

Erdman Holdings, Inc

September 13, 2011

City of Madison
Landmarks Commission
215 Martin Luther King Jr. Blvd, Suite LL100
Madison, WI 53703

RE: 5117 University Ave, Madison, Wisconsin

Dear Commissioners:

I'm a 45 year employee of Marshall Erdman and Erdman Holdings with very close ties to the Erdman family. I have built medical buildings from the East Coast to the West Coast and outside of the continental U.S. under the direction of Marshall Erdman.

Marshall Erdman was a master builder that paid attention to architecture and details. He always used high quality materials and was very frugal along the way. He was very much a visionary with integrity and a work ethic that would get things done in every endeavor he took on. Healthcare was his main focus and his name became recognized world wide.

He would be very upset and embarrassed that somebody would dedicate a building to him that had no real meaning except a place to run his business.

One of his favorite sayings was "common sense is so uncommon." I hope all of you can use this in your decision making today.

Sincerely,



Jerry Sholts

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