

Title: The William R. Schulz Collection

Date Range: 1959-2004

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Physical Description: 9.5 linear feet

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Processed by: Caitlin Foehl, December 21, 2005

Biographical Note: William R. "Bill" Schulz was born on April 4, 1931 in Des Moines, Iowa. He graduated from the Kentucky Military Institute in 1949 and from The United States Military Academy at West Point 1954. After resigning his commission to focus on a career in business he attended Harvard Business School and graduated in 1959. He and his wife Lelia (married 1954) have three daughters, Ellen, Lelia and Cindy.

Bill Schulz was the founder and executive manager of Homesmith, Inc., in Palo Alto, California, 1959- May 1963. Homesmith offered a new service of home repair to homeowners in the Palo Alto area. He was the founder and President of W.R. Schulz and Associates (WRSA) from 1965-1983. The firm owned and managed 88 garden apartment properties comprising 12,800 units mainly in the Phoenix Metropolitan area. Despite operating in a highly volatile industry, WRSA was never sued by a partner, lender or supplier. In the course of housing over 250,000 renter households, WRSA enjoyed a reputation for upholding renter and employee interests. Schulz built his apartment empire on the motto "He who serves best profits most."

Schulz was responsible for pushing the Apartment Renter's Tax Relief Bill through the Legislature. This gave him a taste and appreciation for politics and an interest in running for office.

In the 1978 Arizona Governor's Campaign, Schulz ran for office on the Democratic ticket, opposed in the primary election by Wesley Bolin (incumbent governor) and Dino DeConcini. He launched his "Goals for Arizona" campaign using research accumulated during trips around the state. He withdrew from the race in March 1978 after the death of Governor Wesley Bolin. Schulz lent his support to Bruce Babbitt, the former Attorney General, who took over the Governor's post at Bolin's death.

In the 1980 Arizona Senate Campaign, Schulz entered the race as the third Democrat (with Jim McNulty and Frank DePaoli) seeking to earn the primary nomination and run against longtime AZ Senator Barry Goldwater. Schulz used "Energy for the Eighties" as his campaign slogan. He lost the race by a small margin to Goldwater. In the 1986 Arizona Governor's Campaign, Schulz announced his intent to run for governor again early in 1984. He had to withdraw from the race in 1985 due to his daughter's health. He re-entered the race as an Independent candidate in September or 1986, after he was able to obtain enough signatures to place him on the ballot. The general feeling among Arizona politicians at the time was that Schulz would not be able to get the required signatures, but Schulz, along with his family and friends were able to obtain roughly three times the necessary signatures. He re-entered the race to campaign against Evan Mecham (R) and Carolyn Warner (D). He was defeated by Evan Mecham and chose not to run for office again.

Schulz conducted extensive research for this campaign, traveling around Arizona and spending time in correctional facilities, universities, community colleges and primary and secondary schools. He traveled to fifteen other states including North Carolina, Iowa and Utah, to speak with legislators of both parties to develop a plan for improving Arizona. Bill Schulz wrote up his research findings in "The Arizona Governor."

Scope and Content Note: Upon receipt, the collection was contained within 4 boxes of varying sizes containing the correspondence, business information and media files, and 11 picture albums containing newspaper clippings.

The portion of the collection comprised of newspaper articles has been placed into the media files series and interleaved with acid-free paper to slow the deterioration process. In cases where the original article was accompanied by a photocopy, the photocopy was retained for its ease of use and better quality.

All was done to maintain the original order of the collection when possible. Most folders retain their original headings except in cases where there was no heading or materials were loose or in unmarked folders. Folders are arranged alphabetically and chronologically within.

Arranged into three series: Series I: Business; Series II: Politics; Series III: Media Files.

Series 1: Business (Box #1) Included in this series is information regarding W. R. Schulz and Associates- company information as well as their property information. Apartment complex information, including Partnership documents, is also part of the Business series.

Arranged alphabetically and then chronologically within.

