

*Ceremony will be Nov. 8 in Fitchburg*

## Barb Dimick to receive 2012 ‘Cornerstone Award’

In recognition of her service to Madison Public Library, and to the South Central Library System and its member libraries, Barbara Dimick will receive the “Cornerstone Award” at a Nov. 8, 2012, fundraising reception. The event will be held at Fitchburg Public Library, 5530 Lacy Rd., Fitchburg, WI.

“This is the Foundation’s fourth annual award, which honors 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 Trish Frankland, foundation board president.

The award is given to an individual or individuals who have had a sig-

nificant and long-term impact on enhancing public libraries in South Central Wisconsin and represent the values and mission of the SCLS Foundation.

Barb was the 15<sup>th</sup> director of the Madison Public Library, which was founded in 1875. During her 16 years as director, she oversaw the greatest period of growth in the history of the Madison Public Library, which included the:

- addition of the Alicia Ashman Branch;



- relocation of the Hawthorne Branch;
- reconstruction and expansion of the Lakeview Branch;
- refurbishment of the Meadowridge, Pinney, Monroe Street, and Hawthorne Branches;
- construction of the totally new and enlarged Sequoya and Goodman South Madison Branches;
- commencement of the campaign to renovate and modernize the Central Library; and
- laying the groundwork for new branches on the far east and far west sides of Madison.

—please see Barb Dimick on page 2

## Join us for Cornerstone reception

by **Trish Frankland**, President  
 SCLS Foundation Board

Can I invite you to have cocktails with me, through a column? Or is that too impersonal?

Because I really would like to have a drink with you at the Cornerstone Awards. I’d like to get to know you better. And I’ll bet there will someone there you’d have fun talking to (I won’t promise it’s me ... but I hope so!)

When I started working at the library, I thought this kind of event was for somebody else. Somebody more important. Somebody higher up in politics, or fundraising, or SCLS, or pretty much anything.

—please see Join us on page 2



## Barb Dimick is 2012 Cornerstone Award recipient—from page 1

As library director, Barb expanded community partnerships, increased technology access, and created a safe, democratic environment for people of all races, ages, and economic situations. When Barb began her directorship, the library owned only one computer. Today, its network has expanded to over 120 public machines that provide entertainment to teens, job searching tools to adults, and technological assistance to seniors.

Under Barb's leadership, initiatives with community-wide import were

born. Summer reading participation increased more than 120 percent through outreach to schools and pre-schools. An avid proponent of early

the Central Library. In 1995 she was appointed director.

"Barb's career in Madison is a testament to her hard work and

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*"Barb's career in Madison is a testament to her hard work and vision about the important role of the public library,"*

—Trish Frankland  
Foundation Board President

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vision about the important role of the public library," Frankland said. "It is indeed an honor to celebrate her contributions to library service, both in Madison and throughout the South Central Library System."

According to Frank-

land this fourth annual Cornerstone Award Reception continues a fundraising tradition that has raised nearly \$40,000 for the foundation in three years.

"This is the first year a library has hosted the Cornerstone Award, and we are excited to be working with Fitchburg Public Library," Frankland said. "The Cornerstone Award is a fitting tribute to someone who dedicated her life to librarianship, and we're especially grateful to Fitchburg Public Library for hosting our reception."

literacy, Barb established early childhood story activities and various programs that bring the library directly into Madison neighborhoods. As Barb puts it, "Getting the community access to library resources is the first and most important step."

Barb began her library work in Sun Prairie and liked it so much that she went back to the UW-Madison to earn a master's degree in library and information studies in 1979. She worked as a library assistant at Madison's Lakeview branch and then took over the youth services division at

## Join us

from page 1

But I was wrong! The SCLS Foundation Cornerstone Awards event is for YOU!

It's a night when we recognize the good works someone has done for local libraries. We raise a glass and honor them, we stand around and talk to one another, and we're reminded that librarians and library supporters are FUN interesting people.

This year, we're honoring former Madison Public Library Director Barb Dimick. If you've ever met Barb, please plan to attend this celebration of her library career. If you've never met Barb, come and introduce yourself.

Because we all have too many opportunities to sit in meetings, and not enough chances to hang out over a glass of wine and talk about the book we just finished. Or where we went on vacation. Or the funny thing the cat did yesterday. It'll be fun!

## Columbus joins Foundation

Columbus Public Library became a Foundation member with a \$136,000 initial contribution. It was a windfall for the library and currently it has no plans for using the donation.

"We're excited to become part of the SCLS Foundation," said Cindy Fesemyer, director of the Columbus Public Library. "Joining the foundation is a great way for us to be prudent investors, but without the hassle of having to become financial experts."

A primary advantage of Foundation membership is that libraries gain 501(c)(3) tax status with gift and memorial funds held in its endowment fund.

Section 501(c)(3) is a tax law provision for non-profit organizations. This special status can be important when raising funds because it allows tax deductions for some types of donors.

Please see your tax professional for information on tax-deductible donations.

