a hand-held *financial* calculator, the HP-12C or HP-38C calculators are preferred.

A Seminar in
**DYNAMIC
CAPITALIZATION**
Appraising with Real Rates of Interest

Presented by
C. Gordon Blackadar
Vice-President, Real Estate Investments
Metropolitan Life Insurance Company

Sunday May 8-Friday May 13, 1983

**University of Wisconsin
Madison**

JAMES A. GRAASKAMP, Ph.D., C.R.E.
Director
Real Estate Executive Management Series

Sponsored by

**Business Alumni Supporting Education
Department of Real Estate &
Urban Land Economics
Graduate School of Business
University of Wisconsin-Madison**

Graduate School of Business
c/o Prof. James Graaskamp
1155 Observatory Drive, Rm. 118
Madison, WI 53706

Nonprofit Organization
U.S. Postage
PAID
Madison, Wisconsin
Permit No. 658

Instructor



C. Gordon Blackadar
Vice-President, Real Estate Investments
Metropolitan Life Insurance Company.

Mr. Blackadar, a Member of the American Society of Appraisers, joined Metropolitan Life Insurance Company in 1969 and is currently Vice-President in the Real Estate Investments Department. Since 1976, he has been one of three members that comprise the Department's Real Estate Investments Committee. This Committee at Metropolitan serves the role filled by Chief Appraiser at other companies. As such, it reviews all investments recommended by the Department to the Investment Committee of Metropolitan's Board of Directors. Previously, Mr. Blackadar was Appraiser in Metropolitan's Southern Territory Office in Atlanta and was in charge of investments in the State of Georgia, Kentucky and Tennessee.

Mr. Blackadar's accomplishments at Metropolitan include the design of the computer program for Joint Venture Profitability and Yield to Date which since 1975 has been used to evaluate joint venture portfolio performance. He is the author of "Dynamic Capitalization," a monograph recently published by Metropolitan in June, 1981. He has been awarded Metropolitan's Special Achievement Compensation Award in recognition of this achievement. He has also designed a computer program used at Metropolitan utilizing the principles of "Dynamic Capitalization."

Mr. Blackadar began his appraisal career in 1950 as an employee of the J. K. Powell (MAI) Company of New Brunswick, New Jersey. He later was State Superintendent (New Jersey) for the J. M. Clemenshaw Company (Cleveland, Ohio). In this capacity he participated in the revaluation of more than 60 municipalities and/or counties in New Jersey, Delaware and New York and qualified an expert witness in defense of the company's valuations.

Mr. Blackadar holds an A.B. Degree from Princeton University.

Seminar Agenda

Sunday: Registration

Monday:

- A.M. Introduction
The Nature of Capitalization
The Dynamics of Investment Real Estate
Actuarial Theory of Interest
International Actuatial Notation
- P.M. Measures of Interest
Value
The Dynamic Model
Algorithms for the Theory of Interest

Tuesday:

- A.M. The Nature of the Annuity-Certain
The Valuation of Annuities
Practical Examples
- P.M. Varying Annuities
Forces of Increase and Decrease
The Nature of Inflation
Three Types of Cash Flow in Inflationary Environments

Wednesday:

- A.M. The Dynamic Capitalization Formula
Illustrative Exercises
- P.M. More Illustrative Exercises

Thursday:

- A.M. Case Studies
- P.M. More Case Studies

Friday:

- A.M. Review
Summary and Wrap-up

Registration Form

Return registration form and make check payable to:

BASE (Business Alumni Supporting Education)
Graduate School of Business
1155 Observatory Drive, Rm. 118
Madison, WI 53706

Fees: \$475 (Includes seminar materials)
\$280 (Meals and Lodging)

Enclosed is my check for \$ _____
covering registration fees.

Name (Please Print)

Title

Company

Address

City

State

Zip

Phone

☐ The Following person may be interested in this seminar. Please send information to:

Name (Please Print)

Title

Company

Address

City

State

Zip

Phone

General Information

Who Should Participate: These seminars are designed to provide an intensive introduction to essential components of the real estate development process. Content of the seminars is designed for those individuals embarking on a career in the development industry and who seek to broaden their analytical skills as well as an understanding of their applicability to the overall real estate process. Real estate development personnel, appraisers, consultants, private and institutional investors, and lenders will benefit from this excellent introduction to specific aspects of development.

Location: The seminars will be held at Lowell Hall Center, 610 Langdon Street or J.F. Friedrich Center, 1950 Willow Drive, where lodging and meals will be provided. Individual dates are:

105 COMMERCIAL CONSTRUCTION VOCABULARY

Time: October 19-20, 1983. Registration will be from 4-7 p.m. Tuesday, October 18. Sessions will be conducted from 8:30-noon and 1:00-5:00 Wednesday and Thursday.

Place: Lowell Hall Center

Seminar Fee: The full fee of \$260 is payable in advance and includes tuition and materials. Lodging Tuesday and Wednesday evenings. Dinner Tuesday, three meals on Wednesday, and breakfast and lunch on Thursday will be \$90. Sleeping accommodations are single-occupancy rooms.

302 BASIC PRINCIPLES OF FINANCING INCOME PROPERTY DEVELOPMENT

Time: November 7-8, 1983. Registration will be from 4-7 p.m. Sunday, November 6. Sessions will be conducted from 8:30-noon and 1:30-5:30 Monday and Tuesday.

Place: J.F. Friedrich Center

Seminar Fee: The full fee of \$260 is payable in advance and includes tuition and materials. Lodging Sunday and Monday evenings. Dinner Sunday, three meals on Monday, and breakfast and lunch on Tuesday will be \$90. Sleeping accommodations are single-occupancy rooms.

403 TAX INCREMENT FINANCING OF REDEVELOPMENT

Time: November 9-10, 1983. Registration will be from 4-7 p.m. Tuesday, November 8. Sessions will be conducted from 8:30-noon and 1:30-5:30 Wednesday and Thursday.

Place: J.F. Friedrich Center

Seminar Fee: The full fee of \$260 is payable in advance and includes tuition and materials. Lodging Sunday and Monday evenings. Dinner Sunday, three meals on Monday, and breakfast and lunch on Tuesday will be \$90. Sleeping accommodations are single-occupancy rooms.

Persons who preregister but are unable to attend will, on application in writing, receive a refund of the seminar fee. All refunds will be processed by mail after the seminar has been concluded. Partial seminar fees or refunds cannot be accepted or handled.

Confirmation of your enrollment will be made before the seminar begins. Right is reserved to limit enrollment or cancel the seminar.

The School of Business

University of Wisconsin-Madison

Real Estate Executive Management Seminar Series

presents

A Seminar In

BUILDING COMPONENTS MATERIAL AND CONSTRUCTION VOCABULARY

taught by

JAMES CANESTARO, A.I.A.

Associate Professor, College of Architecture
Virginia Polytechnic Institute and State University
Blacksburg, Virginia

October 19-20, 1983

A Seminar In

BASIC PRINCIPLES OF FINANCING INCOME PROPERTY DEVELOPMENT

taught by

**DR. JAMES A. GRAASKAMP and
DR. MIKE E. MILES**

Chairperson and Professor
Real Estate and Urban Land Economics
University of Wisconsin School of Business

November 7-8, 1983

A Seminar In

TAX INCREMENT FINANCING OF REDEVELOPMENT

taught by

**RICHARD GEORGE, ESQ. and
RICHARD A. LEHMANN, ESQ.**

Vice President - First Wisconsin Bank
Partner, Kassner & Lehmann

November 9-10, 1983

Sponsored by:

Center for Advanced Studies
Department of Real Estate and
Urban Land Economics
Graduate School of Business
University of Wisconsin-Madison

Instructors



Professor James A. Graaskamp

Professor James A. Graaskamp is nationally known both for his seminars in real estate and for his consulting on matters of real estate feasibility, court room valuation, and investment strategy.

His education includes a Ph.D. in Real Estate and Risk Management from the University of Wisconsin, Madison, in 1964; an MBA in Securities Analysis and Investment from Marquette University, Milwaukee, in 1957; and an AB in English and Creative Writing from Rollins College, Winter Park, Florida, in 1955. He has won many academic honors including teaching awards for his courses in Urban Land Economics, Real Estate Investment, Finance, Marketing Research, and Contemporary Appraisal. His research interests range from urban tax assessment to wilderness appraisal.

Experience in private industry has included land development, co-ownership of a home building firm, and of a nationally known consulting firm, Landmark Research, Inc. He is presently a Trustee of the Urban Land Institute and member of the Board of First Asset Realty Advisors, a wholly owned subsidiary of First Minneapolis Bank. He was formerly the Treasurer of the Wisconsin Housing Finance Authority. He holds designations of CRE, SREA, CPCU, and Realtor.

Mike E. Miles, Ph.D.

Professor, Real Estate Finance
Graduate School of Business
University of Wisconsin, Madison

Mike E. Miles is a Texan with an MBA from Stanford University in Finance and Accounting and a Ph.D. from the University of Texas at Austin in Real Estate and Finance. He formerly developed the Real Estate and Banking MBA programs at the University of North Carolina in Chapel Hill. In addition to a distinguished academic career, he has worked for a development company and served as his own development contractor. He is nationally known for his work in pension fund real estate portfolio investment.

Seminar Agenda

BASIC PRINCIPLES OF FINANCING INCOME PROPERTY DEVELOPMENT

Monday, November 7, 1983

- 8:30 A.M. Basic Elements and Strategy of Mortgage Loan
- 9:30 Risk Management Issues
- 10:15 Coffee Break
- 10:30 Basic Cash Flow Format for Rental Income Property
- Noon Lunch
- 1:00 P.M. Constructing Rent Roll
 - 1. Lease Analysis
 - 2. Projecting Rental Increases
 - 3. Projecting Expense Pass-throughs
- 2:30 Projecting Expenses
- 3:00 Break
- 3:15 Straight Mortgage Loan - Suburban Office Building Case

Tuesday, November 8, 1983

- 8:30 A.M. The Construction Loan
 - 1. Risk Analysis
 - 2. Letter of Commitment
 - 3. Tripartite Agreement
 - 4. Construction Loan Draw Process
- 10:15 Coffee Break
- 10:30 Closing the Permanent Loan
 - 1. Pre-closing Conditions
 - 2. Perfecting Claims on Collateral
 - 3. Extinguishing Mechanics Liens
 - 4. Protocol of Closing
- Noon Lunch
- 1:00 P.M. Development of Participating Loan
 - 1. Historical Origins & Precedents
 - 2. Income Participations
 - 3. Equity Participations
 - 4. Convertible Loans
- 3:30 Seminar Concluded

Instructor



Professor James C. Canestaro

James C. Canestaro is a registered architect in Virginia and Wisconsin and a Corporate Member of the American Institute of Architects. He is presently an associate professor and teaching in the College of Architecture at Virginia Polytechnic Institute and State University in Blacksburg, Virginia. His Bachelor of Architecture degree was received at Notre Dame, and Masters Degrees in Architecture and Urban Planning were earned at the University of Illinois-Urbana. He is presently completing a Ph.D. in Real Estate at the Graduate School of Business, University of Wisconsin-Madison.

Professor Canestaro has been a member of the Architecture and Finance Department faculty at the University of Illinois, and of the Department of Real Estate and Urban Land Economics, Graduate School of Business, University of Wisconsin-Madison. He presently teaches courses in Project Feasibility Analysis, Residential Property Development, Commercial Property Development, and Real Estate Investment Analysis.

Professor Canestaro is the author of several books on the subject of project cost-benefit and feasibility analysis. He is actively involved in his own private architectural consulting firm which specializes in project feasibility and market analysis, property valuation, and pre-architectural programming studies.

Seminar Agenda

"EVALUATING COMMERCIAL CONSTRUCTION"

First Day (August 22, 1983) Second Day
Registration 8:00-9:00 a.m. (August 23, 1983)

- I. Introduction
 - 1.1 Architectural Blueprints
 - 1.2 Environmental Factors
 - 1.3 Site Conditions
 - 1.4 Site Work
 - 1.5 Historical Styles

- II. Structures
 - 2.1 Introduction
 - 2.2 Substructure
 - Pilings
 - Grade Beams
 - Slab on Grade
 - Footings
 - Foundations
 - 2.3 Steel
 - Framing
 - Trusses
 - Bar Joist
 - Steel Decking
 - Lightweight Framing

Lunch 12:30 - 1:30 p.m.