Box	Folder	Title	Dates
1	1	Business, Boards and Memberships	1978-1983
	2	Business, Gap Book, Standards and Practices of W.R. Schulz Apartments	June 1, 1983 (1 of 2)

3	Business, Gap Book, Standards and Practices of W.R. Schulz Apartments	June 1, 1983 (2 of 2)
4	Business, WR Schulz and Associates, Annual Reports and Policy Statements	1969-1972 (1 of 2)
5	Business, WR Schulz and Associates, Annual Reports and Policy Statements	1973-1983 (2 of 2)
6	Business, WR Schulz and Associates, Apartment Complex Information	No date
7	Business, WR Schulz and Associates, Apartment Property Operations Manual	No date
8	Business, WR Schulz and Associates, Company Information Booklet	No date
9	Business, WR Schulz and Associates, Investment Summary	No date (1 of 3)
10	Business, WR Schulz and Associates, Investment Summary	No date (2 of 3)
11	Business, WR Schulz and Associates, Investment Summary	No date (3 of 3)
12	Business, WR Schulz and Associates, Job Seeker's Kit	No date
13	Business, WR Schulz and Associates, Partnership Documents, Westwood Manor	October 15, 1986 (1 of 18)
14	Business, WR Schulz and Associates, Partnership Documents, Driftwood Apartments	February 1967 (2 of 18)
15	Business, WR Schulz and Associates, Partnership Documents, Glen-Aire Properties	August 1967 (3 of 18)
16	Business, WR Schulz and Associates, Partnership Documents, Montebello Village Apartments	June 1968 (4 of 18)
17	Business, WR Schulz and Associates, Partnership Documents, Royal Palms Properties	December 1969 (5 of 18)
18	Business, WR Schulz and Associates, Partnership Documents, Greenwood Properties	April 16, 1971 (6 of 18)
19	Business, WR Schulz and Associates, Partnership Documents, Fountain Valley Properties	March 1, 1973 (7 of 18)
20	Business, WR Schulz and Associates, Partnership Documents, The Pines Properties	September 4, 1973 (8 of 18)
21	Business, WR Schulz and Associates, Partnership Documents, Camelback Gardens	No date (9 of 18)
22	Business, WR Schulz and Associates, Partnership Documents, Canyon Terrace Properties	No date (10 of 18)
23	Business, WR Schulz and Associates, Partnership Documents, Celestial Manor	No date (11 of 18)
24	Business, WR Schulz and Associates, Partnership Documents, Country Club Apartments	No date (12 of 18)
25	Business, WR Schulz and Associates, Partnership Documents, D Bar L Apartments	No date (13 of 18)

	26	Business, WR Schulz and Associates, Partnership Documents, La Esplanada Properties	No date (14 of 18)
	27	Business, WR Schulz and Associates, Partnership Documents, Monterrey Village Apartments	No date (15 of 18)
	28	Business, WR Schulz and Associates, Partnership Documents, The South Mountain Company	No date (16 of 18)
	29	Business, WR Schulz and Associates, Partnership Documents, The Stillwell Company	No date (17 of 18)
	30	Business, WR Schulz and Associates, Partnership Documents, Viva Properties	No date (18 of 18)
	31	Business, WR Schulz and Associates, Purchase Book	July 15, 1982
	32	Business, WR Schulz and Associates, Renter's Information	No date (1 of 2)
	33	Business, WR Schulz and Associates, Renter's Information	No date (2 of 2)

Series 2: Politics (Box 2-3) This series contains information about the political life and career of Bill Schulz, his campaign information, research, correspondence, and lists of contributors and volunteers. Campaigns are organized chronologically. Following campaign information are the political issues in which Schulz was active. Political Issues and Speeches are arranged alphabetically.

Arranged alphabetically by campaign, chronologically within.

