

The University of Wisconsin is known for having one of the most prestigious Real Estate Clubs in the country. It is our goal as **Co-Presidents** to build upon the foundation that has been provided for us and continue to make the club and program even better. We look to help you become the future leaders in the real estate industry that employers have come to expect from UW through diverse speakers, educational events, and unique opportunities.

## Who We Are

**Brian Cleary** is originally from the Chicago area but most recently lived in San Diego. He received a B.S. in Construction Engineering Management from the University of Colorado-Boulder and has a Professional Engineer License in Mechanical Engineering. For the past 6 years he has been working for a consulting engineering and construction management firm. He enjoys beer, playing basketball, golfing, and beer.

**Jared Shoemaker** Before moving to Madison to pursue an MBA, he worked in New York City for seven years as an engineer at WJE Engineers & Associates. He led the social activities committee at WJE. Jared has is B.S. in Civil Engineering and M.S. in Architectural Engineering, both from Penn State. He was the President of the ASCE, the largest student run organization at PSU. Jared enjoys brewing beer, traveling, and running triathlons.

## MBA & BBA Unity

The Real Estate Club at UW is the only club in the Business School that consists of both graduate and undergraduate students. *Our goal is to foster more social interaction between all.* We want to add to our great events like *REC Tailgates, Pontoon Porch Cruises, Golf Outings* and *Happy Hours* to get to know everyone. We can all learn and grow from each other and more social interaction is the best way to make that happen.

## Professional Development

Professional Development is important to learning about real estate and finding your dream career. We believe that the Real Estate Club should take a more active role in fostering that growth. Our commitment is to *organize additional building tours with alumni in and around Madison.* We also want to *organize afternoon or day trips to nearby cities like Chicago, Minneapolis, and Milwaukee* for tours in exciting new projects.

## Inclusion

As Co-Presidents we recognize that we need to make several decisions on behalf of the whole club. One initiative we want to add is *more transparency for events and trips.* Whether it be through a vote at a club meeting, or a doodle pool over email, *we want to hear from you.* We will do our best to make sure everyone has a voice.



A handwritten signature in black ink that reads 'Jared M Shoemaker'.

Jared Shoemaker

A handwritten signature in black ink that reads 'Brian Cleary'.

Brian Cleary

We are very excited to be running for co-vice presidents for spring of 2018 and co-presidents for fall 2018. Partnering with real estate club members, we want to continue to build the Wisconsin real estate program and the real estate club. We see this office as an opportunity to serve the real estate students at UW, and better prepare them for a career in the real estate industry. Below are some of the things we would focus on if elected:

#### RE Club Meetings and Speakers

One of the things that separates the Wisconsin program from other real estate programs is the strength of our alumni network, and the ability for UW students to have access to some of the best and brightest industry professionals. The real estate club executive committee has done an incredible job getting influential speakers from a variety of industries to speak at our meetings, and we believe this kind of exposure is invaluable. We want to continue to provide these types of opportunities for students interested in real estate. As co-presidents, we would make this a priority and would also ask for input from club members as to what companies or industries they would like to hear from.

#### Networking

We believe building relationships with industry professionals is incredibly important, but we also believe the relationships we form with our fellow students in the program are equally important for our future careers. As co-presidents, we would put more of a focus on building these relationships with social events outside of our monthly club meetings. These events would be much more casual in nature and would be off premise at a bar or restaurant, and would serve as a way for graduate and undergraduate students to get to know each other better.

JAMES A. GRAASKAMP

Women in Real Estate Program

We believe in the importance of female leaders in the future of the real estate industry, and would like to build a community within the club to support and grow female students in real estate. We would do so by organizing day trips to Chicago, connecting students with mentors, and inviting female executives to speak on campus. We believe this would provide great opportunities to female students who are committed to becoming leaders in the real estate industry.

On, Wisconsin!



