

UW Real Estate Club Executive Board

Spring 2016 Elections

April 28, 2016 – Edgewater at 6:30PM

Candidates

Co-Vice Presidents:

- **Emmet Gaffney and Ben Stevens**
- **Alexandra Kirk and Erik Schmitt**
- **Paul Laughlin and Nataliya Vladimirova**

Secretary:

- **Jack Gillett**
- **Corey Langer**

Co-Social Chairs:

- **Slater Davis and Avery Lefkowitz**
- **Kevin Kazlow and Ben Zwief**

Marketing Director:

- **Jack Dritz**
- **Sam Elliot**
- **Matthew Spalter**

Community Service Liaison:

- **Joe Curtin**
- **Brian Younessi**

Webmaster:

- **Stephen Dahl**
- **Elizabeth Krueger**

Position 1: Co-Vice Presidents

HOW LONG HAS IT BEEN SINCE OUR CLUB, WHICH IS made up of both undergraduates and graduates, was *led* by an undergraduate and a graduate? Too long. Emmet Gaffney (BBA) and Ben Stevens (MBA) would be the first in recent memory. And with their understanding of both groups, they are in a great position to add value for all members of the club. Here are a few of their plans.

“FAST TRACK” WORKSHOPS FOR UNDERCLASSMEN

Many intelligent freshmen and sophomores who haven’t yet delved into their real estate curriculums sit confused throughout meetings, perplexed by industry jargon. What’s leverage? What’s a debt yield? Our fast track workshops (led by local employers, faculty, and MBA students) will help them join in the discussion right out of the gate.

UPPERCLASSMEN SCHOLARSHIPS FOR CLUB TRIPS

There are many of juniors and seniors who would love to make it on real estate club trips but for whom the costs associated make it difficult. We’d like to take away that obstacle by setting a precedent for 3 trip scholarships a semester for hotel and airfare costs.

REVAMPED MBA LOUNGE

There’s a continual shortage of computers in the MBA lounge, and the department’s reticence to add some new machines and monitors doesn’t mean that we can’t. We will be making that a thing of the past. And, if Sharon allows, maybe add a kitchenette too!

BRAND NEW WEBSITE WITH RESUME DATABASE

The website is embarrassing and outdated. More importantly, it lacks the functionality which we need and which recruiters look for. We have one of the leading real estate programs in the country and our website should reflect that. It’ll go live at our first meeting.



EMMET GAFFNEY, BBA



BEN STEVENS, MBA

We would like to declare our candidacy for the position of Co-Vice Presidents for the Wisconsin Real Estate Club. We are both first year MBA's that come from real estate experience before returning to school.

The club has been great for us this past year, and we hope you feel the same. For the upcoming year we'd like to continue on the path we're going.

This past year we've had some great club trips. We want to continue on the trip tradition with one addition, **having a poll of cities we can visit during the semester for the club trip**. We hope the poll will lead to more communication between the general body and the board members and allow all members to have a greater say in club activities.

We want to continue bringing in a **diverse group of speakers** to broaden our outlook of the market place. From both the major markets on the east and west coast, we'll seek out top real estate professionals who can give us insight to changing trends and market places. We also want to bring in professionals who are looking to hire either interns for full time employees, to add to our arsenal of job opportunities for students.

We want to continue to give the members more opportunity to have input in our activities. We'll have club members **vote on places to have happy hours** during the semester. We want to build camaraderie between club members. We are happily open to all ideas for activities though as well!

We want to be a voice for all of you. If we're elected, we promise to continue the Wisconsin traditions and grow a greater sense of community amongst club members.

We hope we can have your vote for next semesters Co-Vice Presidents!

Erik & Alexandra

Dear fellow Wisconsin Real Estate Club members!

We, **Paul Laughlin and Nataliya Vladimirova**, are honored to announce our candidacy for the position of **Co-Vice Presidents of the Real Estate Club**.