Box	Folder	Title	Dates
2	1	Politics, 1978 Governor's Campaign, An Analysis of the Political Attitudes in the State of Arizona	January 1978
	2	Politics, 1978 Governor's Campaign, Correspondence	1976-1978
	3	Politics, 1978 Governor's Campaign, Final Report Schulz for Governor	1978 (1 of 3)
	4	Politics, 1978 Governor's Campaign, Final Report Schulz for Governor	1978 (2 of 3)
	5	Politics, 1978 Governor's Campaign, Final Report Schulz for Governor	1978 (3 of 3)
	6	Politics, 1978 Governor's Campaign, "Goals for Arizona"	1977-1978
	7	Politics, 1980 Senate Campaign, Announcement of Candidacy	February 1980- August 1980
	8	Politics, 1980 Senate Campaign, Contributors	1980
	9	Politics, 1980 Senate Campaign, Copy Research Poll	1980
	10	Politics, 1980 Senate Campaign, Correspondence	February 1980- September 1980 (1 of 4)

	11	Politics, 1980 Senate Campaign, Correspondence	October 1980- November 1980 (2 of 4)
	12	Politics, 1980 Senate Campaign, Correspondence	December 1980- January 1984 (3 of 4)
	13	Politics, 1980 Senate Campaign, Correspondence	No date (4 of 4)
	14	Politics, 1980 Senate Campaign, General Election Information	November 4, 1980
	15	Politics, 1980 Senate Campaign, 'Grass Roots Energy for the 80s'	1980
	16	Politics, 1980 Senate Campaign, News Releases RE: Jim McNulty	September 4, 1980
	17	Politics, 1980 Senate Campaign, Official Canvas General Election	November 4, 1980
	18	Politics, 1980 Senate Campaign, Policy Statements	1980
	19	Politics, 1980 Senate Campaign, Post-Primary Survey, Arizona	September 1980
	20	Politics, 1986 Governor's Campaign, Ad Material Prototypes	1986
	21	Politics, 1986 Governor's Campaign, "The Arizona Governor," by Bill Schulz	1986
	22	Politics, 1986 Governor's Campaign, Campaign Information	June 1984- October 1986
	23	Politics, 1986 Governor's Campaign, Contributors	November 7, 1986
	24	Politics, 1986 Governor's Campaign, Correspondence, Withdrawal from Race/Daughter's Health	1985-1986 (1 of 6)
	25	Politics, 1986 Governor's Campaign, Correspondence, Withdrawal from Race/Daughter's Health	1985-1986 (2 of 6)
3	1	Politics, 1986 Governor's Campaign, Correspondence, Withdrawal from Race/Daughter's Health	No date (3 of 6)
	2	Politics, 1986 Governor's Campaign, Correspondence, Withdrawal from Race/Daughter's Health	No date (4 of 6)
	3	Politics, 1986 Governor's Campaign, Correspondence, Withdrawal from Race/Daughter's Health	No date (5 of 6)
	4	Politics, 1986 Governor's Campaign, Correspondence, Withdrawal from Race/Daughter's Health	No date (6 of 6)
	5	Politics, 1986 Governor's Campaign,	September 26,

		Correspondence, Re-entry into Race	1986-October 1986 (1 of 3)
6		Politics, 1986 Governor's Campaign, Correspondence, Re-entry into Race	November 1986 (2 of 3)
7		Politics, 1986 Governor's Campaign, Correspondence, Re-entry into Race	December 1986 (3 of 3)
8		Politics, 1986 Governor's Campaign, News Releases and Issue Briefs	September 30, 1986- October 28, 1986
9		Politics, 1986 Governor's Campaign, Research Information	1984-1985
10		Politics, 1986 Governor's Campaign, Volunteer Information	November 6, 1986
11		Politics, General, Arizona Democratic Majority	1978-1979
12		Politics, General, Correspondence	January 1970- December 1985 (1 of 3)
13		Politics, General, Correspondence	January 1986- October 1986 (2 of 3)
14		Politics, General, Correspondence	October 1986- December 1987 (3 of 3)
15		Politics, General, "Political Potpourri"	1977-1987
16		Politics, General, Publications, Statements and Announcements	September 30, 1980- December 1985
17		Politics, General, Issues- Copper Smelter Pollution	December 1971- September 1972
18		Politics, General, Issues- Downtown Development	June 1984- August 1984
19		Politics, General, Issues- The Environment	October 29, 1980
20		Politics, General, Issues- Forest Fires	July 19, 1972
21		Politics, General, Issues- Iraq Entry	March 15, 2004
22		Politics, General, Issues- Real Estate Tax	September 1971- December 1973
23		Politics, General, Issues- Renter's Tax and Arizona Apartment Association	1969-1976 (1 of 2)
24		Politics, General, Issues- Renter's Tax and Arizona Apartment Association	1977-1982 (2 of 2)
25		Politics, General, Issues- Rio Salado Project	August 1977- August 1993
26		Politics, General, Issues- Street Signs	January 14, 1975
27		Politics, General, Issues- Watergate and Pardon of Nixon	June 1974- September 1974
28		Politics, General, Issues- West Point	September 22, 2003

