

Ceremony will be Nov. 10 in Middleton

Blitzke, Culvers to receive 2011 'Cornerstone Award'

In recognition of their lifetime of work in support of area libraries, including the South Central Library System Foundation, Bob Blitzke and Craig & Lea Culver will receive the "Cornerstone Award" at a Nov. 10, 2011, fundraising reception. The event will be held at Electronic Theater Controls, 3031 Pleasant View Road, Middleton, WI.

Get involved!

by **Linda Davis-Brown**,
Foundation President

I had occasion recently to speak with a friend from California, who works as a medical librarian at the University of California – San Diego.

We were best friends in high school and both worked in the high school library. We rode the school bus home, often with an armful of the newest novels, after cajoling the librarian into believing we would read them all over the weekend.

My friend reminded me that both of us had gotten into trouble for not getting chores done because we were drawn into the captivating and unraveling plots that were woven in the classics of our youth. Oh, how far we have come since those days of yesteryear! She talked about the layoffs and decreased services at the University as a result of budget cuts and an uncertain economy.

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"The Foundation's third annual award honors three people who have made significant contributions to the improvement of library service in their own communities, throughout the South Central Library System, and statewide," said Linda Davis-Brown, foundation board president.

The award is given to an individual or individuals who have had a significant and long-term impact on enhancing public libraries in South Central Wisconsin and represent the values and mission of the SCLS Foundation.

"Bob was the architect of the SCLS Delivery System, which is a national



Bob Blitzke

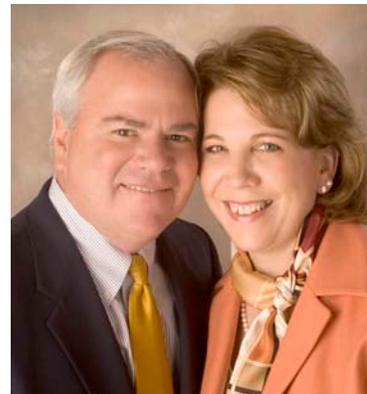
model that serves libraries statewide," Davis-Brown said. "He also played a vital role in the creation of the SCLS Foundation, serving as the development coordinator for two years."

According to Davis-Brown, this third annual Cornerstone Award Reception continues a fundraising tradition that has raised more than \$30,000 for the foundation in two years.

Craig and Lea Culver, co-founders of the 436-restaurant chain, based in Prairie du Sac, WI, have supported libraries statewide through the "Culvers Coloring Contest" as part of National Library Week, and have contributed countless coupons, t-shirts, and other items as reading prizes for the Summer Library Program. They also

have supported their local libraries, most recently donating their previ-

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Craig & Lea Culver

Foundation Annual Meeting is Oct. 10

The 2011 annual meeting of the SCLS Foundation will be held Monday, Oct. 10, at the SCLS Headquarters, 4610 S. Biltmore Lane, Madison.

Representatives from M&I Wealth Management will be on hand to explain fund performance for the year, and to answer questions.

For more information, contact Martha Van Pelt at (608) 246-7975.

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ous Support Center headquarters building to the Prairie du Sac Public Library. In recognition of the donation, the library will be named the Ruth Culver Community Library in honor of Craig’s mother.

“The kindness of Craig and Lea in donating this property served as a catalyst that finally allowed our community to move forward in planning a new facility for our very busy and over-crowded library,” said Prairie du Sac Public Library Director Jennifer Endres Way. “Located in the heart of Prairie du Sac, the property is significant as it supports efforts to reinvigorate the downtown by helping to make it an active community center and promote the success of neighboring businesses. The wonderful views of eagles over the Wisconsin River further add to the value of this gift, as does its proximity to

assets such as the Sauk Prairie Historical Society and the Blue Spoon Café.”

