

# Wisconsin Library Association FoundationNews

Supporting Wisconsin libraries as essential institutions

ISSUE 4, 2009

## The Ordinary Philanthropist

What a year this has been! Despite a year in which the volatility of our investments made budgeting difficult, the Foundation has done a great deal of work and, I believe, contributed to a greater awareness statewide of the value and importance of libraries of all types and sizes.

Your WLA Foundation exists to support the role of Wisconsin libraries as essential institutions. We do that in a wide variety of ways. At the fall Conference in

Appleton, you may have attended the Awards and Honors dinner, for which the Foundation provides financial support. And at that dinner I was honored to be able to announce the winners of the scholarships that we support. Beyond that, we support a variety of special projects that promote library value - The Campaign for Wisconsin Libraries and The Wisconsin Library Heritage Center being the two most notable.

At this time I would like to thank all of the people who have worked so hard to carry out these efforts. Peg Branson chairs the Foundation scholarship committee. This year they received 55 applications and awarded seven scholarships. The large number of applications is a good thing, and may be related to a schedule that had the due date later in the year. However, it did make the process difficult for the committee, with a lot to do in just a short time before the Conference. For instance, the committee would like more time to publicize the names and profiles of scholarship recipients prior to the Conference. The WLA Board will be considering the pros and cons of the later due date next year.

A very busy committee this year was the Campaign for Wisconsin Libraries action committee (CAC), chaired by Peter Gilbert. With the budget constraints we had, this committee was asked to do more with less than ever before. And they did! Most

of you have probably seen the "Wisconsin Libraries Say Cheese!" Web site and Flickr photostream by now. This will be a resource for many years to come when we need good photographs of people using libraries.

The promotion was noticed by representatives from ALA when they were here for the WLA Conference. Keep your eyes open for an article in ALA news; the Association of Library Trustees, Advocates, Friends and Foundations (ALTAFF), a division of ALA, will feature Say Cheese! in its January newsletter. The program was also covered in newspapers around Wisconsin.

Bernie Bellin took on the dual tasks of organizing the WLA silent auction and the fundraiser at the Conference. Both were great successes once again, though we could have done without the pouring rain that drenched many of the fundraiser attendees.

One of our strong corporate supporters, DEMCO, donated in-kind printing of a large number of the revised, updated version of the Economic Impact brochure that was produced to highlight the results of our 2008 study conducted by NorthStar Economics. Copies were distributed to each public library throughout the state this fall.

Larry Nix and the other members of the Wisconsin Library Heritage Center steering committee have been working hard to continue the development of this great source of information on the history of libraries and librarianship.

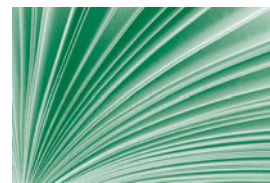
Rick Krumwiede took on the responsibility of building a new development committee with a charge of recommending fundraising goals and action plans to the board. Mike Gehlhausen took wonderfully detailed and at times even entertaining minutes throughout the year.

And of course, thanks are due to the extraordinary staff at the WLA office. To Lisa Strand for all of her efforts on behalf of the Foundation, to Tom Klement for his financial record keeping and especially to Pat Eschmann, our half-time communications coordinator, who does a lot more than

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# Campaign for Wisconsin Libraries

## Conference Fundraiser and Wisconsin Libraries Say Cheese! Round Out a Good Year for the Campaign for Wisconsin Libraries

Despite the rain, about 100 WLA supporters attended the Conference fundraiser, gathering for good music and good food at the Richard and Margot Warch Campus Center on the Lawrence University campus. The award-winning building provided a beautiful, state-of-the-art setting to enjoy jazz from Lawrence music students and good conversation among friends. The event raised about \$1,500 for the Campaign for Wisconsin Libraries. Thanks to Bernie Bellin for chairing the event!

Immediately after the Conference, the Campaign action committee was again in full swing, promoting "Wisconsin Libraries Say Cheese! A Day in Pictures." Created on Flickr the week of November 1 with photos from 109 participating libraries, it was unveiled to the media November 18. By enlisting your help, the Campaign was able to share your library's story with the world!