- 2.4 Concrete
 - Columns
 - Walls
 - Ribbed One-Way Slabs
 - Two-Way Slabs
 - Post Tension
 - Pre-Cast
 - Pre-Cast Tilt-Up
- 2.5 Wood
 - Post and Beam
 - Framing
 - Trusses
- 2.6 Masonry
 - Concrete Block
 - Brick
 - Stone

- III. Envelope
 - 3.1 Curtain Wall
 - Brick
 - Stone
 - Pre-Cast Concrete
 - Glass
 - Metal
 - 3.2 Facia and Soffet

Adjourn 5:30 p.m.

- III. Envelope (continued)
 - 3.3 Roofing
 - Built Up
 - Membrane
 - Metal
 - Shingles
 - 3.4 Moisture Proofing
 - 3.5 Insulation
 - 3.6 Expansion Joints

- IV. Enclosure
 - 4.1 Doors
 - 4.2 Windows
 - 4.3 Partitions
 - Drywall
 - Gypsum Lath and Plaster
 - Masonry
 - 4.4 Interior Finishes
 - 4.5 Suspended Ceilings
 - 4.6 Flooring
 - 4.7 Soundproofing
 - 4.8 Circulation
 - Stairs
 - Elevators
 - Escalators

Lunch 12:30 - 1:30 p.m.

- V. Environmental Systems
 - 5.1 Introduction
 - 5.2 Electrical
 - 5.3 Communications
 - 5.4 Sewer
 - Sanitary
 - Storm
 - Septic
 - 5.5 Water
 - Supply
 - Fire Protection
 - 5.6 Mechanical Systems
 - Electrical Heat
 - Electrical Air Conditioning
 - Hydronics
 - Chilled Water
 - Forced Air
 - Solar
 - Heat Pump

- VI. Conclusions
 - 6.1 Building Construction Evolution

Adjourn 5:30 p.m.

Instructors



Richard D. George

Vice President, Municipal Finance
First Wisconsin Bank
Milwaukee, Wisconsin

Richard D. George is a magna sum laude graduate of the Syracuse University College of Law. Prior to joining Madsen, George was a partner in the law firm of Foley & Lardner specializing in real estate and governmental finance, and served from 1976-1978 as Executive Director and General Counsel of the Wisconsin Housing Finance Authority. He has actively represented contractors, municipalities, developers, lenders and owners in connection with their construction and financing programs.



Richard A. Lehmann

Kassner & Lehmann
6629 University Avenue
Middleton, Wisconsin 53562

Richard A. Lehmann holds degrees from the University of Wisconsin in Urban Planning and in Law. He is a former research director of the State of Wisconsin Local Affairs and Development agency, and former Madison alderman. Prior to entering law practice he was an Associate Professor with the University of Wisconsin Extension. His law practice includes representation of municipalities, planning and development agencies and corporations and development groups. Member, Urban Land Institute, American Planning Association.

Seminar Agenda

TECHNIQUES AND PROBLEMS IN TAX INCREMENTAL FINANCING

(Emphasizing Wisconsin, Iowa, Illinois and Minnesota)

November 9-10, 1983

Wisconsin Center

Madison, Wisconsin

WEDNESDAY, NOVEMBER 9, 1983

- 9:30 a.m. Welcome; Introduction - Professor Graaskamp
- 9:45 Introduction to Tax Increment Financing - Attorney Lehmann
 - History
 - Elements of Tax Increment Financing
 - Legal Structure; Legal Issues
 - The Broader Context of Public-Private Partnership Development
 - Closely Related Programs: Special Assessment Bonding; Industrial Development Bonding; others
 - Federal Tax Treatment of Municipal Development Project Bonds; Historical Overview
 - History and Extent of TIF Financing in Upper Midwest States
- 11:30 Question/Discussion Period
- 12:00 Luncheon
- 1:00 p.m. In-depth Exploration of Three Projects where TIF was used in Conjunction with other Supporting Programs - Attorney George and Guest Presenters
 - Madison's Capitol Centre Project
 - (Twin Cities project: Meredith Lincoln)
 - (Illinois Project)
- 4:30 Question/Discussion Period
- 5:30 Social Hour
- 6:30 Dinner

THURSDAY, NOVEMBER 10, 1983

- 8:30 a.m. Current and Future Federal Law "Environment" for Tax Increment Financing - Attorney George
- 9:30 Question/Discussion Period
- 10:00 Break
- 10:30 Marketing Aspects of Tax Increment Debt - Guest Presenter
 - Credit Rating Agencies; Principal Techniques and Consequences
 - Credit Enhancement Measures: Letters of Credit; Insurance
- 11:30 Question/Discussion Period
- 12:00 Luncheon
- 1:00 p.m. State by State Review: Four Upper Midwestern States - Attorney Lehmann; Attorney George; Attending Seminar Members
 - Legal Structure
 - Practice
 - Explanation for Differences
 - Interaction of State and Federal Requirements and Future Prospects
- 3:00 Question/Discussion Period
- 3:30 Synthesis and Summary - Professor Graaskamp
- 4:00 Adjournment

General Information

Who Should Participate: These seminars are designed to provide an intensive introduction to essential components of the real estate development process. Content of the seminars is designed for those individuals embarking on a career in the development industry and who seek to broaden their analytical skills as well as an understanding of their applicability to the overall real estate process. Real estate development personnel, appraisers, consultants, private and institutional investors, and lenders will benefit from this excellent introduction to specific aspects of development.

Location: The seminars will be held at Lowell Hall Center, 610 Langdon Street, Madison, where lodging and meals will be provided. Individual dates are:

APPRAISAL REPORTS; CRITIQUE & PURCHASE

Time: January 24-26, 1984. Registration beginning at 4:30 Tuesday and sessions will be conducted Tuesday evening after dinner, Wednesday until 5:00 p.m. and Thursday until 4:00 p.m. to provide convenient travel connections. Certificates will be awarded and each course provides 12 CEU's.

Place: Lowell Hall Center.

Seminar Fee: The full fee of \$260 is payable in advance and includes tuition and materials. Lodging Tuesday and Wednesday evening, dinner on Tuesday, three meals on Wednesday, and breakfast and lunch on Thursday will be \$90. Sleeping accommodations are single-occupancy rooms with private bath.

108 REAL ESTATE ANALYSIS WITH THE IBM PERSONAL COMPUTER (LIMIT 25)

Time: January 26-28, 1984. Registration will be from 3:00-5:00 p.m. Thursday, January 26. Sessions will be conducted from 8:30-noon and 1:30-5:00 p.m. Friday and Saturday.

Place: Lowell Hall Center

Seminar Fee: The full fee of \$260 is payable in advance and includes tuition and materials. Lodging Tuesday and Wednesday evening, dinner on Tuesday, three meals on Wednesday, and breakfast and lunch on Thursday will be \$90. Sleeping accommodations are single-occupancy rooms with private bath.

THE PENSION IMPACT ON REAL ESTATE FINANCE

Time: February 1-3, 1984. Registration will be from 5:00-6:00 p.m. Wednesday, February 1. Sessions will be conducted from 7:00-9:00 p.m. on Wednesday, 8:30-noon and 1:30-5:00 p.m. Thursday and Friday.

Place: Lowell Hall Center.

Seminar Fee: The full fee of \$260 is payable in advance and includes tuition and materials. Lodging Wednesday and Thursday evenings, dinner Wednesday, three meals on Thursday, and breakfast and lunch on Friday will be \$90. Sleeping accommodations are single-occupancy rooms with private bath.

Persons who preregister but are unable to attend will, on application in writing, receive a refund of the seminar fee. All refunds will be processed by mail after the seminar has been concluded. Partial seminar fees or refunds cannot be accepted or handled.

Confirmation of your enrollment will be made before the seminar begins. Right is reserved to limit enrollment or cancel the seminar.

The School of Business

University of Wisconsin-Madison

Real Estate Executive Management Seminar Series

presents

A Seminar In

APPRAISAL REPORTS; CRITIQUE & PURCHASE

taught by

**DR. JAMES A. GRAASKAMP
Ph.D., CRE, SREA**

Chairperson, Real Estate and Urban Land Economics
University of Wisconsin School of Business

January 24-26, 1984

A Seminar In

REAL ESTATE ANALYSIS WITH THE IBM PERSONAL COMPUTER

taught by

DR. MICHAEL ROBBINS

Assistant Professor, Real Estate
and Urban Land Economics
University of Wisconsin School of Business

January 26-28, 1984

A Seminar In

THE PENSION IMPACT ON REAL ESTATE FINANCE

taught by

DR. MIKE E. MILES

Professor, Real Estate Finance
University of Wisconsin School of Business

February 1-3, 1984

Sponsored by:

Center for Advanced Studies
Department of Real Estate and
Urban Land Economics
Graduate School of Business
University of Wisconsin-Madison

Instructor



Professor James A. Graaskamp

Professor James A. Graaskamp is nationally known both for his seminars in real estate and for his consulting on matters of real estate feasibility, court room valuation, and investment strategy.

His education includes a Ph.D. in Real Estate and Risk Management from the University of Wisconsin, Madison, in 1964; an MBA in Securities Analysis and Investment from Marquette University, Milwaukee, in 1957; and an AB in English and Creative Writing from Rollins College, Winter Park, Florida, in 1955. He has won many academic honors including teaching awards for his courses in Urban Land Economics, Real Estate Investment, Finance, Marketing Research, and Contemporary Appraisal. His research interests range from urban tax assessment to wilderness appraisal.

Experience in private industry has included land development, co-ownership of a home building firm, and of a nationally known consulting firm, Landmark Research, Inc. He is presently a Trustee of the Urban Land Institute and member of the Board of First Asset Realty Advisors, a wholly owned subsidiary of First Minneapolis Bank. He was formerly the Treasurer of the Wisconsin Housing Finance Authority. He holds designations of CRE, SREA, CPCU, and Realtor.

Seminar Agenda

APPRAISAL REPORTS; CRITIQUE & PURCHASE

Overview: This course is designed for accountants, mortgage underwriters, lawyers, investors, project managers, and others who must understand the terms of art in appraisal, the appropriate conditions and assumptions which may qualify an appraisal report, the alternative definitions of what is value and what is to be valued, as well as contemporary modification of the appraisal process which can make the appraiser more effective and valuable in the real estate decision process. Once the relationship of the problem for which an appraisal is required is understood, an appraiser can be engaged in a manner consistent with the conditions appropriate to the following:

The course counts for 12 CEU's.

Tuesday, January 24

- 4:30-5:30 p.m. Registration
- 5:00-6:00 p.m. Dutch Treat Cocktail Mixer
- 6:00-7:00 p.m. Dinner
- 7:00-8:30 p.m. Course Introduction Lecture

Wednesday, January 25

- 8:30 a.m. Decision Models & the Appraisal Process
Origins of the Three Approaches to Value
Appraisal Definitions & Their Implications
- 10:15 Coffee Break
- 10:30 Matching the Issue, the Definition of Value & the
Description of What is to be Valued
- 12:00 Lunch
- 1:00 p.m. A Critique of the Market Comparison Approach to
Value
 - 1. Choosing the Unit of Market Comparison
 - 2. Choosing the Method of Adjustment for Differences
 - 3. Attributing Price to Components of Purchase
 - 4. Strengths & Weaknesses of Statistical Methods
 - 5. Contemporary Methods
- 3:00 Break
- 3:15 Elements of the Cost Approach
Use of Computer Services
Pitfalls in the Application of Cost Systems
Legal and Theoretical Problems of Reliance on the
Cost Approach
- 5:00 Adjourn - Cocktails and dinner

Thursday, January 26

- 8:30 a.m. Elements of the Income Approach
Requirements of an Appraisal Rent Roll
Requirements of an Appraisal Vacancy Study
Requirements of Operating Expense Schedule
- 10:15 Coffee Break
- 10:30 Dangers of Simple Capitalization Methods
Use of Broker Pricing Methods
Transition to Cash Flow Forecasting
Testing Income Value Conclusions
- 12:00 Lunch
- 1:00 p.m. Residential Relocation Appraisals for Corporate
Employees
- 2:00 Use of a Letter of Engagement
- 3:00 Appraiser Liability for Errors, Omissions & Malfeasance

Instructor



Mike E. Miles, Ph.D.
Professor, Real Estate Finance
Graduate School of Business
University of Wisconsin, Madison

Mike E. Miles is a Texan with an MBA from Stanford University in Finance and Accounting and a Ph.D. from the University of Texas at Austin in Real Estate and Finance. He formerly developed the Real Estate and Banking MBA programs at the University of North Carolina in Chapel Hill. In addition to a distinguished academic career, he has worked for a development company and served as his own development contractor. He is nationally known for his work in pension fund real estate portfolio investment.