Wisconsin's Real Estate program has a long-standing history of excellence, and we plan to uphold and enhance these high standards in our service to the program as Co-Vice Presidents and, subsequently, Presidents of the Club. As engaged members of the Real Estate Club and active participants in its activities, we fully understand the hard work and dedication required to maintain Wisconsin's Real Estate Club's legacy as the best in the nation. By combining our efforts, professional experience and industry connections, we believe we can represent the Club and its members in line with these high standards.

Our proposed program includes (but is definitely not limited to) the following initiatives:

1. **Strengthen ties** (both academic and professional) between the graduate and undergraduate communities through tutoring programs, mock interview sessions and expanded mentorship opportunities among Club members.
2. **Empower the undergraduate** community to exert greater influence over the life of the REC by voting on potential guest speakers, trips activities, providing feedback on Club meetings and other events and generating ideas to be implemented in the Club's affairs.
3. **Promote further interaction** among Club members, alums and industry experts by introducing a number of social events and networking opportunities for Spring 2017, including:
 - regular informal **Happy Hours** with alums following REC meetings
 - one-day **club trip to Milwaukee** followed by a **Bucks or Brewers game** at REC members' discretion
 - one-day **club trip to Chicago** with tours of current developments, an **architecture river cruise** and happy hour with alums
 - introducing the tradition of the **Real Estate Casino Night** with poker, blackjack and **Russian roulette**, all proceeds going towards the Club's future trips and activities
 - the long-anticipated **REC ski trip** will finally take place early in the spring semester, providing for a unique on-piste and apres-ski experience!

It is with great excitement and anticipation that we submit our candidacy! Please feel free to reach out for any further details on our platform or to propose additional ideas.

See you all at the Elections!

Paul & Nataliya



Position 2: Secretary

Name: Jack Gillett

Year: Sophomore

Major: Real Estate & Finance

Running for: Secretary

I am formally running for the Secretary position for the upcoming Fall 2016 semester. I joined the Real Estate Club in my second semester of sophomore year, and developed a passion for real estate through my club experiences and real estate classes. As the semester progressed, I knew that I wanted to become more involved in the organization. I now have an opportunity to contribute more to the club, hence I will be running for the secretary position.

The main responsibility of this position is to maintain non-financial records for the club. I will be able to attend and record notes at all club meeting and officer meetings. Communication is a vital aspect in running an efficient club; therefore, I will be responsible of notifying club members of Real Estate career opportunities, or other records pertinent to club dealings. As an individual who currently holds the Vice President of Administration position for my fraternity, I am certain that I am qualified for this position. I am excited to make significant contributions to the Real Estate Club, and look forward to election day.

On Wisconsin!

Corey Langer

I am excited to announce my candidacy for Secretary. Ever since joining the Real Estate Club last fall, I knew I wanted to get more involved. I have attended almost every on campus speaking event and have met a number of students involved in the club. Based on my interaction with them, I realized how much pride they have in the organization and it has sparked my desire to get more involved.

If I get elected Secretary, I strongly believe I will be able to complete all of the assignments for this position – record keeping, archiving, website assistance, and officer assistance. Although I am only a freshman, I believe I am a solid candidate for this position because I have a strong work ethic, great leadership skills, and experience working in a team. In high school, I was elected captain of the varsity lacrosse team. As a leader, I was able to motivate my teammates to work harder and play smarter. As a result, our team pulled together during the year and we were able to win the district championship and play in the regional finals.

In summary, I look forward to working with other members of the Real Estate Club and continuing to make this club one of the best on campus. Thank you for your consideration!

On Wisconsin

Position 3: Co-Social Chairs

Slater Davis

Hello I am Slater Davis and a rising junior. I have been a member of the Real Estate Club and served as Co-Social Chair for the Real Estate Club this past semester and marketing director the semester before that.

Avery Lefkowitz

Hello I am Avery Lefkowitz and a rising senior here at UW. I have been a member of the Real Estate Club and served as a Co-Social Chair for the Real Estate Club and this past semester as secretary.

