

JAMES A. GRAASKAMP COLLECTION OF TEACHING MATERIALS

VII. INDUSTRY EDUCATIONAL COURSES - LONG TERM

- I. Groundwork For Development Of New Industry Courses
  2. Correspondence from G. Edmund Massie, Joyner and Company Realtors, Regarding Proposed "Land University", REALTORS Land Institute, National Association of REALTORS, October 26, 1987

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# Joyner & Company Realtors®

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October 26, 1987

Dr. James A. Graaskamp  
Chairholder  
Graduate School of Business  
University of Wisconsin  
Madison, Wisconsin 53705

Re: Proposed "Land University"  
REALTORS Land Institute  
National Association of REALTORS

Dear Dr. Graaskamp:

As the 1988 President Elect of the REALTORS Land Institute, our President has asked me to head up the effort of our Institute to provide a complete education program wherein candidates for our Institute's designation, Accredited Land Consultant (ALC), can obtain all of the information they need to be successful in the land brokerage and development business. One of the avenues that we are pursuing is having our "Land University" held either once or twice per year in association with a recognized university.

Currently, our Institute's membership is split evenly between those who work with agricultural land and urban/development land. Therefore, ideally, we would like to associate our "Land University" with an institution that is strong in both the agricultural and development land arenas.

In developing our relationship with such a university, we are looking for several factors:

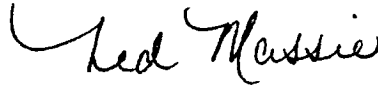
1. The possibility of an on campus conference center and quality housing facility;
2. An academic community that could serve as an additional resource to constantly update and improve our courses and the post graduate studies;
3. Ease of transportation via most airlines for our members nationwide;
4. Assistance in promotion, the ongoing cost of course development, continuing education requirements, etc.

It is our intention to offer this Land University for the first time in June of 1988. Therefore by the end of this year we will need to have resolved many of these questions.

At your earliest convenience, I would appreciate hearing from you if you feel that your Institution would have interest in this type of cooperative venture. Obviously there is a significant amount of discussion which would need to occur not covered in this correspondence but I feel it would be more appropriately done on an individual basis by phone or in person.

Until the pleasure of hearing from you, I remain

Sincerely,

A handwritten signature in cursive script that reads "G. Edmond Massie, IV". The signature is fluid and elegant, with a large initial "G" and a stylized "M".

G. Edmond Massie, IV  
ALC, CCIM

GEMiv/dm