Several newspapers around the state published information about Say Cheese!, and we expect the photos to be a long-term resource for our advocacy efforts. In fact, sending the photo link to your state and local elected officials and others is a great way to show decision-makers the relevance

of today's libraries.

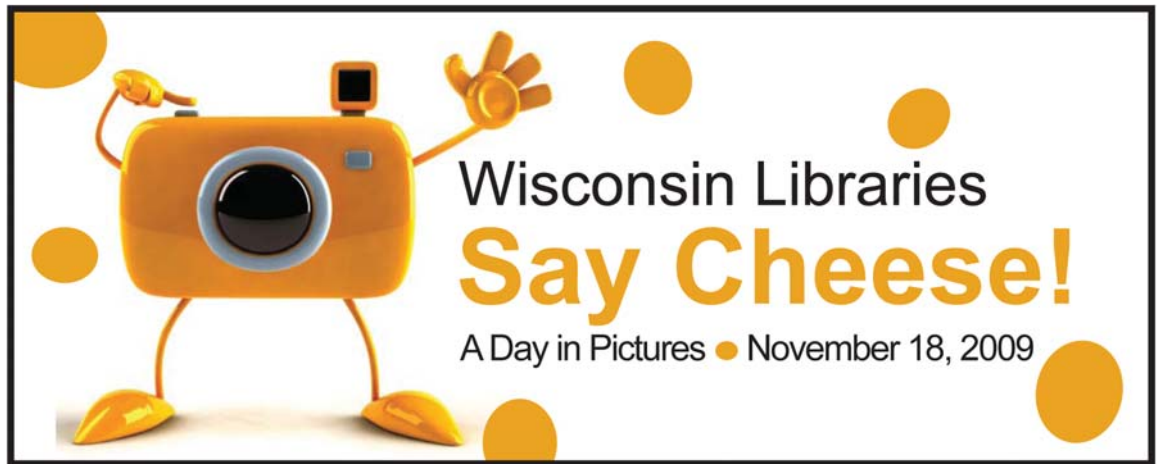
Wisconsin Libraries Say Cheese! is modeled after a successful program, Snapshot Day, produced by the New Jersey Library Association and the New Jersey State Library. We thank our New Jersey friends for sharing their advice and resources to help create our own Wisconsin photo event. We also appreciate the interest that ALA has taken in this program and look forward to sharing our experience with other state chapters who may want to undertake such a promotion.

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To see the photos, go to [www.wisconsinlibraries.org/saycheese/](http://www.wisconsinlibraries.org/saycheese/). And, if you wish to belatedly add photos, the Campaign Action Committee would welcome those additions. (Just remember to get photo permissions — also available online — and send those to the WLA office.)

### Advisory Committee

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## The Ordinary Philanthropist

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that title may imply.

So, as my year of chairing the Foundation comes to a close, and as I prepare to turn the presidency over to the capable hands of Anita Evans next year, I would like to ask each of you one more time to consider a donation to the WLA Foundation as part of your ordinary philanthropy. We do much,

but we could do more. We will be more successful with outside donors if we can show that we have a high percentage of our own membership among our givers. Our sincere thanks and gratitude for your past, present and future support of the WLA Foundation!

# WLA 2009 Scholarship Awards

The Wisconsin Library Association Foundation supports six scholarships for library education and library continuing education for WLA members and prospective students. The scholarships are awarded annually. The scholarship amounts vary and applicants must meet specific requirements for the scholarships as defined by the Wisconsin Library Association Foundation and the scholarship sponsors.

## Library Education Scholarships

The following library education scholarships were awarded in October 2009:

**Library Education Scholarship.** (An applicant for this scholarship must be a Wisconsin resident and attend a master's level program in library and information science at a Wisconsin school.)

LuMarie Guth received an award of \$1,300 to complete her master's degree in library and information studies at the University of Wisconsin-Madison. Her career goal is to work with government documents at the federal level. She hopes to work in a special library setting as a librarian at a U.S. military base after getting her degree in 2010.