# Foundation accepts stock donations

In response to an inquiry from New Glarus Public Library, the SCLS Foundation Board has agreed to accept stock transfers as a means of investing in the Foundation. The SCLS Foundation can accept virtually any publicly traded security into the SCLS Foundation portfolio.

## Foundation endowment fund tops \$107,000

It has been a goal of the SCLS Foundation to push its endowment fund past the \$100,000 mark, and that goal was realized in mid-2012. The July account statement shows that the SCLS Endowment has a total of \$107,269.36 (see below).

“We have reached a milestone in our fundraising effort,” said Trish Frankland, SCLS Foundation Board President. “This is especially significant because in late 2011 we allocated \$5,412 of our endowment to support the statewide purchasing pool for Wisconsin’s Digital Library.” (please see article on page 4)

lio. Once received, we will likely liquidate the stock and reinvest the proceeds consistent with the investment policy statement. This is an attractive alternative to cash donations as it allows the donor to contribute appreciated assets and avoid paying capital gains tax on the sale.

If you’d like more information about a donation of stock to the SCLS Foundation, please contact Martha Van Pelt, SCLS Director and Foundation Secretary.

## SCLS Foundation contributors

These people have donated to the SCLS Foundation since Feb. 1, 2012. The category in which each is listed represents their Foundation contribution to date.

### Stewards – \$1,000 +

Bob Blitzke & Jane Grogan  
Delta Properties  
Peter & Ann Hamon  
Stanley Talarek  
Kathryn Trudell

### Patrons – \$999 - \$500

National Mutual Benefit

### Benefactors – \$499 - \$250

Barb Dimick  
John & Ruth Boll  
Lauren Blough

### Sponsors – \$249 - \$100

Madison Community Foundation  
Oriental Shop

### Advocates – \$99 - \$50

AAUW Monona

### Contributions for Specific Libraries

**Columbus Public Library**  
(\$136,066.31)

**Mazomanie Free Library**

Marilyn Huset (\$35)

Jesse & Hally Kennedy (\$100)

## SCLS Foundation Member Libraries

Member Libraries	% Share	Adjusted Market Value
Adams County Library	0.71%	\$3,920.77
Angie W. Cox Public Library (Pardeeville)	1.20%	\$6,661.51
Black Earth Public Library	0.11%	\$609.05
Brodhead Memorial Public Library	0.15%	\$824.74
Cottage Grove Community Library	0.14%	\$766.04
Friends of the Cambridge Community Library	5.42%	\$30,134.12
Columbus Public Library	24.27%	\$134,891.46
Friends of McFarland Library	0.22%	\$1,218.10
Jane Morgan Memorial Library (Cambria)	0.22%	\$1,218.10
Kraemer Library & Community Center (Plain)	0.11%	\$609.05
LaValle Public Library	0.31%	\$1,712.96
Lodi Woman’s Club Public Library	3.29%	\$18,277.83
Marshfield Public Library Foundation	0.22%	\$1,218.10
Mazomanie Free Library	10.11%	\$56,170.17
Monroe Public Library	28.16%	\$156,503.83
New Glarus Public Library	0.49%	\$2,700.51
Reedsburg Public Library	0.40%	\$2,207.81
SCLS Foundation	19.30%	\$107,269.36
Sun Prairie Public Library Foundation	5.10%	\$28,320.92
Wycocena Public Library	0.11%	\$609.05
<b>Totals</b>	<b>100.00%</b>	<b>\$555,843.50</b>

## eBook usage increases in 2012

e-Books and downloadable audio books are gaining in popularity, and libraries within the South Central Library System are seeing dramatic increases in the use of resources available through Wisconsin's Digital Library (<http://dbooks.wplc.info>).

In late 2011 the SCLS Foundation Board allocated \$5,412 to support the creation of a statewide purchasing pool for e-books and e-audio (downloadable audio books) in 2012. The money supported member libraries, each of which provided financial support toward the creation of a \$1 million purchasing pool.

The buying pool, which dramatically expanded the titles available through Wisconsin's Digital Library, has helped spur usage of the electronic resources. In 2010, customers at SCLS member libraries checked

out 6,205 e-books. That number increased to 44,983 in 2011, and is expected to top 123,000 in 2012.



That represents a 175 percent increase over 2011. January to June actual usage was 61,761.

e-audio titles—primarily audio books—also were used in dramatically higher numbers in 2012. In 2010 SCLS-area residents checked out 49,284 audio titles, and that

number increased to 54,334 in 2011. The projected 2012 total is nearly 70,000, with a January to June actual of 34,969. That projected total would be a 29 percent increase over 2011.

“The \$1 million statewide purchasing pool was an aggressive goal,” said Martha Van Pelt, SCLS Director. “But it has had a dramatic impact on usage because of the significant increase in the number of titles.”

At an average cost of \$15.50 for the e-books being purchased, that means the Foundation contribution of \$5,412 purchased nearly 350 titles.

In addition to the \$5,412 allocation from the SCLS Foundation, the South Central Library System provided \$30,000, and member libraries contributed \$82,098. SCLS and its member libraries account for about 14 percent of the state's population but almost 19 percent of total 2012 WPLC circulation through June.