	29	Politics, General, Speech- Agenda for the Democratic Party	No date
	30	Politics, General, Speech- Arizona Water Symposium	September 21, 1984
	31	Politics, General, Speech- Democratic Response in 1982	May 28, 1981
	32	Politics, General, Speech- Economic Development Program for Arizona	August 20, 1984
	33	Politics, General, Speech- The Economy	October 9, 1980
	34	Politics, General, Speech- Election Reform	No date
	35	Politics, General, Speech- Energy	October 29, 1980
	36	Politics, General, Speech- A Fantasy of Courage	No date
	37	Politics, General, Speech- Foreign Policy	October 15, 1980
	38	Politics, General, Speech- Government Operations	September 22, 1980
	39	Politics, General, Speech- The High Cost of Concrete in the Heads of Our Auto Industry Leadership	1980
	40	Politics, General, Speech- How to Make Reagan's Tax Plan Work	No date
	41	Politics, General, Speech- Military	September 30, 1980
	42	Politics, General, Speech- The Reagan Landslide- A Challenge to Democrats	January 1985
	43	Politics, General, Speech- Selling Supply-Side Economics, or, The Fundamental Human Decency of a Tax Cut Program	No date
	44	Politics, General, Speech- What Eisenhower and Taft Would Tell Reagan About his Performance	No date
	45	Politics, General, Speech- What Would FDR Say to the Democrats Today?	No date
	46	Politics, General, Speech- Will There Always be an Israel?	May 26, 1981
	47	Politics, General, Speech- Why Businesspersons Should Be Democrats	September 5, 1984
	48	Politics, General, Speech- No title	September 3, 1981

Series 3: Media Files (Box 4-11) The Media Files series contains the formats of newspaper clippings, photographs, audiocassettes, VHS videotapes, UCA videotapes, and 7½ IPS tracks. Two audiocassettes were discarded due to poor quality. Remaining audiocassettes are in good condition. VHS tapes were sampled and are in good condition. Audiocassettes and VHS tapes are mainly political in nature and focus on campaign issues. The condition of the UCA videotapes and 7½ IPS tracks is unknown.

Arranged chronologically

Box	Folder	Title	Date
4	1	Media Files, Newspaper Clippings, Business	1959-1982

		Related	
2	Media Files, Newspaper Clippings, 1978 Governor's Campaign	June 1977- December 1977 (1 of 3)	
3	Media Files, Newspaper Clippings, 1978 Governor's Campaign	January 1978- September 1978 (2 of 3)	
4	Media Files, Newspaper Clippings, 1978 Governor's Campaign	No date (3 of 3)	
5	Media Files, Newspaper Clippings, 1980 Senate Campaign	January 1980- July 1980 (1 of 5)	
6	Media Files, Newspaper Clippings, 1980 Senate Campaign	August 1980- September 1980 (2 of 5)	
7	Media Files, Newspaper Clippings, 1980 Senate Campaign	October 1980 (3 of 5)	
8	Media Files, Newspaper Clippings, 1980 Senate Campaign	November 1, 1980- November 16, 1980 (4 of 5)	
9	Media Files, Newspaper Clippings, 1980 Senate Campaign	No date (5 of 5)	
10	Media Files, Newspaper Clippings, 1986 Governor's Campaign	January 1984- June 1985 (1 of 5)	
11	Media Files, Newspaper Clippings, 1986 Governor's Campaign	July 1985- December 1985 (2 of 5)	
12	Media Files, Newspaper Clippings, 1986 Governor's Campaign	February 1986- January 1988 (3 of 5)	
13	Media Files, Newspaper Clippings, 1986 Governor's Campaign	No date (4 of 5)	
14	Media Files, Newspaper Clippings, 1986 Governor's Campaign, "Other Candidates"	September 1986- November 1986 (5 of 5)	
15	Media Files, Newspaper Clippings, General Political	January 1981- December 1983 (1 of 3)	
16	Media Files, Newspaper Clippings, General Political	January 1984- June 1985 (2 of 3)	
17	Media Files, Newspaper Clippings, General Political	No date (3 of 3)	
18	Media Files, Newspaper Clippings, Rio Salado Project	1985	