Overview: This course is designed for real estate brokers, developers, mortgage bankers, and other real estate professionals who wish to understand the opportunities and limitations for real estate finance by means of pension funds. Pension funds are the new intermediary institution for both mortgage money and equity investment. This seminar will examine how the investment of pension funds will impact on various real estate markets and identify the various actors in the process of obtaining finance.

This course counts for 12 CEU's.

Seminar Agenda

THE PENSION IMPACT ON REAL ESTATE FINANCE

- I. Introduction
 - A. Pension Funds as Investors - The Relative Size Question.
 - B. Changing Capital Markets - Evaluation in the Context of Increasing Institutionalization.
 - C. The Issues
 1. How much new money in real estate?
 2. What does the pension fund want?
 3. Who makes the decisions?
 4. Changing regulations and tax laws.
 5. What will be financed and how will it be financed.
- II. What does the pension fund want?
 - A. Who is the pension fund?
 - B. Who makes the decisions?
 - C. Returns
 1. Historic
 2. Expected
 - D. Inflation
 1. Actual
 2. Unanticipated
 - E. Diversification
 1. General definition
 2. The definition for pension funds today
 3. Ways to achieve diversification in real estate
 - F. Direct vs. Indirect Investment
 1. Incentive for direct
 2. Reasons for indirect
 3. Directed indirect
 - G. Regulation
 - H. Tax Law
- III. Investment Managers
 - A. Who are they and how big are they?
 1. Institutions
 2. Independents
 3. Inside players???
 - B. Agency issues and changing investment criteria.
 1. Overall
 2. Compensation systems
 - a. direct
 - b. indirect
 - C. Evaluation methods and periods
 1. Stock and bond
 2. arbitrage
 3. tomorrow
 - D. Open or closed end
 1. Yesterday
 2. Tomorrow
 - E. Evolving strategies over time - Prisa to Prisa
- IV. What does it mean?
 - A. Availability of Financing.
 - B. Investment manager organizations and vehicles
 - C. Project Preferences
 1. size
 2. type
 3. region
 4. lease
 5. ownership structure
 - D. Developer expertise

Instructor



Dr. Michael L. Robbins, Ph.D.

Assistant Professor, Dept. of Real Estate
Graduate School of Business
University of Wisconsin - Madison

Dr. Robbins began teaching Real Estate at Wisconsin in 1973. Currently Dr. Robbins is responsible for the undergraduate appraisal course as well as the residential and commercial development courses. Since the early 1970's Dr. Robbins has developed a large portion of the software utilized by the real estate department.

Software developed at Wisconsin is incorporated into all levels of course work. Computer utilization provides an efficient self-correcting introduction to the concepts of contemporary real estate analysis theory as taught by Dr. James A. Graaskamp, based on original work of Richard U. Ratcliff.

The most recent expansion of computer resources in the real estate department is the utilization of the micro computer. Students, under the direction of Dr. Robbins, are required to develop skills in the use of spreadsheet, word processing, and data management systems.

Dr. Robbins' current research interests lie in the area of pricing roadless wilderness lands of great topographical and ecological diversity. This special appraisal problem has received little theoretical or practical development and consequently has been ignored by appraisers and the courts.

Dr. Robbins received a B.S. degree in Landscape Architecture; a joint M.S. degree in Landscape Architecture, Civil and Environmental Engineering, and Real Estate; and a Ph.D. degree in Civil and Environmental Engineering, all from the University of Wisconsin-Madison.

Seminar Agenda

MICRO COMPUTER APPLICATIONS FOR THE CONTEMPORARY REAL ESTATE OFFICE

The purpose of this two day seminar is to acquaint the practicing real estate analyst with the availability of micro computer software for office use. The attendee will have the opportunity to evaluate alternative software packages through hands-on exposure during the seminar. The seminar encompasses three critical components of the electronic real estate office, i.e. Data Management, Spreadsheet Analysis, and Word Processing.

Program Outline

4:00-7:00 Registration and dinner buffet.
7:00-8:30 Introduction to seminar
Components of the contemporary office
Office Enhancements.

DAY 1

Gearing Up The Office

8:00-9:45 Data Base Management "Converting data to information"
9:45-10:00 Break
10:00-12:00 Data Base Management - Demo Problem
1 • 2 • 3 & Residential Sales Data
12:00-1:30 Lunch - Guest Speaker
H. Robert Knitter
"Doing MKTCOMP with the IBM Personal Computer"
1:30-3:00 Spreadsheet Analysis
"Information evaluation"
3:00-3:15 Break
3:15-5:00 Compare and contrast Demo Problem
1 • 2 • 3 (with Graph) and Supercalc
5:00-6:00 Cash Bar
6:00-7:00 Dinner
7:00-10:00 Evening Workshop/Demonstrations

DAY 2

8:00-9:45 Word Processing "Information transfer"
9:45-10:00 Break
10:00-12:00 Compare and contrast - Demo Problem
Wordstar and Proofwriter
12:00-1:30 Lunch - Guest Speaker
Frank Scarpace
"Proofwriter" Enhancements
1:30-3:00 Investment Analysis Models
3:00-3:15 Break
3:15-5:00 Investment Analysis Evaluation
The following is a list of most of the programs that will be available during the financial analysis session:

Supercalc	In-House Programs
1 • 2 • 3 Spreadsheet	Land Development
Realval	Income Capitalization
Superval	Lease Analysis
Palmer Berg -	Risk Analysis, etc.
Investment Analysis Pac	FPL
5:00	Seminar Over

General Information

Who Should Participate: These seminars are designed to provide an intensive introduction to essential components of the real estate development process. Content of the seminars is designed for those individuals embarking on a career in the development industry and who seek to broaden their analytical skills as well as an understanding of their applicability to the overall real estate process. Real estate development personnel, appraisers, consultants, private and institutional investors, and lenders will benefit from this excellent introduction to specific aspects of development.

Location: The seminars will be held at the J.F. Friedrich Center, 1950 Willow Drive in Madison, Wisconsin, where lodging and meals will be provided if requested. Individual dates are:

203 LAND USE LAW

Time: March 12-14, 1984. Registration will be from 4-6 p.m. Monday, March 12. Sessions will be conducted from 8:30-noon and 1:00-5:00 Tuesday and Wed.

Place: J.F. Friedrich Center, 1950 Willow Drive

University of Wisconsin, Madison, Wisconsin
Seminar Fee: The full fee of \$260.00 is payable in advance and includes tuition and materials. Lodging Monday and Tuesday evenings, dinner Monday and Tuesday, breakfasts and lunches on Tuesday and Wednesday will be \$90. Sleeping accommodations are single-occupancy rooms.

302 BASIC PRINCIPLES OF FINANCING INCOME PROPERTY DEVELOPMENT

Time: April 9-11, 1984. Registration will be from 4-6 p.m., Monday, April 9. Sessions will be conducted from 8:30-noon and 1:30-5:30 Tuesday and Wed.

Place: J.F. Friedrich Center, 1950 Willow Drive

University of Wisconsin, Madison, Wisconsin
Seminar Fee: The full fee of \$260 is payable in advance and includes tuition and materials. Lodging Monday and Tuesday evenings, dinner Monday and Tuesday, breakfasts and lunches on Tuesday and Wednesday will be \$90. Sleeping accommodations are single-occupancy rooms.

101 INTRODUCTION TO THE REAL ESTATE DEVELOPMENT PROCESS

Time: April 24-26, 1984. Registration will be from 4-6 p.m. Tuesday, April 24. Sessions will be conducted from 8:30 a.m.-noon and 1:30-5:30 Wednesday and Thursday.

Place: J.F. Friedrich Center, 1950 Willow Drive

University of Wisconsin, Madison, Wisconsin.
Seminar Fee: The full fee of \$260 is payable in advance and includes tuition and materials. Lodging Tuesday and Wednesday evenings, dinner Tuesday and Wednesday, breakfasts and lunches on Wednesday and Thursday will be \$90. Sleeping accommodations are single-occupancy rooms.

Persons who preregister but are unable to attend will, on application in writing, receive a refund of the seminar fee. All refunds will be processed by mail after the seminar has been concluded. Partial seminar fees or refunds cannot be accepted or handled.

Confirmation of your enrollment will be made before the seminar begins. Right is reserved to limit enrollment or *cancel the seminar.*



University of Wisconsin-Madison

Real Estate Executive Management Seminar Series

presents

A Seminar in
LAND USE LAW

taught by

RODERICK J. MATTHEWS,

Attorney Lecturer, Real Estate and
Urban Land Economics
University of Wisconsin School of Business

March 12-14, 1984

A Seminar in
**BASIC PRINCIPLES OF FINANCING
INCOME PROPERTY DEVELOPMENT**

taught by

**DR. JAMES A. GRAASKAMP
DR. MIKE E. MILES**

Chairperson and Professor
Real Estate and Urban Land Economics
University of Wisconsin School of Business

April 9-11, 1984

A Seminar in
**INTRODUCTION TO THE REAL ESTATE
DEVELOPMENT PROCESS**

taught by

DR. JAMES A. GRAASKAMP

Chairperson
Real Estate and Urban Land Economics
University of Wisconsin School of Business

April 24-26, 1984

Sponsored by:

Center for Advanced Studies
Department of Real Estate and Urban Land Economics
Graduate School of Business
University of Wisconsin-Madison

Instructor



Roderick J. Matthews

Roderick J. Matthews is a pragmatic practicing attorney who has taught real estate law and land use at the University of Wisconsin School of Business since 1974. In addition, Matthews has frequently taught land use law at the UW Law School. He received BA in economics from the University of Wisconsin, and his law degree from the Harvard Law School.

Matthews has focused on land use and real estate at the law firm of Sieker and Matthews in Madison. He has structured his courses on the practical lessons of this lawyering experience. He also brings the local government perspective to his teaching by utilizing expertise developed during his 10 years as a member of the Dane County Board of Supervisors and his two terms as its Chairman.

An example of this local government land use experience is his chairing of the National Association of Counties Special Antitrust Committee, which focuses on the land use implications of the recent **Boulder** case.

"Current Cases and Procedural Trends in Land Use Control Law" is a timely and practical business review of trends in local governmental land use control law. It will point out the land use pitfalls placed in the path of the developer, the business person, the banker, and the neighbor. More importantly, it will point out how to avoid these pitfalls.

The course counts for 10 hours CEU's.

Seminar Agenda

LAND USE LAW

Monday, March 12

- 4-6 p.m. Registration
- 7-8:30 p.m. Introduction to the Seminar

Tuesday, March 13

- 8:30 a.m. THE TAKING ISSUE 1984: how far can local government go before land use regulations result in taking and the need for compensation?
- 10:00 a.m. Break
- 10:30 a.m. Case studies:
 - 1. Green spaces
 - 2. Wetlands
- Noon Lunch
- 1:00 p.m. HISTORIC PRESERVATION: what is the line between historic buildings and economically unfeasible buildings?
- 2:45 p.m. Break
- 3:00 p.m. Case studies:
 - 1. Grand Central Station 1984
 - 2. Historic district regulations and ordinances.

Wednesday, March 14

- 8:30 a.m. ZONING AND PEOPLE: how far can zoning go beyond basic land use planning? For example, when must the zoning administrator check on who lives with whom, how can local government handle adult entertainment, and can the city zone pac-man away from the kids.
- 10:00 a.m. Break
- Noon Lunch
- 1:00 p.m. ZONING AND BUSINESS: what is the current status of anti-trust law and the land use law? Under what circumstances will a property owner be awarded a treble damage judgment against a local government?
- 2:45 p.m. Break
- 3:00 p.m. The mixes in mixed use zoning: are zoning requirements becoming more or less flexible — what is the trend? Becoming more realistic, or more inflexible?
- 5:00 p.m. Seminar Concludes

Instructor



STEPHEN P. JARCHOW
PARTNER/VICE PRESIDENT — FINANCE
Lincoln Property Company, Inc.
Foster City, California

Stephen P. Jarchow is a partner in Lincoln Properties of Foster City, California, responsible for financial management, including debt and equity relationships. Mr. Jarchow was born in Madison, Wisconsin, and graduated from the University of Wisconsin-Madison in 1976 with a Masters of Science in Business-Real Estate Analysis, and also a degree in Law. Before joining Lincoln Property Company in May, 1981, Jarchow practiced law in Dallas, Texas for two years specializing in the tax and securities aspects of real estate transactions. Prior to that time, Mr. Jarchow practiced law for three years with a firm in Milwaukee, Wisconsin. Mr. Jarchow is a Certified Public Accountant and has taught at the University of Wisconsin and Southern Methodist University on the subjects of taxation, real estate law and international finance.

