

JAMES A. GRAASKAMP COLLECTION OF TEACHING MATERIALS

VII. INDUSTRY EDUCATIONAL COURSES - LONG TERM

- I. Groundwork For Development Of New Industry Courses
 4. Correspondence between Graaskamp and Richard K. Berkowitz of Arthur Anderson and Co., Regarding Real Estate Appraisal Training Needs for Arthur Anderson Employees, March, 1988

ARTHUR ANDERSEN & Co.

33 WEST MONROE STREET
CHICAGO, ILLINOIS 60603
(312) 580-0033

March 15, 1988

Professor James A. Graaskamp
Graduate School of Business
1155 Observatory Drive
Madison, Wisconsin 53706


Dear Professor Graaskamp:

This letter is to confirm the arrangements for our meeting in your office on Tuesday, March 22, 1988, at 10:00 a.m. to discuss our firm's real estate appraisal training needs. As mentioned to you by phone, we would like to explore the possibility of you or your colleagues providing real estate appraisal training to our practice personnel. I will be accompanied by Arthur S. Gordon, a partner in our New York office, who is head of the firm's Appraisal and Valuation Services Specialty Team.

We look forward to meeting with you to discuss this matter.

Very truly yours,

ARTHUR ANDERSEN & CO.

By 
Richard K. Berkowitz

DLS

Copy to: Arthur S. Gordon, New York

Berkowitz, WP

3-28-88

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March 28, 1988

Richard K. Berkowitz
Arthur Anderson & Co.
33 West Monroe Street
Chicago, IL 60603

Dear Dick:

Thank you for a special trip to Madison with Art Gordon to discuss curriculum development for your real estate consulting division and other possible advisory roles. I believe we could have a good match of goal convergence between Arthur Anderson and Company and the "crusade" for professional appraisal which characterizes the University of Wisconsin Real Estate Program.

With this letter I am sending a number of selected items which you may find useful. First, I have provided resumes on my teaching colleagues and their hourly rates for development and instruction. Each faculty member would be paid by Arthur Anderson and Company directly and, with the exception of Professor Graaskamp and Jean Davis, is not an employee of Landmark Research, Inc.

Brochures on the ULI programs and the American Bankers Association programs are enclosed together with a monograph I did for ULI that provides an introductory statement of the Wisconsin concept of real estate.

I have also enclosed some selected course syllabi for our advanced courses. These are illustrative of subject matter only and courses that would be designed for your purposes would be much less dependent on readings and tied to a broad variety of case problems and sample reports of both good and bad professional work. These materials will provide a point of departure for our discussion of curriculum design. My colleagues are also excited about this opportunity and we would like to reserve a week this summer for the first offering. Such a week will have to fit a complex set of commitments here in Madison, not to mention the scheduling of your spaces in St. Charles.

Again, thank you for doing us the honor of coming to Madison. We look forward to being of service.

FOR LANDMARK RESEARCH, INC.

James A. Graaskamp

Enclosures

cc: Dowell Myers
Mike Robbins
Rod Matthews

ARTHUR ANDERSEN & Co.

33 WEST MONROE STREET
CHICAGO, ILLINOIS 60603
(312) 580-0033

April 5, 1988

James A. Graaskamp, Ph.D.
Landmark Research, Inc.
4610 University Avenue
Suite 105
Madison, Wisconsin 53705

Dear Professor Graaskamp:

Art Gordon and I appreciated the opportunity to meet with you to discuss curriculum development for our firm's real estate appraisal and consulting practice. We are reviewing the various brochures and course syllabi you sent us, and we should be in a position to advise you within two weeks with the principal areas of focus.

As discussed in Madison, our initial impression would be to hold a one week program this summer. We would consider additional advanced seminars or workshops in more specialized areas at a later date. We agree that we should schedule a week this summer as soon as possible to permit adequate course preparation and to make other necessary arrangements.

Enclosed for your information is a brochure listing professional education courses offered by Arthur Andersen & Co. In addition to these courses, our firm provides significant training to our personnel. Much of our internal training is conducted in St. Charles, Illinois, at our training center which is more fully described in the enclosed brochure. We anticipate that your involvement would include working directly with our Professional Education Division in developing the curriculum.

As discussed, we also anticipate your reviewing our present basic appraisal course with a view towards making recommendations to improve the course content. In addition, we hope your involvement will include being available to advise Arthur Andersen & Co. on appropriate and acceptable methodologies that would be employed in rendering our services.

ARTHUR ANDERSEN & CO.

James A. Graaskamp, Ph.D.

- 2 -

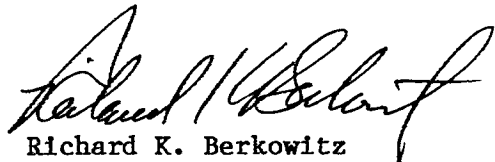
April 5, 1988

We look forward to establishing a mutually satisfying and beneficial working relationship.

Very truly yours,

ARTHUR ANDERSEN & CO.

By



Richard K. Berkowitz

DLS

Enclosures

Copy to (w/o enclosures): Arthur S. Gordon, New York