Craig and Lea Culver’s leadership and community support are also illustrated in their sponsorship of a statewide National Library Week program. “This year marked the 15th year that Culver’s has encouraged children throughout Wisconsin to visit libraries and participate in the joys of reading through this program,” Way said. “This year, Culver’s sponsored a new reading program during the school year for children, teens and adults at the Sauk City and Prairie du Sac libraries. It was extremely popular.”

This year’s host, Electronic Theater Controls (ETC), is a global entertainment and architectural lighting company dedicated to providing customers with the best and most innovative lighting products, services and solutions.

The company’s 325,000-square-foot headquarters in Middleton was built in 2004 and expanded in 2009. It is the hub of the company’s global operations and an homage to the art of lighting and entertainment. Visually a theater in its own right, ETC’s “Town Square” atrium (pictured) stages a 1940s street.

“Partnering with ETC to recognize the contributions Bob, Craig and Lea have made to



The atrium at ETC’s global headquarters in Middleton.

libraries is an honor,” Davis-Brown said. “The Cornerstone Awards are a fitting tribute to three tireless supporters of public libraries, and we’re especially grateful to ETC for hosting our reception in their beautiful facility.”

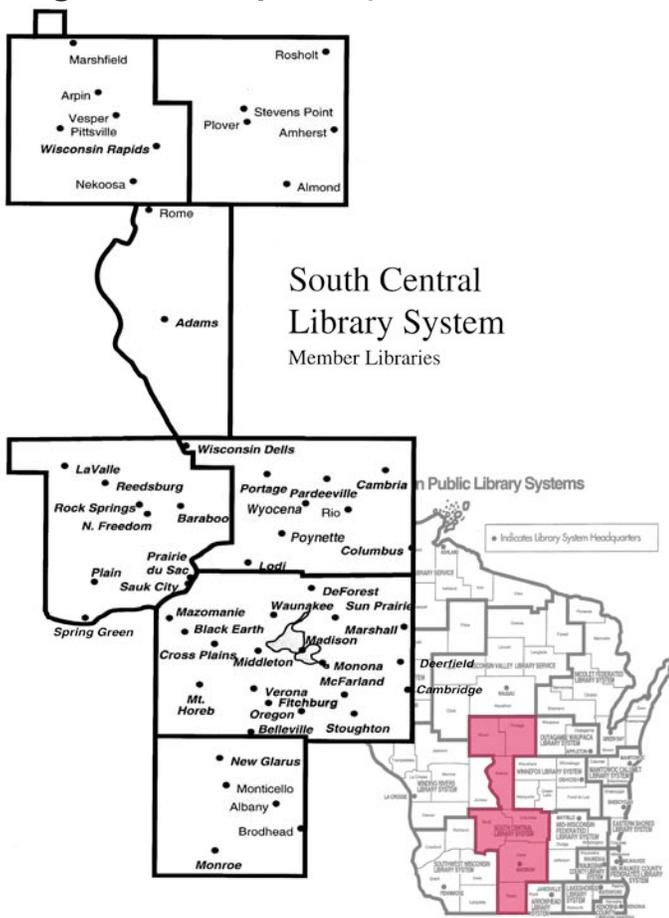
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Every library community is struggling to provide essential services to their patrons. We must find new avenues for raising the funding necessary to support these services.

The SCLS Foundation is working diligently to support member services, such as reading programs for youth and the elderly, and to provide resources for those who need retraining for the job market.

This is a time for all library supporters to get involved, not only by donating financial resources but by becoming advocates for libraries. Join a Friends group; volunteer at your local library; contact your legislature about giving libraries more funding; and as often as you can, read a good book.

Thank you for your partnership in our campaign to enhance public libraries!



Libraries need supporters to speak up

Financial contributions to the SCLS Foundation are much appreciated, and will help ensure that libraries can continue to address the needs of residents across the system.

However, there is also a need for all library supporters to lend their voices in support. To that end, SCLS and its member libraries have an ongoing project to do just that.

Called the “Speak Up for Your Libraries” campaign, it is as simple as providing your name, address (to verify your state senator and representative), and your email address.

