

JAMES A. GRAASKAMP COLLECTION OF TEACHING MATERIALS

VII. INDUSTRY EDUCATIONAL COURSES - LONG TERM

I. Groundwork For Development Of New Industry Courses

1. Correspondence from Graaskamp to Kenneth R. Burnside, Executive Vice President, First Capital Companies, May, 1985

May 21, 1985

Kenneth R. Burnside
Executive Vice President
First Capital Companies
Two North Riverside Plaza
Chicago, Illinois 60606-2607

Dear Ken:

Thank you for the invitation to discuss your "venture" into the world of advanced education as part of both an institutional market position and bonus program for individual sales representatives. We think you have a very exciting idea and have taken it upon ourselves to sketch out some initial parameters reflecting what I thought I learned in your office.

First, to have marketing appeal we need to recognize prestige in education has a certain amount of regional parochialism. Therefore, I have enlisted enthusiastic support of the four top real estate programs in the country:

Ken Rosen - University of California-Berkeley
Bill Brueggeman - Southern Methodist University-Dallas
Ben Shore - University of Columbia-New York
Jim Graaskamp - University of Wisconsin-Madison

Each of us above would develop a two day seminar built around a theme chosen with First Capital that was appropriate to the needs of security sales people relative to marketing of real estate securities. One school might stress the tax law, another the regulations of the securities marketing, another financial analysis of the real estate itself, and another something like the relationship of real estate investments to capital markets in general and portfolio theory specifically. Each would use some of their own faculty and some of the top analysts in the country relative to the subject at hand.

The format would be a two day seminar at the executive training facility identified with the University that best served your purposes. For example, Columbia has a fine facility an hour and a half from New York City, while the facilities at Berkeley and Dallas are urban and the one at Wisconsin is on the lakeshore or near the taverns, your choice of ambience on the campus.

The seasonal array might be Columbia in November, Dallas in March, Wisconsin late June, and San Francisco in August in order to have some sensitivity to the travel comfort of the prospective student.

All of us on this ad hoc committee believe you are on the track of a good idea and that your marketing mileage could take on a very professional tone when linked to the aura of these four great Universities. However, there is a price for aura.

Kenneth R. Burnside
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To pursue this program would require that First Capital provide \$25,000 each to the Real Estate Education Endowment Funds of these four schools, up front, in exchange for co-sponsorship of the seminar. In addition, each seminar would require a minimum fee of \$7500 to the University providing the seminar against \$300 per capita for attendance. Meals, rooms, and related materials such as textbooks would be extra, depending on the impressions First Capital was intending to achieve.

If this general format and budget seems to be consistent with the overall goals of First Capital, we would be happy to meet with you as soon as I return from the west coast. The week of June 17 or thereafter would be fine and to develop a more detailed set of specifications, my colleagues will allow us to develop a full proposal here in Madison for their review and suggestion. We would be prepared to schedule such a series to begin in mid-November of this year through the following summer of 1986.

I think we can develop a very exciting and much needed education program for the sales people in the trenches and a distinct marketing image for First Capital.

If you wish to contact me while I am traveling on the Coast, call my office at Landmark Research, (608) 233-6400, for a number where I can be reached on a given day. We look forward to the opportunity to be of service.

James A. Graaskamp

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

JAG/db

cc: Professors Ken Rosen, Bill Brueggeman and Ben Shore