Mr. Jarchow's responsibilities at Lincoln Properties consist of assisting his partners in finding suitable financing for their developments and coordinating acquisitions, financings and equity syndications. In this position Mr. Jarchow handles negotiations with lenders, underwriters and other capital sources, both domestic and foreign. Mr. Jarchow is a partner in over seventy-five Lincoln developments including residential, commercial and industrial projects and has also acted as an independent consultant to real estate developers, syndicators and investors.

Stephen Jarchow is a member of the Wisconsin, Texas and American Bar Associations. He is a Contributing Editor on Real Estate Syndications in **Real Estate Review**.

This course counts for 10 CEU's.

Seminar Agenda

REAL ESTATE FINANCE 502 **APARTMENT PROJECT FINANCE AND SYNDICATION**

Wednesday, May 16:

- 4-6 p.m. Seminar Registration
- 6-7 p.m. Dinner
- 7-8:30 p.m. Introduction to the Seminar

Thursday, May 17:

- 8:30 a.m. Overview of U.S. Real Estate Markets
 - 1. The Market Segments
 - 2. Current Trends
 - 3. The Apartment Development Business
- 10:00 a.m. Break
- 10:15 a.m. Apartment Financing Alternatives
 - 1. GNMA Tandem Financing
 - 2. FSLIC/FDIC Bond Program
 - 3. FHA Bond Program
 - 4. Institutional Guarantee Bond Program
 - 5. Other Collateral for Bonds
- Noon LUNCH
- 1:00 p.m. Apartment Financing Alternative (Cont.)
 - 1. Conventional Debt Financing in General
 - 2. Convertible Mortgages
 - 3. Joint Venture - All Cash
 - 4. Joint Venture - With Debt
 - 5. Land Sale/Leaseback Loan
- 3:00 p.m. Break
- 3:15-5 p.m. Apartment Financing Alternatives (Cont.)
 - 1. Bullet Loans
 - 2. Misc. Financing Considerations
 - 3. Refinancing Considerations

Friday, May 18:

- 8:30 a.m. Syndication: A Capitalization Approach
 - 1. The Business Reasons
 - 2. Fundamental Business Considerations
 - 3. Choice of Business Entity
 - 4. Tax Structuring
- 10:00 a.m. Break
- 10:15 a.m. Syndication: A Capitalization Approach (Cont.)
 - 1. Securities Laws
 - 2. Accounting
 - 3. Legal Counsel
 - 4. Investor Concerns
- Noon LUNCH
- 1:00 p.m. The Major Markets and Apartments
 - 1. New York
 - 2. Chicago
 - 3. Dallas
 - 4. Houston
 - 5. Atlanta
 - 6. Phoenix
 - 7. Denver
 - 8. Los Angeles
 - 9. San Francisco
- 3:00 p.m. Break
- 3:15 p.m. The Future
- 5:00 p.m. End

3 The School of Business

University of Wisconsin-Madison

Real Estate Executive Management Seminar Series

presents

A Seminar In

OFFICE MARKETING AND LEASING

taught by

CLINTON A. MILLER

Vice President, Director of Marketing
United Properties

MAY 8-10, 1984

A Seminar In

APARTMENT PROJECT FINANCE AND SYNDICATION

taught by

STEPHEN P. JARCHOW

Partner/Vice President-Finance
Lincoln Property Company, Inc.

MAY 16-18, 1984

James A. Graaskamp, Ph.D., C.R.E.
Director, Real Estate Executive Management Series

Sponsored by:

Center for Advanced Studies
Department of Real Estate and
Urban Land Economics
Graduate School of Business
University of Wisconsin-Madison
(608) 262-6378

General Information

Who Should Participate: These seminars are designed to provide an intensive introduction to essential components of the real estate development process. Content of the seminars is designed for those individuals embarking on a career in the development industry and who seek to broaden their analytical skills as well as an understanding of their applicability to the overall real estate process. Real estate development personnel, appraisers, consultants, private and institutional investors, and lenders will benefit from this excellent introduction to specific aspects of development.

Location: The seminars will be held at the J.F. Friedrich Center, 1950 Willow Drive in Madison, Wisconsin, where lodging and meals will be provided if requested. Individual dates are:

404 OFFICE MARKETING AND LEASING

Time: May 8-10, 1984. Registration will be from 4-6 p.m. Tuesday, May 8. Sessions will be conducted from 8:30 a.m. to noon and 1:00 to 5:00 p.m. Wednesday and will adjourn at 3:00 p.m. on Thursday.

Place: J.F. Friedrich Center, 1950 Willow Drive
University of Wisconsin, Madison, Wisconsin

Seminar Fee: The full fee of \$260.00 is payable in advance and includes tuition and materials. Lodging Tuesday and Wednesday evenings, dinner Tuesday and Wednesday will be \$90. Sleeping accommodations are single-occupancy rooms.

502 APARTMENT PROJECT FINANCE AND SYNDICATION

Time: May 16-18, 1984. Registration will from 4-6 p.m. Wednesday, May 16. Sessions will be conducted from 8:30 a.m. to noon and 1:00 to 5:00 p.m. Thursday and Friday.

Place: J.F. Friedrich Center, 1950 Willow Drive
University of Wisconsin, Madison, Wisconsin

Seminar Fee: The full fee of \$260.00 is payable in advance and includes tuition and materials. Lodging Wednesday and Thursday evenings, dinner Wednesday and Thursday evening will be \$90. Sleeping accommodations are single-occupancy rooms.

Persons who preregister but are unable to attend will, on application in writing, receive a refund of the seminar fee. All refunds will be processed by mail after the seminar has been concluded. Partial seminar fees or refunds cannot be accepted or handled.

Confirmation of your enrollment will be made before the seminar begins. Right is reserved to limit enrollment or cancel the seminar.

Instructor



CLINTON A. MILLER
VICE PRESIDENT, DIRECTOR OF MARKETING
United Properties
Minneapolis, Minnesota

Clinton A. Miller is Vice President, Director of Marketing for United Properties, Minneapolis, Minnesota. In this capacity, he is responsible for leasing, brokerage, market research, and promotion for United Properties and its clients. Mr. Miller was born in St. Paul, Minnesota and is a 1973 graduate in business administration from the University of Minnesota, Duluth. Miller joined United Properties in 1980 following two years of national marketing responsibilities with the wholly-owned real estate subsidiary of Honeywell. Prior to that he spent six years in sales and sales management for major accounts with Xerox Corporation.

United Properties, a division of The Northland Company, is also affiliated with Northland Mortgage Company, Northland Insurance Company, and Universal Title Company. The firm owns or manages in excess of 2.8 million square feet of commercial space in the Twin Cities Metropolitan area, which makes it one of the largest property landlords in the area. Since 1973, the company has developed for its own account over 1.3 million square feet of new space, primarily in suburban office buildings. United Properties also has an additional 650,000 square feet of office space under development and owns or markets approximately 350 acres of development land in the Twin Cities.

Mr. Miller's professional affiliations include the Greater Minneapolis Board of Realtors, National Association of Industrial and Office Parks, and the National Association of Corporate Real Estate Executives.

Seminar Agenda

MARKETING 404 OFFICE MARKETING AND LEASING

WHO SHOULD PARTICIPATE:

The seminar content is designed to provide a thorough introduction to office space marketing and leasing. This session would be useful for anyone with an interest in the development, ownership, leasing or management of commercial and industrial property. It provides practical and up-to-date information for the real estate practitioner who wants to continually develop and improve the strategies involved in the marketing of commercial space.

OVERVIEW:

The course conveys many industry techniques which have proven successful in the marketing effort. Included in the seminar is a detailed look at the comprehensive marketing plan for Northland Executive Office Center, a 470,000 square foot Class A executive office complex on a major freeway interchange in suburban Minneapolis.

This course counts for 10 CEU's.

Tuesday, May 8:

4-6 p.m. Seminar Registration
6-7 p.m. Dinner
7-8 p.m. Course Introduction

Wednesday, May 9:

8:30 a.m. The Company Marketing Plan
The Foundation of
the Entire Marketing Effort
10:15 a.m. Break
10:30 a.m. Market Research
Knowing Your Clients, Product,
Competition, and Marketplace
Noon LUNCH
1:00 p.m. The Comprehensive Marketing Plan
Northland Executive Office Center,
Bloomington, Minnesota
3:00 p.m. Break
3:15 p.m. Marketing Plan (Cont.)

Thursday, May 10:

8:30 a.m. Locating Prospects;
Leasing Agent Preparation, Canvassing,
Merchandising the Space
10:15 a.m. Break
10:30 a.m. Special Campaigns, Sales Contests,
Broker Program
Noon LUNCH
1:00 p.m. Professional Selling/Negotiating Skills
Questions & Answers
3:00 p.m. End

General Information

Who Should Participate: The purpose of this two day seminar is to acquaint the practicing real estate analyst with the availability and utilization of micro-computer software for real estate analysis. The attendee will have the opportunity to evaluate alternative software packages through hands-on use during the seminar.

The seminar facility will provide for a maximum ratio of two attendees per micro-computer. With this extensive hands-on utilization, it is expected that all attendees have a working understanding of the IBM-PC or look-alike. At a minimum, an attendee should have an experience level obtained in the preceding conference "Micro Computer Applications for the Contemporary Real Estate Office."

108 - REAL ESTATE ANALYSIS WITH THE IBM/PC

Time: June 17 - 19, 1984. Registration will be from 4 - 6 p.m. Sunday, June 17. Sessions will be conducted from 7 - 9 p.m. on Sunday, from 8 a.m. to 6 p.m. on Monday, and from 8 a.m. to 5 p.m. on Tuesday.

Classroom: Wisconsin Center, 702 Langdon Street, Madison, WI

Lodging: Madison Inn, 601 Langdon Street, Madison, WI

Seminar Fee: The full fee of \$300 is payable in advance and includes tuition and materials. Lodging Sunday and Monday evenings, dinner Sunday, breakfast and lunch on Monday and Tuesday will be \$90.

Sleeping Accommodations: Single occupancy rooms are located at the Madison Inn, 601 Langdon Street, Madison.

209 - MODELING REAL ESTATE PROBLEMS ON IBM/PC

Time: June 19 - 21, 1984. Registration will be from 4 - 6 p.m. Tuesday, June 19. Sessions will be conducted from 8:30 a.m. to 6 p.m. Wednesday and Thursday.

Classroom: Wisconsin Center, 702 Langdon Street, Madison, WI

Lodging: Madison Inn, 601 Langdon Street, Madison, WI

Seminar Fee: The full fee of \$300 is payable in advance and includes tuition and materials. Lodging Tuesday and Wednesday evenings, dinner Tuesday, breakfast and lunch on Wednesday and Thursday will be \$90.

Sleeping Accommodations: Single occupancy rooms are located at Madison Inn, 601 Langdon Street, Madison.

105 - INTRODUCTION TO COMMERCIAL CONSTRUCTION TECHNIQUES (SLIDES, CRITIQUES, AND CASE STUDIES)

Time: July 11 - 13, 1984. Registration will be from 4-6 p.m. Wednesday, July 11. Sessions will be conducted from 8:30 a.m. to 5:30 p.m. on Thursday and Friday.

Place: J.F. Friedrick Center, 1950 Willow Drive, Madison, WI.

Seminar Fee: The full fee of \$260.00 is payable in advance and includes tuition and materials. Lodging Wednesday and Thursday evenings, dinner Wednesday and Thursday evenings, breakfast and lunch on Thursday and Friday will be \$90. Sleeping accommodations are single-occupancy rooms located at the Friederick Center.