Email addresses are added to our “speak up” list,



which now has nearly 2,300 people registered. We then use this list to send messages about important library-related issues.

Some messages are informational only, and others encourage people to take specific action like contacting a state legislator or local elected official.

This list also serves as a valuable tool for individual libraries because we can give them the email addresses of their customers.

To add your voice to the growing chorus, ask your library for a blue speak up card, or visit www.scls.info/pr/speak_up/.

SCLS Foundation Member Libraries

Member Libraries	% Share	Adjusted Market Value
Adams County Library	0.98%	\$3,960.33
Angie W. Cox Public Library (Pardeeville)	1.66%	\$6,687.72
Black Earth Public Library	0.16%	\$635.15
Brodhead Memorial Public Library	0.21%	\$859.32
Cottage Grove Community Library	0.19%	\$747.23
Friends of the Cambridge Community Library	7.43%	\$30,000.00
Friends of McFarland Library	0.30%	\$1,195.57
Jane Morgan Memorial Library (Cambria)	0.30%	\$1,195.57
Kraemer Library & Community Center (Plain)	0.16%	\$635.15
LaValle Public Library	0.43%	\$1,718.63
Lodi Woman’s Club Public Library	3.37%	\$13,599.62
Marshfield Public Library Foundation	0.30%	\$1,195.57
Mazomanie Free Library	13.95%	\$56,303.90
Monroe Public Library	39.02%	\$157,516.42
New Glarus Public Library	0.13%	\$523.06
Reedsburg Public Library	0.56%	\$2,241.69
SCLS Foundation	23.65%	\$95,446.48
Sun Prairie Public Library Foundation	7.07%	\$28,544.25
Wyocena Public Library	0.16%	\$635.15
Totals	100.00%	\$403,640.80

SCLS Foundation Contributors

These people have donated to the SCLS Foundation since Feb. 1, 2011. The category in which each is listed represents their total Foundation contribution to date.

Stewards – \$1,000 +

Judith & Gordon Faulkner
Stanley Talarek
Kathryn Trudell

Benefactors – \$499 - \$250

National Mutual Benefit

Friends – \$49 - \$1

Elizabeth Ivers
Robert Maier
Peter Sobol

Contributions for Specific Libraries

Friends of the Cambridge Community Library (\$30,000)

Lodi Woman’s Club Public Library

Alliant Energy (\$150)

Kraft Foods Matching Gift Program (\$200)

How your library can join

Foundation membership benefits abound

Finding additional sources of revenue is a common challenge among public libraries, and maximizing the benefits once those funds are obtained is another.

Fortunately for public libraries, the SCLS Foundation can provide assistance with both issues.

Because the SCLS Foundation is recognized by the Internal Revenue Service as a 501(c)(3) non-profit organization, SCLS member public libraries don't need to file for that status. Instead, residents can make tax-deductible contributions to your library and you don't need to bother with filing for 501(c)(3) status.

Another benefit is that the experts at M&I Wealth Management will help ensure that your contributions work for you. You don't have to become an investment expert, or hire someone to do it for you.

Finally, even though your donations are held by the SCLS Foundation, the money invested in your name belongs to your library. Aside from the M&I Investment management fee, and the SCLS administrative fee, your

library can get the money out any time you choose.

"We know that finding additional funding outside of local tax support is critical for the vitality of public libraries," said Linda Davis-Brown, SCLS Foundation president. "That's why we believe membership in the SCLS Foundation is such an attractive alternative for our member libraries."

Because SCLS has already done the organizational work for libraries, joining is an easy proposition. It only takes \$500 to join, and it's as simple as signing a contract and writing a check. A special segregated fund is created for each member library, and all donations in your name are placed into that fund.

"Regardless if whether you have a few hundred dollars to invest, a few thousand, or hundreds of thousands, the SCLS Foundation is a good fit for your public library," Davis-Brown said.

Learn more by visiting www.sclsfoundation.org, or by calling Martha Van Pelt at (608) 246-7975.



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