Charlotte Du



Justin Kremers

Matthew Allard and Hans Helland are excited to have the opportunity to lead the prestigious Real Estate Club at the Wisconsin School of Business. While we hope to continue many of the excellent traditions the Club has established, we hope to add a few differences during our tenure that will add to the experience of being a member of the Real Estate Club.

### **Localized Experiences**

While the national trips are an exciting experience for everyone who is able to attend, the unfortunate truth is that all members who are interested in going cannot always participate. We therefore move to establish more localized opportunities for students to attend. By reaching out to local developers, we hope to institute a program within the local community that all students will be able to go to. Of course, we will still work to visit exciting locations on a national scale to ensure the Real Estate Club maintains its national profile.

### **Specialized Workshops**

We hope to work with faculty at the Wisconsin School of Business to set up workshops that delve into relevant topics concerning real estate for all due-paying Real Estate Club members. These workshops will focus on technical topics that may come up in an interview setting, thus giving our members a clear competitive advantage. We recognize that not all members are Real Estate majors, and we believe activities like this will foster a better cohesiveness amongst all members.

### **Diverse Insights**

One of the most important things the Real Estate Club offers to students is the opportunity to listen to industry leaders give insights on the real estate industry in formal and informal settings. However, we tend to hear from many of the same subsets within real estate. We hope to leverage our connections to bring in unique perspectives from the real estate industry, helping to broaden the experiences of our fellow students.

Joel Schneider  
Treasurer  
MBA Class of 2019

My name is Joel Schneider and I would like to run for the position of Treasurer for Real Estate club. I believe that I am qualified for this position based primarily on previous job experience. One of my responsibilities was to develop marketing budgets for multifamily properties. I was also responsible ensuring certain marketing expenses were paid and properly accounted for within these budgets. With this experience I believe I would be an effective treasurer. I will ensure the Real Estate club account is reported accurately and remains solvent. Thank you for your consideration.

**JOSEPH T THALIATH**  
**FIRST YEAR MBA CANDIDATE**  
**TREASURER PLATFORM**

Hello,

I am pleased to inform all that I'm running for the position of treasurer of the UW-Madison real estate club for the upcoming semester.

I am proud to be a student in the Wisconsin real estate program. I believe our real estate department is one of the best in the country and also believe that the real estate club is very important to our program. The various activities organized by the club like distinguished guest speaker talks, social events and career fairs etc. are a big part of the experiences we accumulate as real estate students. So, in order to fully reap the benefits of being UW real estate students, we need the real estate club to continue being active and to be lead by dedicated club members. I wish to be one of these dedicated club members and help organize various activities in order for me and my fellow real estate students to have enriching experiences. That is why, starting next semester, I want do my part and contribute to the real estate club as its treasurer.

What makes me eligible to be the treasurer? I am confident I can handle the duties of the treasurer, which include responsibilities like:

- 1, Keeping tabs on club account balances
- 2, Help interested students enroll into the club and ensure dues are paid
- 3, Ensure timely payment of bills related to the club activities.

Throughout my professional career, my responsibilities have included business development and promotions, project as well as client management. I am used to handling all the finances relating to a project and also with dealing with various kinds of people. I believe I have the qualities required to fill the role of treasurer.

As treasurer, I promise not to restrict myself to just overseeing my duties as treasurer but to also be an active member of the club who strives to ensure that the real estate club as well as its activities will be a fun and enriching part of every real estate student's life here at UW. I look forward to doing my part in helping to further the reputation of the club.

I conclude by thanking all for the consideration.

On Wisconsin!

# Nicolas Cuevas

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## Secretary

My name is Nicolas Cuevas, and I would like to serve as the Real Estate Club's Secretary for the upcoming spring 2018 semester. I am a senior studying Real Estate & Economics and have been an active member of the REC since my sophomore year. After attending all the Real Estate Club meetings and trips this past year, I have built strong relationships with existing members and have realized that the Wisconsin Real Estate Club is one of the premier clubs on campus. After carefully contemplating how I can best contribute to the REC, I know I can improve the Secretary position this upcoming spring semester.