Persons who preregister but are unable to attend will, on application in writing, receive a refund of the seminar fee. All refunds will be processed by mail after the seminar has been concluded. Partial seminar fees or refunds cannot be accepted or handled.

Confirmation of your enrollment will be made before the seminar begins. Right is reserved to limit enrollment or cancel the seminar.

B The School of Business

University of Wisconsin-Madison

Real Estate Executive Management Seminar Series

presents

A Seminar in
REAL ESTATE ANALYSIS
WITH THE IBM/PC

taught by

DR. MICHAEL L. ROBBINS, Ph. D.

Assistant Professor, Dept. of Real Estate
Graduate School of Business
University of Wisconsin-Madison

June 17 - 19, 1984

A Seminar in

**ADVANCED MODELING REAL ESTATE
PROBLEMS ON IBM/PC**

taught by

**ROBBINS, WIECKERT, GIBSON
AND HEATH**

June 19 - 21, 1984

A Seminar in

**INTRODUCTION TO COMMERCIAL
CONSTRUCTION TECHNIQUES (SLIDES,
CRITIQUES, AND CASE STUDIES)**

taught by

JAMES CANESTARO, A.I.A.

Associate Professor, College of Architecture
Virginia Polytechnic Institute and State University
Blacksburg, Virginia

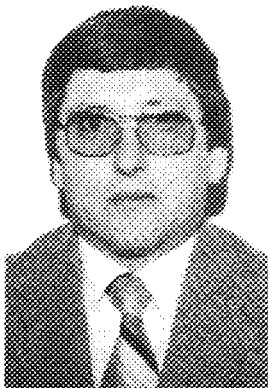
July 11-13, 1984

**JAMES A. GRAASKAMP,
Ph.D., C.R.E.**

Director — Real Estate
Executive Management Series

Sponsored by: Center for Advanced Studies, Department of Real Estate and Urban Land Economics, Graduate School of Business, University of Wisconsin-Madison, (608) 262-6378

Instructor



Dr. Michael L. Robbins, Ph.D.
Assistant Professor, Dept. of Real Estate
Graduate School of Business
University of Wisconsin-Madison

Dr. Robbins began teaching Real Estate at Wisconsin in 1973. Currently Dr. Robbins is responsible for the undergraduate appraisal course as well as the residential and commercial development courses. Since the early 1970's Dr. Robbins has developed a large portion of the software utilized by the real estate department.

Software developed at Wisconsin is incorporated into all levels of course work. Computer utilization provides an efficient self-correcting introduction to the concepts of contemporary real estate analysis theory as taught by Dr. James A. Graaskamp, based on original work of Richard U. Ratcliff.

The most recent expansion of computer resources in the real estate department is the utilization of the micro computer. Students, under the direction of Dr. Robbins, are required to develop skills in the use of spreadsheet, word processing, and data management systems.

Dr. Robbins' current research interests lie in the area of pricing roadless wilderness lands of great topographical and ecological diversity. This special appraisal problem has received little theoretical or practical development and consequently has been ignored by appraisers and the courts.

Dr. Robbins received a B.S. degree in Landscape Architecture; a joint M.S. degree in Landscape Architecture, Civil and Environmental Engineering, and Real Estate; and a Ph.D. degree in Civil and Environmental Engineering, all from the University of Wisconsin-Madison.

Seminar Agenda

Data Processing Course 108 — REAL ESTATE ANALYSIS WITH THE IBM PERSONAL COMPUTER

The purpose of this two day seminar is to acquaint the practicing real estate analyst with the availability of micro computer software for office use. The attendee will have the opportunity to evaluate alternative software packages through hands-on exposure during the seminar. The seminar encompasses three critical components of the electronic real estate office, i.e. Data Management, Spreadsheet Analysis, and Word Processing. This course counts for 10 CEU's.

Sunday, June 17

PROGRAM OUTLINE

- 4:00– 7:00 Registration and dinner buffet.
- 7:00– 8:30 Instruction to seminar
Components of the contemporary office
Office Enhancements

Monday, June 18

GEARING UP THE OFFICE

- 8:00– 9:45 Data Base Management "Converting data to information"
- 9:45–10:00 Break
- 10:00–12:00 Data Base Management - Demo Problem
1 • 2 • 3 & Residential Sales Data
- 12:00– 1:30 Lunch - Guest Speaker
H. Robert Knitter
"Doing MKTCOMP with the IBM Personal Computer"
- 1:30– 3:00 Spreadsheet Analysis
"Information evaluation"
- 3:00– 3:15 Break
- 3:15– 5:00 Compare and contrast Demo Problem
1 • 2 • 3 (with Graph) and Supercalc
- 5:00– 6:00 Cash Bar
- 6:00– 7:00 Dinner
- 7:00–10:00 Evening Workshop/Demonstrations

Tuesday, June 19

- 8:00– 9:45 Word Processing "Information transfer"
- 9:45–10:00 Break
- 10:00–12:00 Compare and contrast - Demo Problem
Wordstar and Proofwriter
- 12:00– 1:30 Lunch - Guest Speaker
Frank Scarpace
"Proofwriter" Enhancements
- 1:30– 3:00 Investment Analysis Models
- 3:00– 3:15 Break
- 3:15– 5:00 Investment Analysis Evaluation

The following is a list of most of the programs that will be available during the financial analysis session:

Supercalc, 1 • 2 • 3 Spreadsheet, Realval, Superval, Palmer Berg-Investment Analysis Pac. In-House Programs: Land Development, Income Capitalization, Lease Analysis, Risk Analysis, etc., FPL.

5:00 Seminar Over

Instructor

INSTRUCTORS

Michael L. Robbins (Ph. D. University of Wisconsin)
Assistant Professor, Department of Real Estate
Graduate School of Business
Madison, Wisconsin

Mr. Jeff Wieckert (M.S. - Real Estate U.W.)
Boisclair Corp.
2925 Dean Pkwy.
Minneapolis, Minnesota

Guest Presentors

Mr. Lee Brown (M.S. Urban & Regional Planning,
U.W. Madison, Wisconsin)
Development Director/Planner
City of Monona
Monona, Wisconsin

Mr. Charles Heath (M.S.-Real Estate U.W.)
Ph.D - In Progress
University of Wisconsin
Graduate School of Business
Madison, Wisconsin

Mr. Robert Gibson (M.S. - Real Estate U.W.)
Ph.D. - In Progress
University of Wisconsin
Graduate School of Business
Madison, Wisconsin

Seminar Agenda

Data Processing Course 209 — MODELING REAL ESTATE PROBLEMS ON IBM PERSONAL COMPUTERS

Who Should Participate: This workshop is intended for real estate practitioners and students with prior experience in timesharing or micro-computer based real estate analysis. This course counts for 10 CEU's.

PROGRAM OUTLINE

Tuesday, June 19

- 4:00- 7:00 Registration and dinner buffet
- 7:00- 8:30 Introduction to seminar
Introduction to participants
Introduction to computer systems

Wednesday, June 20

- Preliminary Analysis Models (Robbins-Gibson)
- 8:30- 10:00 A. Feasibility (Front Door/Back Door)
LOTUS 1-2-3- Model
Default Ratio
Loan-To-Value Ratio
Debt Cover Ratio
Risk Adjusted Default Ratio
- 10:00- 10:15 COFFEE BREAK
- 10:15- 11:15 B. Income Capitalization Models
Before Tax Evaluation
After Tax Evaluation
- 11:15- noon C. Discounted Cash Flow Models
- Noon- 1:00 LUNCH
- Initial Analysis Models (Robbins-Wieckert)
- 1:00- 2:00 A. Lease Analysis
Preliminary
Intermediate
- 2:00- 3:00 B. Discounted Cash Flow
- 3:00- 3:15 COFFEE BREAK
- 3:15- 4:30 C. Equity Participation Analysis
- 4:30- 6:00 D. Case Studies with Solutions
(Robbins-Wieckert)
Commercial Analysis Models
Custom Analysis Models
Basic
Spread Sheet

Thursday, June 21

- Techniques and Statistical Applications for
Market Survey Research (Robbins-Heath)
- 8:30- 10:00 A. Data Input Via LOTUS 1-2-3
- 10:00- 10:15 COFFEE BREAK
- 10:15- 11:00 B. Data Summary Via LOTUS 1-2-3
- 11:00- noon C. Data Analysis Via NWA
- Noon- 1:00 LUNCH
- Multiuse Development and Shared Parking (Robbins-Brown)
- 1:00- 2:00 A. Multiuse Development Model
1. Cost/Use Estimates
2. Before Tax Value Estimates
3. After Tax Value Estimates
- 2:00- 3:00 B. Shared Parking and Site Requirements
1. Base Date-ULI Shared Parking Study
2. Modeling Parking Needs
- 3:00- 3:15 COFFEE BREAK
- 3:15- 5:30 C. Determining Optimal Multiuse
Development Mix Via Shared Parking
and Linear Programming

Instructor



Professor James C. Canestaro

James C. Canestaro is a registered architect in Virginia and Wisconsin and a Corporate Member of the American Institute of Architects. He is presently an associate professor and teaching in the College of Architecture at Virginia Polytechnic Institute and State University in Blacksburg, Virginia. His Bachelor of Architecture degree was received at Notre Dame, and Masters Degrees in Architecture and Urban Planning were earned at the University of Illinois-Urbana. He is presently completing a Ph.D. in Real Estate at the Graduate School of Business, University of Wisconsin-Madison.

Professor Canestaro has been a member of the Architecture and Finance Department at the University of Illinois, and of the Department of Real Estate and Urban Land Economics, Graduate School of Business, University of Wisconsin-Madison. He presently teaches courses in Project Feasibility Analysis, Residential Property Development, Commercial Property Development, and Real Estate Investment Analysis.

Professor Canestaro is the author of several books on the subject of project cost-benefit and feasibility analysis. He is actively involved in his own private architectural consulting firm which specializes in project feasibility and market analysis, property valuation, and pre-architectural programming studies.

This course counts for 10 CEU's.

Seminar Agenda

Construction 105 — INTRODUCTION TO COMMERCIAL CONSTRUCTION TECHNIQUES (SLIDES, CRITIQUES, AND CASE STUDIES)

Thursday, July 12

8:30 a.m.

- I. Introduction
 - 1.1 Architectural Blueprints
 - 1.2 Environmental Factors
 - 1.3 Site Conditions
 - 1.4 Site Work
 - 1.5 Historical Styles

II. Structures

- 2.1 Introduction
- 2.2 Substructure
 - Pilings
 - Grade Beams
 - Slab on Grade
 - Footings
 - Foundations
- 2.3 Steel
 - Framing
 - Trusses
 - Bar Joist
 - Steel Decking
 - Lightweight Framing

Lunch 12:30 - 1:30 p.m.

- 2.4 Concrete
 - Columns
 - Walls
 - Ribbed One-Way Slabs
 - Two-Way Slabs
 - Post Tension
 - Pre-Cast
 - Pre-Cast Tilt-Up
- 2.5 Wood
 - Post and Beam
 - Framing
 - Trusses
- 2.6 Masonry
 - Concrete Block
 - Brick
 - Stone

III. Envelope

- 3.1 Curtain Wall
 - Brick
 - Stone
 - Pre-Cast
 - Concrete
 - Glass
 - Metal
- 3.2 Facia and Soffet

Adjourn 5:30 p.m.

Friday, July 13

8:30 a.m.

III. Envelope (continued)

- 3.3 Roofing
 - Built Up
 - Membrane
 - Metal
 - Shingles
- 3.4 Moisture Proofing
- 3.5 Insulation
- 3.6 Expansion Joints

IV. Enclosure

- 4.1 Doors
- 4.2 Windows
- 4.3 Partitions
 - Drywall
 - Gypsum Lath and Plaster
 - Masonry
- 4.4 Interior Finishes
- 4.5 Suspended Ceilings
- 4.6 Flooring
- 4.7 Soundproofing
- 4.8 Circulation
 - Stairs
 - Elevators
 - Escalators

Lunch 12:30 - 1:30 p.m.

V. Environmental Systems

- 5.1 Introduction
- 5.2 Electrical
- 5.3 Communications
- 5.4 Sewer
 - Sanitary
 - Storm
 - Septic
- 5.5 Water
 - Supply
 - Fire Protection
- 5.6 Mechanical Systems
 - Electrical Heat
 - Electrical Air Conditioning
 - Hydronics
 - Chilled Water
 - Forced Air
 - Solar
 - Heat Pump

VI. Conclusions

- 6.1 Building Construction Evolution

Adjourn 5:30 p.m.