	19	Media Files, Photographs, Campaign Photos	February 1987- March 1985
	20	Media Files, Photographs, Palm Shadows and Royal Shadows Apartments	No date
	21	Media Files, Photographs, Publicity Photos	No date
5		Media Files, Newspaper Clipping Album	1978
6	1	Media Files, Audiocassettes, "First Tuesday" Energy for the 80s Information Clips	1980
	2	Media Files, Audiocassettes, KOY Talk- Schulz's Plan to Run in 1986 Race	December 6, 1983
	3	Media Files, Audiocassettes, KFYZ- Schulz's Attempt to Get On Ballot as Independent Candidate	September 22, 1986
	4	Media Files, Audiocassettes, Speech to Chamber of Commerce, 'Arizona Issues'	October 3, 1986
	5	Media Files, Audiocassettes, Casa Grande Chamber of Commerce, Role of An Effective Governor	October 14, 1986
	6	Media Files, Audiocassettes, Speech to Southern Arizona Home Builders Association of Tucson, Needs of Arizona's Rural Counties	October 15, 1986
	7	Media Files, Audiocassettes, Speech to Valley Leadership Alumni, Need for New and Future Leaders	October 15, 1986
	8	Media Files, Audiocassettes, Speech to Valley Leadership Alumni, Phoenix Rural Counties and Rural Economies	October 16, 1986
	9	Media Files, Audiocassettes, Safford Public Forum on Rural Arizona Counties	October 21, 1986
	10	Media Files, Audiocassettes, Discussion of "The Arizona Governor" Research	October 23, 1986
	11	Media Files, Audiocassettes, Speech to Phoenix Mental Health Experts, Streamlining State Government	October 24, 1986
	12	Media Files, Audiocassettes, Press Conference Regarding Drug Abuse and The Environment	October 24, 1986
	13	Media Files, Audiocassettes, KFYZ- Schulz's Allegations of Department of Education Kickbacks	October 29, 1986
	14	Media Files, Audiocassettes, Phone Bank Campaign Script Tests	1986
	15	Media Files, Audiocassettes, Phoenix Civic Plaza Question and Answer Forum for Schulz	No date
	16	Media Files, Audiocassettes, KFYZ Radio- Leslie Smith, Director of the National Association for Female Executives, Inc.	No date