This position requires effectively communicating with the Co-Presidents and Web Coordinator to make sure that all the information for the club's events are organized into concise and visually appealing emails. As someone who is extremely organized I can guarantee that the listserv will be up to date, along with ensuring that the emails blasted out to members relay all relevant information as approved by the co-presidents and executive board. Additionally, I'd like to coordinate with the Web Coordinator to help create a notification platform to maximize communication and attendance within the club. If granted the position, I will look forward to working with the new Co-Presidents, Bethany and Nick, and the rest of the Executive Board to effectively communicate with each member of the club.

Thank you for the opportunity to apply and I hope you consider me for the position as Secretary for this upcoming spring semester.

On Wisconsin!

Nicolas Cuevas

## **Grad Career Fair Coordinator**

The University of Wisconsin prepares exemplary real estate students that are well-prepared to be successful and impactful real estate professionals. As your career fair coordinator, I will work very hard for all of us in leveraging our program's prestige, wonderful alumni network, and broad industry connections in order to hold a 2018-2019 Real Estate Career Fair that provides great opportunities for us to make further industry connections and find internships/employment. I will strive to build upon the amazing work done by previous UW Real Estate career fair coordinators and I would appreciate your support. Thank you.

**Eric Olson, AICP**

# Samuel Cutrara

Sophomore

Real Estate and Accounting

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## Event Director

My name is Samuel Cutrara and I am a sophomore studying Real Estate and Accounting. After taking Real Estate 306 during the spring semester of my freshman year, I've had a growing desire to pursue a career Real Estate. Though I have just joined the Real Estate Club this past fall, I've already learned about the importance of forming personal connections with speakers and fellow club members. I'd love to contribute to the club in a position I believe would complement my strengths and goals as a leader. Being the event director will help me grow and develop as I continue to learn more about real estate and the Wisconsin network.

Similar to a profession in real estate, being an Event Director requires organizational skills to stay on task and efficient, strong communication with professionals, and execution on the day of the event. This fall, I was elected to be my social fraternity's Senior Recruitment and Scholarship Chairman. As recruitment chair, I coordinated and executed 5 events each with meals and different activities. Not only did I constantly inform dates and times of when I needed tasks completed to 60 different fraternity members, but I also was in constant communication with 300 potential new members to notify them on the day of events. Amidst all the demands of recruitment, I was also managing a scholarship competition. I assisted 25 contestants with move in, facilitated campus tours, completed final interviews, and put on a banquet inviting professionals with business, engineering, medical, and psychology career backgrounds.

What I quickly learned from balancing the responsibilities of these two positions was that I couldn't do by myself. I had to utilize my strategic communication skills through social media platforms, email, and chapter presentations to maintain an organized schedule. As event coordinator, I will further reinforce techniques I learned from my past experiences in order to stay proactive with whatever task is given. I look forward executing successful events while taking on the new professional challenge of engaging with individuals that share a similar passion for real estate.

Thank you for your consideration; I am fortunate to be given this opportunity.  
ON WISCONSIN!

Samuel Cutrara

Ryan Appelhof  
Position: **Event Director**

#### Platform

After just one semester of being an active member of the Real Estate Club I knew I would want to hold a position for the following semester. I have come to know the significance of knowledge and network the Real Estate Club can provide for UW students and would like to be one of those responsible for providing it. I am a student who is very interested in real estate and in transferring here this fall I was looking for a place where I could meet fellow peers and professionals who had the same interest and the real estate club was able to provide me this.

Being the event director would allow me to give back to the club and take on some of the responsibility of planning and executing these events. I have previously been a fraternity recruitment chair and annotator. I have the necessary skills to stay organized and the soft skills to speak with the professionals presenting and active members. Please consider me as a strong candidate for this position.