General Information

University of Wisconsin-Madison

**Real Estate
Executive Management
Seminar Series
and the
Commercial Real Estate
Organization**

present

A Seminar on
**REAL ESTATE
FEASIBILITY ANALYSIS
AND**

CREATIVE PROBLEM SOLVING
taught by

**DR. JAMES A. GRAASKAMP
Ph.D., CRE, SREA**

Chairperson, Real Estate and Urban Land Economics
University of Wisconsin School of Business

September 13 and 14, 1984

in Chicago

at the Ritz Carlton Hotel

Who Should Participate: Real estate professionals of many years of experience, trainees in commercial real estate and land development, and staff people in their real estate offices will find many techniques and concepts of practical use in this nationally known seminar. Leasing agents, brokers, property managers, architects, and public planners will find the material fresh and unique in viewpoint.

Location: Real Estate Feasibility Analysis will be held at the Ritz Carlton Hotel, 160 E. Pearson Street, Chicago, Illinois (12th Floor).

Fees: \$350 for members of the Commercial Real Estate Organization. \$370 for non-members. The full fee is payable in advance and includes tuition, materials and lunch on both days. Hotel accommodations are not included.

Hotel Accommodations: Should you need hotel accommodations, you may contact the Ritz Carlton at (312) 266-1000. Of course, Chicago has a wide range of hotels for you to choose from in the Michigan Avenue area.

Refunds: Persons who preregister but are unable to attend must notify the Commercial Real Estate Organization no later than August 24, 1984 (contact Julie Scales at (312) 853-3700). A refund of 80% of your fee will be made. No refunds will be possible after August 24, 1984.

Confirmation: Confirmation of your enrollment will be made before the seminar begins. The right is reserved to limit enrollment or cancel the seminar.

Sponsored by:

Center for Advanced Studies
Department of Real Estate and
Urban Land Economics
Graduate School of Business
University of Wisconsin-Madison

and

The Commercial Real Estate Organization

Instructor



Professor James A. Graaskamp

Professor James A. Graaskamp is nationally known both for his seminars in real estate and for his consulting on matters of real estate feasibility, court room valuation, and investment strategy.

His education includes a Ph.D. in Real Estate and Risk Management from the University of Wisconsin, Madison, in 1964; an MBA in Securities Analysis and Investment from Marquette University, Milwaukee, in 1957; and a BA in English and Creative Writing from Rollins College, Winter Park, Florida, in 1955. He has won many academic honors including teaching awards for his courses in Urban Land Economics, Real Estate Investment, Finance, Marketing Research, and Contemporary Appraisal. His research interests range from urban tax assessment to wilderness appraisal.

Experience in private industry has included land development, co-ownership of a home building firm, and of a nationally known consulting firm, Landmark Research, Inc. He is presently a Trustee of the Urban Land Institute and member of the Board of First Asset Realty Advisors, a wholly owned subsidiary of First Minneapolis Bank. He was formerly the Treasurer of the Wisconsin Housing Finance Authority. He holds designations of CRE, SREA, CPCU, and Realtor.

Seminar Agenda

Course #201

REAL ESTATE FEASIBILITY ANALYSIS AND CREATIVE PROBLEM SOLVING

Thursday, September 13, 1984

- 8:30-9:30 The Real Estate Process and Problem Context
- 9:30-10:15 Definition of Decision Process as Basis for Real Estate Feasibility
- 10:15 COFFEE BREAK
- 10:30-12:00 Client/Consultant Relationship and Definition of Feasibility Assignment
- Noon LUNCH
- 1:00-2:00 Framework For Inventory of Physical Real Estate to Define Alternative Uses
- 2:00-3:00 Initial Screening of Alternatives to Determine Most Probable Use
- 3:00 COKE BREAK
- 3:15-4:00 Converting Probable Use to Initial Financial Parameters to be Researched
- 4:00-5:00 Research for Political Marketing of Project Concept

Friday, September 14, 1984

- 8:30-9:30 Definitions of Market Research and Editing Secondary Aggregate Data Resources
- 9:30-10:15 Case Applications of Secondary Data Impact on Project
- 10:15 COFFEE BREAK
- 10:30-12:00 Introduction to Primary Merchandising Research to Profile Consumer and Product
- Noon LUNCH
- 1:00-2:00 Primary Market Research Questionnaire
- 2:00-3:00 Panel Groups and Encounter Groups
- 3:00 COKE BREAK
- 3:15-4:00 Synthesis of Marketing Research into Project Strategy for Market Positioning
- 4:00-5:00 Structuring and Critiquing the Final Feasibility Report

***Here's Your Chance To Learn How Consumer
Research Is Changing Real Estate Marketing
On The West Coast***

WHO SHOULD ATTEND . . .
Developers, market research professionals,
public planners, homebuilders and
real estate lenders.

BEYOND DEMOGRAPHICS

**MODERN REAL ESTATE MARKETING RESEARCH WITH
FOCUS PANEL GROUPS AND CONJOINT MEASUREMENTS**

A REAL ESTATE EXECUTIVE MANAGEMENT SEMINAR

This Two-day Seminar Will Give You Techniques and Case Examples To:

- ☐ **Design better home and apartment units**
- ☐ **Measure demand for industrial space**
- ☐ **Segment office rental demand**
- ☐ **Identify real estate features preferred when trading off against price**
- ☐ **Understand relationship of lifestyle to product and advertising impact**
- ☐ **Be aware of verbal architecture and unspoken consumer codes**

SCHEDULE

**December 11, and 12, 1984
8:30 A.M. to 5:00 P.M. Each Day
*University Campus, Madison, Wisconsin***

Sponsored By:

Center for Advanced Studies
Department of Real Estate and
Urban Land Economics
Graduate School of Business
University of Wisconsin-Madison

THREE NATIONAL EXPERTS

DR. WILLIAM MUNDY



Dr. William Mundy

Dr. Mundy has over 20 years' experience in real estate analysis. Since 1976 he has been President and Senior Analyst of Mundy, Jarvis & Associates, Inc. From 1971 to 1973 Bill was a land economist for Weyerhaeuser Company in Tacoma, Washington and between 1968-1969 an appraiser and market analyst for Fenton, Conger & Ballaine in Seattle, Washington. He worked as a farm manager and rural appraiser for Daone Agricultural Service in St. Louis, Missouri from 1965 to 1967.

As President of Mundy, Jarvis, Bill oversees a staff of twelve professional analysts that perform economic, market and valuation studies in the Pacific Northwest and Alaska. He is active in curriculum development and teaching for the Appraisal Institute. He has published numerous articles on real estate and is a frequent speaker before professional and civic groups.

GADI KAUFMANN



Gadi Kaufmann

Gadi Kaufmann is Senior Vice President and Partner in charge of consulting operations of Robert Charles Lesser & Company, and specializes in market research, management consulting, economic and financial analysis, and project and development programming. Since joining the firm in 1979, Kaufmann has worked on and directed numerous market studies in major real estate markets throughout North America.

He is actively involved in economic and marketing analysis, product and development program evaluation, management and financial planning and market opportunity search for commercial and residential projects.

DR. JAMES A. GRAASKAMP



Dr. James A. Graaskamp

Professor James A. Graaskamp is nationally known both for his seminars in real estate and for his consulting on matters of real estate feasibility, court room valuation, and investment strategy.

His education includes a Ph.D. in Real Estate and Risk Management from the University of Wisconsin, Madison, in 1964; an MBA in Securities Analysis and Investment from Marquette University, Milwaukee, in 1957; and a BA in English and Creative Writing from Rollins College, Winter Park, Florida, in 1955. He has won many academic honors including teaching awards for his courses in Urban Land Economics, Real Estate Investment, Finance, Marketing Research, and Contemporary Appraisal. His research interests range from urban tax assessment to wilderness appraisal.

He is presently a Trustee of the Urban Land Institute and member of the Board of First Asset Realty Advisors, a wholly owned subsidiary of First Minneapolis Bank. He was formerly the Treasurer of the Wisconsin Housing Finance Authority. He holds designations of CRE, SREA, CPCU, and Realtor.

FAST, EASY REGISTRATION

BY PHONE

Call (608) 233-6400
Ask for Dawn and Seminar
Registration

BY MAIL

Real Estate Seminars
Center for Advanced Studies
Room 118
School of Business
1155 Observatory Drive
Madison, WI 53706

Tuition: The Seminar fee is \$300 for each person, including tuition, materials and lunch on both days.

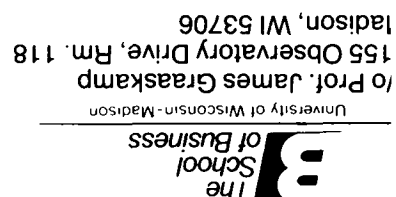
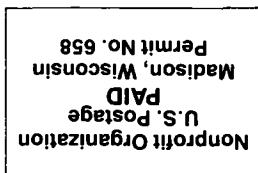
Hotel accommodations are not included.

Location: Wisconsin Center, 702 Langdon St., Madison, Wisconsin.

Lodging: Lodging is available at the Wisconsin Center for Monday night, Dec. 10 and Tuesday night, Dec. 11 for \$30 for a single with a bath & TV. Off-campus alternatives include Madison Inn at 701 Langdon, the Edgewater Hotel or the InnTower.

Refunds: Persons who preregister but are unable to attend must notify the Center for Advanced Studies no later than Friday, Dec. 7, 1984 by calling (608) 233-6400. No refunds of tuition will be possible thereafter, but prepaid lodging will be refunded in full at any time.

Confirmation: of your enrollment will be made in writing only if you enroll by Monday, December 3.



REAL ESTATE EXECUTIVE MANAGEMENT SERIES

The Seminar, “**BEYOND DEMOGRAPHICS: MODERN REAL ESTATE MARKETING RESEARCH**,” is one of a series called the **EXECUTIVE MANAGEMENT SERIES FOR REAL ESTATE**, originally designed for the major development companies in the Midwest to provide 25 days of training over several years in an intensive certificate program. Seminar attendance provides 12 hours credit toward continuing education requirements of Wisconsin Realtors, Society of Real Estate Appraisers and other groups. This seminar in marketing is an upper-level course.

BEYOND DEMOGRAPHICS:

MARKETING RESEARCH FOR SUCCESSFUL REAL ESTATE PROJECTS

Tuesday, December 11, 1984

- 8:30 - 9:30 The New Look in Real Estate Market Analysis (Graaskamp)
9:30 - 10:30 Estimating Absorption Rates for Industrial Land:
A Case Study (Mundy)
10:30 - 10:45 COFFEE BREAK
10:45 - 12:00 Estimating Office Space Demand Using SIC Codes (Mundy)
NOON LUNCH
1:00 - 2:00 Introduction to Conjoint Measurement of Consumer Tradeoff Value Systems (Mundy)
2:00 - 3:00 Analysis of Homebuyers Project Tradeoffs: A Case Study (Mundy)
3:00 - 3:15 COKE BREAK
3:15 - 4:30 Conjoint Measurement Applied to Condominium Design:
A Case Study (Mundy and Kaufmann)
4:30 - 5:30 Workshop Exchange of Experience with Conjoint Measurement
(Mundy, Kaufmann and Graaskamp)

Wednesday, December 12, 1984

- 8:30 - 9:30 Market Segmentation and Polishing the Consumer Profile
(Kaufmann)
9:30 - 10:15 The Consumer Panel Focus Technique — Pros and Cons (Kaufmann)
10:15 - 10:30 COFFEE BREAK
10:30 - 12:00 Focus Panel Analysis of Office Development (Kaufmann)
NOON LUNCH
1:00 - 2:00 Focus Panel Refinement of Residential Designs (Kaufmann)
2:00 - 3:00 Segmentation by Lifestyle — SRI Films and Applications (Graaskamp)
3:00 - 3:15 COFFEE BREAK
3:15 - 4:30 Open Question and Answer Workshop
(Mundy, Kaufmann & Graaskamp)

Return Registration Form and Make Check Payable To:

***Center for Advanced Studies
Dept. of Real Estate and Urban Land Economics
School of Business, Room 118
1155 Observatory Drive
Madison, WI 53706***

Name _____

Firm Name _____

Mailing Address _____

Telephone Number _____

FEES: Tuition \$300

Hotel Room: _____

- ☐ Enclosed is my check for \$ _____ covering tuition, materials and lunches
for **BEYOND DEMOGRAPHICS: MODERN REAL ESTATE MARKETING RESEARCH**
☐ Sorry, cannot attend this session, but please send me the complete schedule offered in 1985.