	17	Media Files, Audiocassettes, Nucleus Club Speech, Discussion of Democratic Party and Future of the Party	No date
	18	Media Files, Audiocassettes, Goldwater Campaign Jingle	No date
7	1	Media Files, VHS Tapes, KPNX and KTVK Coverage of Bill Schulz 1980 Senatorial Campaign	1980 (?)
	2	Media Files, VHS Tapes, Schulz For Senate TV Spots	1980 (?)
	3	Media Files, VHS Tapes, Schulz For Senate TV Spots	1980 (?)
	4	Media Files, VHS Tapes, 1983 Politics	1983
	5	Media Files, VHS Tapes, Governor's Race	November 4, 1986
	6	Media Files, VHS Tapes, Broadcast News	No date
	7	Media Files, VHS Tapes, CBS Morning News, Includes Rebuttal to 'Silent Scream'	No date
	8	Media Files, VHS Tapes, 'Desertron'	No date
	9	Media Files, VHS Tapes, Dubs, Grandpa, Bill and Lee	No date
	10	Media Files, VHS Tapes, KOOL/Arizona Republic "Meet the Candidates Night"	No date
	11	Media Files, VHS Tapes, KPNX Coverage of General Election Night	No date
	12	Media Files, VHS Tapes, Sam Campana Interview	No date
	13	Media Files, VHS Tapes, Schulz For Governor	No date
	14	Media Files, VHS Tapes, Schulz For Governor	No date
	15	Media Files, VHS Tapes, Schulz For Governor	No date
8	1	Media Files, UCA Videotapes, 'Reel 2'	January 19, 1978
	2	Media Files, UCA Videotapes, Schulz For Senate	January 19, 1978
	3	Media Files, UCA Videotapes, First Tuesday "Bill Schulz For Governor"	February 2, 1978
	4	Media Files, UCA Videotapes, First Tuesday "Goals for Arizona"	February 20, 1978
	5	Media Files, UCA Videotapes, KPNX TV12 Phoenix, Arizona	November 30, 1979
	6	Media Files, UCA Videotapes, WR Schulz	February 29, 1980
	7	Media Files, UCA Videotapes, "Barbershop", "Goldwater"	August 27, 1980
	8	Media Files, UCA Videotapes, "Barbershop", "Goldwater"	No date
	9	Media Files, UCA Videotapes, Bill Schulz	No date
9	1	Media Files, UCA Videotapes, Energy for The 80s 'Commercials'	No date
	2	Media Files, UCA Videotapes, Copy of Crossfire	No date

		Air Check	
	3	Media Files, UCA Videotapes, Energy for the 80s	No date
	4	Media Files, UCA Videotapes, Energy for the 80s	No date
	5	Media Files, UCA Videotapes, Energy for the 80s	No date
	6	Media Files, UCA Videotapes, First Tuesday, Bill Schulz for Governor”	No date
	7	Media Files, UCA Videotapes, No Title	No date
	8	Media Files, UCA Videotapes, No Title	No date
	9	Media Files, UCA Videotapes, Schulz	No date
10	1	Media Files, UCA Videotapes, Schulz, April Shoot	No date
	2	Media Files, UCA Videotapes, Schulz, April Shoot	No date
	3	Media Files, UCA Videotapes, Schulz	No date
	4	Media Files, UCA Videotapes, Schulz	No date
	5	Media Files, UCA Videotapes, Schulz	No date
	6	Media Files, UCA Videotapes, Schulz	No date
	7	Media Files, UCA Videotapes, Schulz	No date
	8	Media Files, UCA Videotapes, Schulz	No date
	9	Media Files, UCA Videotapes, Schulz	No date
11	1	Media Files, UCA Videotapes, Schulz Spots and 5 minute Show	No date
	2	Media Files, UCA Videotapes, Schulz, Rural Counties	No date
	3	Media Files, UCA Videotapes, Schulz for Senate	No date
	4	Media Files, UCA Videotapes, Schulz for Senate	No date
	5	Media Files, UCA Videotapes, Schulz for Senate	No date
	6	Media Files, UCA Videotapes, Schulz for Senate	No date
	7	Media Files, UCA Videotapes, Schulz for Senate ‘ Rough Cut Spots for Viewing Only’	No date
	8	Media Files, UCA Videotapes, SFS Spots	No date
	9	Media Files, UCA Videotapes, WRS	No date
	10	Media Files, 7½ IPS Tracks, Bill Schulz for US Senate “Hispanic”	July 15, 1980
	11	Media Files, 7½ IPS Tracks, Bill Schulz for US Senate “Cochise County”	August 21, 1980
	12	Media Files, 7½ IPS Tracks, Bill Schulz for US Senate “28 Years,” “Finances,” “Preparedness”	September 18, 1980
	13	Media Files, 7½ IPS Tracks, Bill Schulz for US Senate	No date