Matthew L. Capelli  
[mcapelli@wisc.edu](mailto:mcapelli@wisc.edu)  
Major: Real Estate  
Graduation Date: May 2019

## **Media Director**

I am formally running for the position of Media Director within the Real Estate Club Executive Board for the 2018 Spring Semester. I joined the Real Estate Club this past semester and have since been seeking to be more involved within the club. Real Estate Club has provided me the opportunity to further understand the in's and out's of the real estate industry and has helped me learn things beyond what I could in a classroom. For instance, what I learned from the CEO panel about development and finance in our technologically advancing society is irreplaceable. I believe I would make an excellent Media Director for the following reasons.

First, as the community service chairman for my fraternity, Pi Kappa Alpha, I have been exposed to the difference of what quality media can do for events and club membership. For example, as I was setting up a blood drive for my fraternity, we attained many more participants through online flyers we create alongside with the Cross than we otherwise would have. I would use more innovative systems such as online flyers which have proved to be successful time and time again.

Second, as a former editor of my high school's yearbook and newspaper I have experience with Photoshop and InDesign. I also have my own camera which is of high quality. I believe that this position would give me the opportunity to generate quality and influential media which would be beneficial for myself and the club. Lastly, I am very involved on campus and am a member of multiple organizations so I know how to work within an organized team to get things done to the best of my ability.

Thank you for your consideration,  
Matthew L. Capelli

## Max Pastan for Real Estate Club Media Director

I chose UW-Madison because of the Undergraduate Real Estate program. I have a passion for real estate and come from a family of residential and commercial developers. The Real Estate Club is a fantastic outlet to engage with other students and industry-experienced real estate professionals. Since coming to Madison, I have been an active participant at the club's events and panels, which has stimulated my interest in getting more involved.

I am running for Media Director because I want to help improve and grow our club. As an experienced photographer and videographer, I am well positioned to create compelling and vibrant marketing materials. I am proficient in Final Cut Pro, Photoshop. Here's an example of an admissions video I made for my prep school in New Hampshire, using my DJI Phantom Drone: <https://vimeo.com/158553509>

Sameer Khan  
Senior Seeking Web Coordinator Position

Hi, my name is Sameer Khan and I joined the Real Estate Club at the start of my Junior Year after declaring a major in Real Estate rather late in my academic career. After attending all Real Estate Club meetings this past year and attending our trip to Dallas, I have not only built relationships with existing members, but have thoughtfully considered the factors that make the Wisconsin Real Estate Club one of the premier clubs here on campus. After carefully considering how I can most effectively contribute to the WREC, I know I can make a strong candidate for Web Coordinator this upcoming school year. The position requires managing the club's online presence through Facebook, Twitter, Instagram, and the website. As someone who is a proponent of social media platforms for connecting with peers in my personal life, as well as an active user of all the platforms mentioned, I am confident I could effectively manage the responsibilities of this position. If granted the position, the responsibility that I look forward to most is collaborating with the Media Director and Secretary on a constant basis to make sure photos are included and information from e-mails is relayed on the website consistently. Thank you for the opportunity to apply and I hope you consider me for the position of Web Coordinator for this upcoming school semester!

-Sameer Khan

# REC Social Chairs – Spring 2018

## John Fick and Griffin Epping

It is with great enthusiasm that we are running for the Spring 2018 Social Chair position. Both of us have been able to take great advantage of the REC social events throughout our tenure in the club and we have both developed strong and lasting relationships with the help of past social events.

It is these relationships that have inspired us to run for Social Chair. We have talked to both MBAs and Undergrads about the experiences they want to get out of REC social events and we feel excited about the opportunity we have to deliver on these expectations.

A few ideas we have in mind for next semester include, but are not limited to:

- Graduation Dinner
- Social at the Terrace
- Strengthening Undergrad and MBA relationships
- Post REC receptions at the Kollege Klub
- Escape Room

We appreciate the opportunity to run for Social Chair and we look forward to giving back to REC.

Thank you,

Go Badgers!