Seminar Agenda

CONTEMPORARY APPRAISAL OF INCOME PROPERTIES FOR A VARIETY OF INVESTMENT AND LITIGATION PURPOSES

Thursday, April 11

- 8:30 a.m. Defining the Appraisal Problem to Fit the Legal Issues.
- 10:15 a.m. Coffee Break
- 10:30 a.m. Issues in Application of the Market Comparison Approach
- Noon LUNCH
- 1:00 p.m. Contemporary Applications of the Market Approach
1. Subsidized Housing
 2. Renovation - Commercial
 3. Development Land
- 2:30 p.m. Coke Break
- 2:45 p.m. Automated Market Comparison Techniques
1. Dillmore Price Per Point System
 2. MTKCOMP Assessment System
- 5:00 p.m. End

Friday, April 12

- 8:30 a.m. Contemporary Problems with the Income Approach
- 10:15 a.m. Coffee Break
- 10:30 a.m. Shopping Center Appraisal Case
- Noon LUNCH
- 1:00 p.m. VALTEST - The Simplified Cash Flow Valuation Model
- 2:15 p.m. Coke Break
- 2:30 p.m. Trends in Contracting for Appraisal Services
- 4:30 p.m. End



University of Wisconsin-Madison

Real Estate Executive Management Seminar Series

presents

A Seminar In

INTRODUCTION TO THE REAL ESTATE DEVELOPMENT PROCESS

taught by

DR. JAMES A. GRAASKAMP
Ph.D., CRE, SREA

Director, Real Estate Executive Management Series

FEBRUARY 27 & 28, 1985

A Seminar In

CONTEMPORARY APPRAISAL OF INCOME PROPERTIES FOR A VARIETY OF INVESTMENT AND LITIGATION PURPOSES

taught by

DR. JAMES A. GRAASKAMP
Ph.D., CRE, SREA

Director, Real Estate Executive Management Series

APRIL 11 & 12, 1985

Sponsored by:

Center for Advanced Studies
Department of Real Estate and
Urban Land Economics
Graduate School of Business
University of Wisconsin-Madison

General Information

Who Should Participate: These seminars are designed to provide an intensive introduction to essential components of the real estate development process. Content of the seminars is designed for those individuals embarking on a career in the development industry and who seek to broaden their analytical skills as well as an understanding of their applicability to the overall real estate process. Real estate development personnel, appraisers, consultants, private and institutional investors, and lenders will benefit from this excellent introduction to specific aspects of development.

101 INTRODUCTION TO THE REAL ESTATE DEVELOPMENT PROCESS

Time: February 27 & 28, 1985. Sessions will be conducted from 8:30 a.m. - noon and 1:30 - 5:30 Wednesday and Thursday.

Place: Lowell Hall, 610 Langdon Street
University of Wisconsin, Madison, Wisconsin

Seminar Fee: The full fee of \$325 is payable in advance and includes tuition, materials and two lunches. Lodging is available at Lowell Hall if reservations are made no less than two weeks in advance. Center for Advanced Studies will make reservations and seminar participants will pay Lowell Hall directly. A single costs \$27 a night including breakfast.

503 - CONTEMPORARY APPRAISAL OF INCOME PROPERTIES FOR A VARIETY OF INVESTMENT AND LITIGATION PURPOSES

Time: April 11 & 12, 1985. Sessions will be conducted from 8:30 a.m. - noon and 1:30 - 5:30 Thursday and Friday.

Place: InnTowner, 2424 University Avenue
Madison, WI 53705

Seminar Fee: The full fee of \$325 is payable in advance and includes tuition, materials and two lunches. Lodging is available at the InnTowner if reservations are made no less than two weeks in advance. Center for Advanced Studies will make reservations and seminar participants will pay the InnTowner directly. A single costs \$36 a night not including breakfast.

Persons who preregister but are unable to attend will, on application in writing, receive a refund of the seminar fee. All refunds will be processed by mail after the seminar has been concluded.

Confirmation of your enrollment will be made before the seminar begins. Right is reserved to limit enrollment or cancel the seminar.

Instructor

Professor James A. Graaskamp



Professor James A. Graaskamp is nationally known both for his seminars in real estate and for his consulting on matters of real estate feasibility, court room valuation, and investment strategy.

His education includes a Ph.D. in Real Estate and Risk Management from the University of Wisconsin, Madison, in 1964; an MBA in Securities Analysis and

Investment from Marquette University, Milwaukee, in 1957; and an AB in English and Creative Writing from Rollins College, Winter Park, Florida, in 1955. He has won many academic honors including teaching awards for courses in Urban Land Economics, Real Estate Investment, Finance, Marketing Research, and Contemporary Appraisal. His research interests range from urban tax assessment to wilderness appraisal.

Experience in private industry has included land development, co-ownership of a home building firm, and of a nationally known consulting firm, Landmark Research, Inc. He is presently a Trustee of the Urban Land Institute and member of the Board of First Asset Realty Advisors, a wholly owned subsidiary of First Minneapolis Bank. He was formerly the Treasurer of the Wisconsin Housing Finance Authority. He holds designations of CRE, SREA, CPCU, and Realtor.

Seminar Agenda

Overview: The course is a capsule version of the nationally famous Real Estate Process course taught in the School of Business at Wisconsin for many years by Professor Graaskamp. It is relevant to those in industry and those in government as well as investors seeking a basic approach to real estate analysis. It makes heavy use of basic materials developed by the Urban Land Institute. It does not require any special preparation or high level mathematics. It counts for 10 CEU's.

Wednesday, February 27

- | | |
|------------|--|
| 8:30 a.m. | Definition of Real Estate Process
The Driving Force — The User Group
The Reactive Force — The Production Group
The Constraining Force — The Public Infrastructure |
| 10:15 a.m. | Break

The Common Denominator — Cash Budgets and Cash Solvency |
| Noon | Lunch |
| 1:00 p.m. | Systematic Property Analysis |
| 3:00 p.m. | Break

Investor Strategy Analysis
Public/Private Joint Ventures |

Thursday, February 28

- | | |
|------------|---|
| 8:30 a.m. | The Land Development Process
Office Building Process |
| 10:15 a.m. | Break

The Shopping Center Process |
| Noon | Lunch |
| 1:00 p.m. | Corporate Real Estate Strategies Today
Risk Management Theory in Real Estate Operations
Basic Reading Recommendations for Better Knowledge of Real Estate Development |
| 3:45 p.m. | End |

Instructor



Professor James C. Canestaro

James C. Canestaro is a registered architect in Virginia and Wisconsin and a Corporate Member of the American Institute of Architects. He is presently an associate professor and teaching in the College of Architecture at Virginia Polytechnic Institute and State University in Blacksburg, Virginia. His Bachelor of Architecture degree was received at Notre Dame, and Masters Degrees in Architecture and Urban Planning were earned at the University of Illinois-Urbana. He is presently completing a Ph.D. in Real Estate at the Graduate School of Business, University of Wisconsin-Madison.

Professor Canestaro has been a member of the Architecture and Finance Department at the University of Illinois, and of the Department of Real Estate and Urban Land Economics, Graduate School of Business, University of Wisconsin-Madison. He presently teaches courses in Project Feasibility Analysis, Residential Property Development, Commercial Property Development, and Real Estate Investment Analysis.

Professor Canestaro is the author of several books on the subject of project cost-benefit and feasibility analysis. He is actively involved in his own private architectural consulting firm which specializes in project feasibility and market analysis, property valuation, and pre-architectural programming studies. He has been a visiting Professor teaching development economics at the Harvard School of Design for the spring semester of 1985.

This course counts for 10 CEU's.

Seminar Agenda

Construction 105 —

INTRODUCTION TO COMMERCIAL CONSTRUCTION TECHNIQUES (SLIDES, CRITIQUES, AND CASE STUDIES)

Thursday, June 27

8:30 a.m.

- I. Introduction
 - 1.1 Architectural Blueprints
 - 1.2 Environmental Factors
 - 1.3 Site Conditions
 - 1.4 Site Work
 - 1.5 Historical Styles

II. Structures

- 2.1 Introduction
- 2.2 Substructure
 - Pilings
 - Grade Beams
 - Slab on Grade
 - Footings
 - Foundations
- 2.3 Steel
 - Framing
 - Trusses
 - Bar Joist
 - Steel Decking
 - Lightweight Framing

Lunch 12:30 - 1:30 p.m.

- 2.4 Concrete
 - Columns
 - Walls
 - Ribbed One-Way Slabs
 - Two-Way Slabs
 - Post Tension
 - Pre-Cast
 - Pre-Cast Tilt-Up
- 2.5 Wood
 - Post and Beam
 - Framing
 - Trusses
- 2.6 Masonry
 - Concrete Block
 - Brick
 - Stone

III. Envelope

- 3.1 Curtain Wall
 - Brick
 - Stone
 - Pre-Cast Concrete
 - Glass
 - Metal
- 3.2 Facia and Soffet

Adjourn 5:30 p.m.

Friday, June 28

8:30 a.m.

III. Envelope (continued)

- 3.3 Roofing
 - Built Up
 - Membrane
 - Metal
 - Shingles
- 3.4 Moisture Proofing
- 3.5 Insulation
- 3.6 Expansion Joints

IV. Enclosure

- 4.1 Doors
- 4.2 Windows
- 4.3 Partitions
 - Drywall
 - Gypsum Lath and Plaster
 - Masonry
- 4.4 Interior Finishes
- 4.5 Suspended Ceilings
- 4.6 Flooring
- 4.7 Soundproofing
- 4.8 Circulation
 - Stairs
 - Elevators
 - Escalators

Lunch 12:30 - 1:30 p.m.

V. Environmental

- Systems
 - 5.1 Introduction
 - 5.2 Electrical
 - 5.3 Communications
 - 5.4 Sewer
 - Sanitary
 - Storm
 - Septic
 - 5.5 Water
 - Supply
 - Fire Protection
 - 5.6 Mechanical
 - Systems
 - Electrical Heat
 - Electrical Air Conditioning
 - Hydronics
 - Chilled Water
 - Forced Air
 - Solar
 - Heat Pump

VI. Conclusions

- 6.1 Building
 - Construction
 - Evolution

Adjourn 5:30 p.m.



University of Wisconsin-Madison

Real Estate Executive Management Seminar Series

presents

A Seminar In

**REAL ESTATE ANALYSIS
WITH THE IBM/PC**

taught by

DR. MICHAEL L. ROBBINS, Ph.D.

Assistant Professor, Dept. of Real Estate
Graduate School of Business
University of Wisconsin-Madison

JUNE 3 & 4, 1985

A Seminar in

**INTRODUCTION TO COMMERCIAL
CONSTRUCTION TECHNIQUES
(SLIDES, CRITIQUES, & CASE STUDIES)**

taught by

PROF. JAMES C. CANESTARO

JUNE 27 & 28, 1985

Assistant Professor, Dept. of Architecture
Harvard School of Design
and
Virginia Polytechnic Institute

Sponsored by:

Center for Advanced Studies
Department of Real Estate and
Urban Land Economics
Graduate School of Business
University of Wisconsin-Madison

General Information

Who Should Participate: These seminars are designed to provide an intensive introduction to essential components of the real estate development process. Content of the seminars is designed for those individuals embarking on a career in the development industry and who seek to broaden their analytical skills as well as an understanding of their applicability to the overall real estate process. Real estate development personnel, appraisers, consultants, private and institutional investors, and lenders will benefit from this excellent introduction to specific aspects of development.

108 - REAL ESTATE ANALYSIS WITH THE IBM/PC

Time: June 3 & 4, 1985. Sessions will be conducted from 8:30 a.m. - noon and 1:30 - 5:00 p.m., Monday and Tuesday.

Place: Wisconsin Center, 702 Langdon Street
Madison, WI

Seminar Fee: The full fee of \$375 is payable in advance and includes tuition, materials and two lunches. Lodging is available at Lowell Hall if reservations are made no less than two weeks in advance. Center for Advanced Studies will make reservations and seminar participants will pay Lowell Hall directly. A single costs \$27 a night including breakfast.