**Diversity Scholarship.** (This scholarship is available to a Wisconsin resident who attends a master's degree program in library and information science at a Wisconsin school and who is African-American, Latino-Hispanic, Asian/Pacific Islander, of Native American/Alaskan Native descent or physically challenged.)

Kristina Gomez received an award of \$850 to complete her master's degree in library and information studies at the University of Wisconsin-Madison. Her ideal professional position would be as an outreach librarian either in a public or academic setting. She will complete her degree in 2010.

**Sally Davis Scholarship.** (This scholarship is available to a Wisconsin resident attending the University of Wisconsin-Madison School of Library and Information Studies.)

Gisela Newbegin was awarded \$1,250 to complete her master's degree in library and information studies at the University of Wisconsin-Madison. After completing her degree in 2011 she plans a career in

public librarianship.

**Vida Cummins Stanton Scholarship.** (This scholarship is available to a Wisconsin resident attending the University of Wisconsin-Milwaukee School of Information Studies pursuing a career as a school library media specialist or youth services librarian.)

Sarah Salvia was awarded \$1,400 in support of a master's degree at the University of Wisconsin-Milwaukee School of Information Studies. She plans a career as a school librarian after getting her degree in 2013.

## Library Continuing Education Scholarships

The following library continuing education scholarships were awarded in October 2009:


**George Bauer Continuing Education Scholarship.** (This scholarship is available to a person employed in a library in Wisconsin, or someone who works with library employees in those communities, to attend a conference or other continuing education program within or outside Wisconsin.)

An award of \$800 was given to Kate Hull, reference librarian in the Hedberg

Public Library, Janesville, to attend the Public Library Association 2010 National Conference in Portland, Oregon.

**Gloria Hoegh Scholarship.** (This scholarship is available to a person employed in a library in a Wisconsin community with a population of 5,000 or less, or someone who works with library employees in those communities, to attend a conference or other continuing education program within or outside Wisconsin.)

The amount of \$1,050 was available in 2009 for the Gloria Hoegh Scholarship and was awarded to two Wisconsin librarians. Susan Vater Olsen, director, Scandinavia Public Library, was awarded \$371 and Meredith Houge, director, Galesville Public Library, was awarded \$679 to support their attendance at the 2009 Wisconsin Library Association's annual Conference in Appleton.

Watch for photos and bios of our scholarship recipients in a future issue and online. 

—Peg Branson, WLA Scholarship Committee chair 2009



The WLA Foundation thanks LE Phillips Memorial Public Library in Eau Claire (John Stoneberg, director) for the gift of this display unit that made highlighting the WLA Foundation and Association activities so much more professional. Photo by Steven Platteter.

# 2009 WLA FOUNDATION CIRCLE CONTRIBUTORS

The WLA Foundation thanks these individuals for contributions made *and processed* through December 15, 2009. We appreciate your generosity and support! If you have made a

donation and do not see your name on this list, please contact Pat Eschmann at the WLA Foundation office (608-245-3645) or e-mail [eschmann@scls.lib.wi.us](mailto:eschmann@scls.lib.wi.us).

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\* Indicates 5 or more years of consecutive giving  
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## 2009 Silent Auction Donors

Thanks to our 46 silent auction donors of 103 items, the Foundation Silent Auction netted more than \$4,100 for the Campaign for Wisconsin Libraries! And of course, many thanks to all of you who set aside time during your busy Conference schedule to visit the Silent Auction and find that "perfect" item to bid on. The WLA Foundation appreciates all who participated, including those individuals who donated their time to making this year's Auction such a great success: Chair, Bernie Bellin, whose talent for design and display visually enhanced the presentation of the many donated items; Alice Sturzl, Mike Gelhausen, Anita Evans, Barbara Kelly, and Rick Krumwiede, among others, who helped during Pick Up & Pay and clean up.

Official thank you letters were sent to all item donors in December. Here are the 2009 Silent Auction Donors:

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