Together, we plan on organizing multiple events in order to foster a relationship building atmosphere. In the past, there have not been enough opportunities for club members to get to know each other on a personal level and we want to change that. Especially with a club mixed with both undergraduate and graduate students, we want to organize events to allow the younger students to learn from our more experienced members.

If we are elected Social Chairs, here is what we have planned:

Pontoon Porch Outing

We are bringing back this golden idea for the beautiful fall weather

Tailgates

What better way to bring members together by celebrating Bucky?

Club Golf Outing

Employers love good golfers

Also, we want to hear from our members as to what they want to do. As elected officials you got to give the people what they want!

Qualifications:

- Kevin
 - 3 year member of Club who has participated on long distance trips and has firm understanding of how the RE club operates.
 - 3 years of working experience in Manhattan real estate with Wisconsin Alumni.
 - Past social Chair in a Greek life organization.
 - Flexibility with schedule and a location to hold events.
 - 22 years of age in October.
- Ben
 - Just joined club this semester but have participated in trip to Chicago and attended meetings.
 - 2 years of professional experience interning with Harley-Davidson.
 - On philanthropy committee with responsibility of organizing volunteer events year round.
- We have spoken to past social chairs about this position and we have waited to run for it until we knew it was something we could handle.

Goals:

- Continue to expand the WREC brand through comfortable and inviting events to promote networking and participation.
- Creating a welcoming environment for social interaction amongst club members.
- Hosting fun events that people actually come to.

Position 4: Marketing Director

Platform | Marketing Director

I am excited to announce my running for Marketing Director of the Real Estate Club. As an enthusiastic real estate major with a year of involvement in the club, I have recent experience from both within and outside of the club. I can use this unique point of view to help continue to improve the best real estate club in the nation. I believe that increasing our on-campus marketing will boost our membership levels, especially outside of the real estate major. I also bring experience with managing social media accounts and organizing club events, and I plan to use this knowledge to expand our club even further.

I would be a great Marketing Director because of my passion and commitment to the Real Estate Club. I am always open to suggestions and I'm excited for another great year with the Wisconsin Real Estate Club.

Best,

Jack Dritz

Sam Elliot
REC Marketing Director Platform

As the current Marketing Director, I have worked to reform the social media platforms of the Real Estate Club. The brand new “UW Real Estate Club” Facebook page is at 104 likes and counting. In addition, I have improved the reach of REC LinkedIn account tremendously.

In addition to social media, I have introduced a brand new speaker gift this semester. In the past, club speakers received just a baseball hat. Now, speakers are mailed a wooden gift box, customized with their picture and the REC logo. A classy speaker gift reflects positively on the club, and shows our thanks for the significant time the speakers are donating.

With a full semester as Marketing Director under my belt, I hope to take what I have learned and improve in my position next semester. I am very open to any suggestions from club members and faculty, and want to help the REC continue to move forward. On Wisconsin.

Regards,

Sam Elliot

Matthew Spalter
Sophomore
BBA Student (Double majoring in Real Estate and Entrepreneurship)

Marketing Director:

My name is Matthew Spalter, and I have been a committed member to REC for the past two years. I found it appropriate to run for an executive position given my previous experience as a general member REC as well as my interest in all aspects that are relative to real estate. Having an organized and reliable marketing system is vital to the real estate industry. We have been relying solely on social media and its time to stray from the norm and implement new and exciting ideas to make REC the most recognizable organization at our university.

Main Ideas:

- Customized flyers to be handed out the week before all REC events to keep the student body up-to-date as well as publicizing our organization as a whole in an entire new way
- REC programs/activities to be ran throughout campus to promote our club as well as potentially increasing the number of members
- Added Apparel (crewneck sweatshirts, hats, joggers, etc.)