105 - INTRODUCTION TO COMMERCIAL CONSTRUCTION TECHNIQUES (SLIDES, CRITIQUES, AND CASE STUDIES)

Time: June 27 & 28, 1985. Sessions will be conducted from 8:30 a.m. - noon and 1:30 - 5:30 p.m., Thursday and Friday.

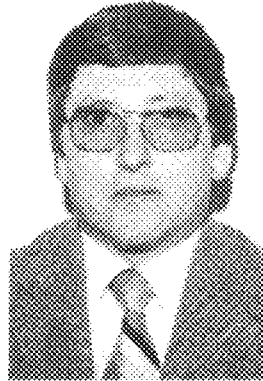
Place: InnTowner, 2424 University Avenue
Madison, WI 53705

Seminar Fee: The full fee of \$325 is payable in advance and includes tuition, materials and two lunches. Lodging is available at the InnTowner if reservations are made no less than two weeks in advance. Center for Advanced Studies will make reservations and seminar participants will pay the InnTowner directly. A single costs \$36 a night not including breakfast.

Persons who preregister but are unable to attend will, on applications in writing, receive a refund of the seminar fee. All refunds will be processed by mail after the seminar has been concluded.

Confirmation of your enrollment will be made before the seminar begins. Right is reserved to limit enrollment or cancel the seminar.

Instructor



Dr. Michael L. Robbins, Ph.D.

Assistant Professor, Dept. of Real Estate
Graduate School of Business
University of Wisconsin-Madison

Dr. Robbins began teaching Real Estate at Wisconsin in 1973. Currently Dr. Robbins is responsible for the undergraduate appraisal course as well as the residential and commercial development courses. Since the early 1970's Dr. Robbins has developed a large portion of the software utilized by the real estate department.

Software developed at Wisconsin is incorporated into all levels of course work. Computer utilization provides an efficient self-correcting introduction to the concepts of contemporary real estate analysis theory as taught by Dr. James A. Graaskamp, based on original work of Richard U. Ratcliff.

The most recent expansion of computer resources in the real estate department is the utilization of the micro computer. Students, under the direction of Dr. Robbins, are required to develop skills in the use of spreadsheet, word processing, and data management systems.

Dr. Robbins' current research interests lie in the area of pricing roadless wilderness lands of great topographical and ecological diversity. This special appraisal problem has received little theoretical or practical development and consequently has been ignored by appraisers and the courts.

Dr. Robbins received a B.S. degree in Landscape Architecture; a joint M.S. degree in Landscape Architecture, Civil and Environmental Engineering, and Real Estate; and a Ph.D. degree in Civil and Environmental Engineering, all from the University of Wisconsin-Madison.

Seminar Agenda

Data Processing Course 108 — REAL ESTATE ANALYSIS WITH THE IBM PERSONAL COMPUTER

The purpose of this two day seminar is to acquaint the practicing real estate analyst with the availability of micro computer software for office use. The attendee will have the opportunity to evaluate alternative software packages through hands-on exposure during the seminar. The seminar encompasses three critical components of the electronic real estate office, i.e. Data Management, Spreadsheet Analysis, and Word Processing. This course counts for 10 CEU's.

Monday, June 3

GEARING UP THE OFFICE

- | | |
|-------------|--|
| 8:30- 9:45 | Data Base Management "Converting data to information" |
| 9:45-10:00 | Break |
| 10:00-12:00 | Data Base Management - Demo Problem 1 • 2 • 3 & Residential Sales Data |
| 12:00- 1:30 | Lunch - Guest Speaker
H. Robert Knitter
"Doing MKTCOMP with the IBM Personal Computer" |
| 1:30- 3:00 | Spreadsheet Analysis
"Information evaluation" |
| 3:00- 3:15 | Break |
| 3:15- 5:00 | Compare and contrast Demo Problem 1 • 2 • 3 (with Graph) and Supercalc |
| 5:00- 6:00 | Cash Bar |
| 6:00- 7:00 | Dinner |
| 7:00-10:00 | Evening Workshop/Demonstrations |

Tuesday, June 4

- | | |
|-------------|---|
| 8:30- 9:45 | Word Processing "Information transfer" |
| 9:45-10:00 | Break |
| 10:00-12:00 | Compare and contrast - Demo Problem Wordstar and Proofwriter |
| 12:00- 1:30 | Lunch - Guest Speaker
Frank Scarpace
"Proofwriter" Enhancements |
| 1:30- 3:00 | Investment Analysis Models |
| 3:00- 3:15 | Break |
| 3:15- 5:00 | Investment Analysis Evaluation |

The following is a list of most of the programs that will be available during the financial analysis session:

Supercalc, 1 • 2 • 3 Spreadsheet, Realval, Superval, Palmer Berg-Investment Analysis Pac. In-House Programs: Land Development, Income Capitalization, Lease Analysis, Risk Analysis, etc., FPL.

5:00 Seminar Over

1985

**REAL ESTATE
EXECUTIVE MANAGEMENT
SEMINAR SERIES**

REAL ESTATE DEVELOPMENT

**THE PREMIERE CERTIFICATE PROGRAM
SPONSORED BY MAJOR MIDWESTERN DEVELOPERS
FOR THE MANAGERS OF REAL ESTATE ENTERPRISE**

**UNIVERSITY OF WISCONSIN
REAL ESTATE DEPARTMENT
SCHOOL OF BUSINESS**



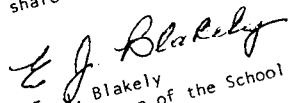
January 2, 1985

As Dean of the School of Business I am pleased to present the 1985 Executive Management Series in Real Estate especially because it represents a prototype partnership between leading firms in the industry and our nationally known Real Estate program.

In the coming decade all aspects of real estate development and urban enterprises will require increasing use of new and complex techniques so that college education must become a continuing process rather than a four year transition state in life.

The University of Wisconsin - Madison has always considered that its responsibilities extend to the borders of the state, and now we encourage the idea of the School of Business Real Estate Department as a regional center for the real estate and development industry. With your guidance and participation we will continue to refine, expand, and enrich the program outlined in this annual announcement.

The outstanding faculty and carefully selected subject areas described in detail in the following pages represent our commitment to the School of Business to excellence, relevance, and service to the development industry and its need for continuing education. We welcome you to experience and share with us in this commitment.



E. J. Blakely
Acting Dean of the School of Business

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Director of Real Estate Management Series

JAMES A. GRAASKAMP, Ph.D, CRE, SREA
Chairman, Real Estate and Urban Land Economics
University of Wisconsin — Madison

ADMINISTRATIVE HEADQUARTERS

Real Estate Seminar Series
Room 118, School of Business
1155 Observatory Drive
Madison, Wisconsin 53706
Phone: 608/262-6378

EXECUTIVE MANAGEMENT CERTIFICATE PROGRAM

This program is intended to provide a certificate of completion for the executive manager who completes 25 days of training over a span of five years while employed in real estate development, construction management, financial institutions, real estate leasing, and real estate research and consulting. The program recognizes and incorporates educational programs of particular merit offered by professional trade associations and other University continuing educational programs to avoid duplication, counter-productive competition, and oversight of many of the fine specialty programs which have been perfected for the real estate entrepreneur.

GENERAL OBJECTIVES OF CERTIFICATE PROGRAMS

1. To achieve maximum attendance per course for lower cost per student by formatting 2-day modules which are focused on specific needs of employees with varying levels of experience and education;
2. To provide an alternative to in-house orientation of staff employees in real estate development using professional educators;
3. To fill in gaps in the education of professionals with knowledge of other disciplines that are a part of the development process; and,
4. To give the top level executive and the employee with management potential a common incentive to complete the program by providing a certificate granted by the nationally known University of Wisconsin Real Estate Department.

CURRICULUM PATTERN AND STUDENT PROFILE

Student Group	Course Number	Student Group	Course Number	Student Group	Course Number
1. Employee with management potential without much college preparation in business or real estate	100-200	2. Employee with project/staff management experience wishing to improve specific skills in real estate or construction management	300-400	3. Upper level executive seeking intensive briefing on current trends and innovative programs	500-500

Upper Level Executives: no less than 60 % of courses should be chosen from Advanced courses.

Employees with project/management experience: no less than 50 % of courses should be chosen from Intermediate courses.

Employees with management potential: no less than 50 % of courses should be chosen from Basic courses.

Professional association courses assigned to comparable levels of sophistication for credit toward certificate program on a basis that eight hours class time equals one credit day for certificate.

100-200 level courses	300-400 level courses	500-500 level courses
Wharton — Seminars for Executives Realtors National Marketing Institute Commercial Investment Courses Society of Real Estate Appraisers American Institute of Real Estate Appraisers	NYU Real Estate Institute Institute for Real Estate Management (IREM) Realtors National Marketing Institute Commercial Investment Courses Urban Land Institute Semi-annual Meetings Taken for Credit National Association of Office and Industrial Park Developers International Council of Shopping Centers	Practicing Law Institute Real Estate Securities and Syndication Institute Urban Land Institute Seminars

The administrative office of the Executive Management Series will maintain a record on each participant seeking a certificate. The student need only send evidence of having participated in courses of two days or more conducted by the above organizations. A maximum of two credit days will be given for any one course and the University of Wisconsin Administrators reserve the right to categorize or exclude any offerings by the above organizations at our sole discretion to maintain rigor and integrity of Certificate program.

STUDY PROGRAM CURRENTLY PLANNED AND SCHEDULED

Course No.	Name of Course	1985 Dates	Location	Tuition	Room and Board*
Core Courses					
101	Introduction to the Real Estate Development Process	Feb. 27—28	Lowell Ctr.	\$325.00	1
103	Principles of real estate accounting (for non-accounting people)				
104	Principles of personal and corporate risk management (control of budget variance)				
201	Real estate feasibility analysis and problem solving				
203	Land use law: Citizens and corporate Viewpoints				
Real Estate Finance					
301	Principles of real estate cash flow budgets and models	April 11—12	InnTowner	325.00	2
302	Basic principles of financing income property developments				
303	Basic principles of financing land development				
304	Case problems in real estate development finance				
401	Income tax strategies, tactics, and traps for real estate investment				
402	How to read, critique, and purchase an appraisal report				
403	Tax Incremental Financing of Redevelopment				
501	Dynamic capitalization methods for present value analysis during periods of inflation				
502	Apartment house financing, taxation & syndication				
503	Contemporary Appraisal of Income Properties				
Construction					
105	Introduction to Commercial Construction techniques (slides, critiques, and case studies)	June 27—28	InnTowner	325.00	2
106	Basic construction management				
205	Insurance for the construction site				
206	Principles of construction contract bids and specification for the non-construction specialist				
Marketing					
202	Evaluation markets and merchandising targets for real estate products	June 3—4	Wisconsin Center	375.00 Limited Enrollment of 30	1
403	Case problems in market research (a review of the state of the art)				
404	Office marketing and Leasing				
405	Marketing research				
Data Processing for Real Estate Development					
108	Real Estate Analysis with the IBM Personal Computer	June 3—4	Wisconsin Center	375.00 Limited Enrollment of 30	1
209	Modeling Real Estate Problems on IBM Personal Computers				

*Participants will be responsible for payment of room and board and will pay at either (1) Lowell Hall or (2) The InnTowner

Name of Personnel or Training Officer _____

Company Name _____

Street Address _____

City _____, State _____ Zip _____

Business Phone # _____

Indicate course numbers for which you are registering.

Course #	Date	Name of Employee	Home Address	Area Code & Telephone No.	Tuition	Room & Board Yes or No	# Special Needs*
TOTAL					\$	\$	\$

Reservation deposit — \$100 per student per course

*Please reserve rooms for two nights

1. Please reserve for third night following seminar

2. Will provide my own room arrangements, _____ yes, _____ no

3. Please reserve a parking space for a car, _____ yes, _____ no

(There is limousine service from airport to Lowell Hall and Frederick Center)

4. Please call me at my home phone to arrange special diet requirements, my home phone # is _____

Reservation is not confirmed until you receive a confirmation postcard.

Refund policy: Will refund full tuition if you cancel in writing ten days prior to seminar;

50% refund if notified in writing between 2-9 days prior to seminar.