Position 5: Community Service Liaison

Joe Curtin, Sophomore—Community Service Liaison

Fellow REC members,

Along with a strong alumni presence and networking opportunities, one of the main factors that makes our RE Club the best on campus is our emphasis on *giving back* to the community.

I am excited by this opportunity to run for Community Service Liaison. I understand the importance of maintaining our club's strong reputation on campus and across the country, and I have many exciting ideas that I look to implement if I am elected:

- **Arboretum**—Our day of volunteering at the Arboretum was a huge success this year, and as Liaison I will continue to foster and grow our relationship with the wonderful people that work there.
- **Supporting our troops**—As Liaison, I will organize opportunities for club members to donate items to be put into care packages that will be sent to the members of our military serving overseas.
- **Food drive**—Our food drive last semester was a hit, and I will bring it back in the fall. All who donate food items will be entered in a raffle to win a prize.

The UW Real Estate Club has been a strong force on campus and across the country, and I look forward to leading the charge in giving back to the communities and individuals that have given so much to us.

Thank you for your consideration, and On Wisconsin!

-Joe Curtin

I, Brian Younessi, am excited to announce my candidacy for Community Service Liaison for the Fall of 2016. For the past couple years, I have been an active member of REC and look forward to making a greater contribution to the best club on campus. As Real Estate Club Members, one of our core values is giving back to the community of Madison and I look forward to making the most of this commitment.

This position should be held by someone with previous experience in community service leadership and creative ideas to make events more fun and engaging. Here are just a couple of my ideas:

- **1st Annual REC Basketball Tournament:** We can partner up with an organization and have a basketball tournament coordinated at the Serf. It would be an awesome time and serving a great cause.
- **Of course, the UW Arboretum:** It has always been a tradition to do community service at the UW Arboretum and it is always a great turnout.

I think of the Real Estate Club as a very close-knit group I love being a part of. Therefore, I plan to make our service events a way for us to be together and enjoy ourselves as we make a difference in the community. These are just a couple of my ideas and I look forward to having an impact on this club and greater community.

Brian Younessi

Position 6: Webmaster

Postion 9: WebMaster

Hello, my name is Stephen Dahl and I am excited to announce that I am rerunning for the position of WebMaster for the Wisconsin Real Estate Club. Thus far I have made many new improvements for the website that include; a calendar, new links for money transactions and registrations, and many more additives. However, I still have many more ideas of what I can do to improve the website.

Some major things that I want to add to the website are pages with information concerning internships for students and another for business recruiters that are interested in our members for professional careers. Also, I would like to create a new web-theme and page template to display a more professional and organized website.

The main responsibility of my position is updating members with new information and making it easily accessible. I believe that my skill set with designing and creating websites can allow me to continue to improve the Real Estate Club's website. If I am reelected I will continue to better the club's prestigious reputation and continue the work I have started to ultimately make the website more professional.

Thank you for your consideration! Please contact me in the meantime with any questions.

Hello, I am Elizabeth Krueger and I would like to serve as your next Webmaster. As every aspiring business professional knows, first impressions are everything. As Webmaster, I will ensure the website is excellently maintained and up-to-date so that all prospective and current members, faculty, staff and alumni can easily navigate the page and find what they're looking for.

I gained meaningful and pertinent experience in website development last year while Head Marketing Chair of All-Campus Party; a week of events coordinated by another organization I am a part of, the Wisconsin Alumni Student Board. I built a Squarespace website and created a calendar which displayed every event happening throughout the week. For each of the nine events, I included a description containing critical information to help students not only get excited about the event but to know how to attend it as well. As Webmaster, I will systematically update the Real Estate Club website with organized and concise information so viewers can find exactly what they need efficiently and easily.

As Webmaster I am prepared to work independently and ensure necessary and complete information is posted in a timely manner. I will collaborate with other board members and faculty to ensure the website conveys the brand of our organization and highlights all of the amazing opportunities in which we are partaking and creating.

I look forward to becoming more involved with the organization and an amazing next year!

Go Badgers!