

FOUNDATION NEWS

Helen Matheson Rupp: Her Living Legacy



Helen Matheson Rupp

When Helen Matheson Rupp, the first woman executive at the Wisconsin State Journal, died in spring of 2010 at age 88, she left the Madison Public Library Foundation an unexpected – and unprecedented – gift: an unrestricted \$3,472,000 in her estate.

Libraries were instrumental to her work and personal life, according to those close to Rupp.

Ken Frazier, former Director of UW-Madison's General Library System, said "She believed that libraries were places that could inspire people... Her career was devoted to writing and reading—and she herself was a great example of someone who never stopped being interested in learning new things."

While still a student at UW-Madison, she began her career with the State Journal as a reporter and feature writer, later becoming Sunday editor in 1949 and assistant manager in 1957. Rupp's strong commitment to journalism ethics and the newspaper itself made her a valuable asset to the journal until her retirement in 1977.

Upon retiring, she was awarded the YWCA-Madison's Women of Distinction Award for community service, professional achievement, integrity, leadership, and dedication to the lives of others.

Matheson Rupp continued to write on a freelance basis for many years. She traveled extensively and remained active in several professional and community organizations related to reading, history and civic engagement.

Continuing the legacy she began during her life, Rupp's final gift to the community will live on far into the future. The foundation's board used \$1,472,000 to seed the campaign for the new Central Library and will name a portion of the new building to honor her generosity. To ensure support for the entire Madison Public Library system for years to come, \$2 million from the Rupp bequest has been reserved for the permanent endowment.

"Helen Matheson Rupp's generosity will have a long-lasting impact on Madison's public libraries and the people who rely on them," said Rick Chandler, President of the Madison Public Library Foundation Board, "And our plan is that through the new Central Library and the endowment generations to come will benefit from this amazing gift."

Peanut Butter & Jelly... Chips & Salsa... Milk & Cookies... Beer & Chocolate???

Rich, decadent, creamy... sounds like a dark chocolate truffle. Or is it a double chocolate stout? For its annual fall fundraiser, the MPL Foundation has teamed up with local brewers New Glarus, Furthermore, Ale Asylum, and Potosi and chocolate artisans Candinas and Gail Ambrosius Chocolatier to bring you an evening of both.

"Ex Libris: A Review of Beer & Chocolate" is sure to tantalize taste buds and feed curious minds of Madison food enthusiasts. Literally meaning "from the books," "Ex Libris" will celebrate foodie culture with beer and chocolate pairings, hors d'œuvres, and a look inside author Jim Miller's book, *The Eater Reader*. A silent auction featuring local businesses will wrap up the evening.



A REVIEW OF BEER & CHOCOLATE

An event benefitting the
*Madison Public
Library Foundation*

October 6, 2011, 6 - 8 PM
Boardman Law Firm Atrium



For more information visit
www.mplfoundation.org
or scan here with your
Smartphone.



Rick Chandler, President, MPLF

Inquiring Minds Your Questions Answered

Q: What role does the library play in a world of ever-advancing technology?

A: There's no doubt that technological changes are leaving a mark on the reading world. A recent study reported

that one in four respondents had transitioned to digital devices to read their favorite books or periodicals. Purchases of eBooks have increased more than 200% over the past year.

In light of these trends, it should be remembered that libraries aren't just about traditional books. They are about providing people with information, regardless of the method of delivery. Libraries use a wide variety of media to deliver that knowledge. The Madison Public Library has always delivered current technology – for example, LPs, CDs, and now mp3 players.

Continuing this approach, the library is adapting to the digital book trend. Did you know that you can now actually download books right from the Madison Public Library website? The library has a netLibrary of over 8,000 downloadable books, including audio books and reference databases

As technology changes, so does the role of the library. Beyond providing new ways to enjoy traditional media such as books, periodicals and music, the Madison Public Library also provides many technological services to members of the community, some of whom can't get them anywhere else - services such as free internet access, one-on-one computer assistance, and computer software training.

Anyone who has visited a Madison Public Library recently and seen the steady buzz of activity knows that libraries are busier and more relevant than ever. The short answer to the question is this: The Madison Public Library will embrace and supplement new technology, provide services that will always be in demand regardless of the technological climate, and - of course - always have the traditional version of your favorite books on hand.

"The Madison Public Library will embrace and supplement new technology... and - of course - always have the traditional version of your favorite books on hand."

We Want to Know... If you could have a beer (and chocolate!) with any author, who would it be and why?



Tom DeChant

Perhaps the most intriguing lunch would be with Stephen Hawking discussing the question of 'the shape' of time. If space-time is truly 'curved', perhaps some Warped Speed Ale from Lake Louie could straighten it out!

-**Tom DeChant** "Ex Libris" Event Committee Chair; Board Member



Jeff Schaefer

Author: Randy Mosher, Tasting Beer is the title of his book. I wouldn't have to pay for his class...! Cheers to Beer and Chocolate!

-**Jeff Schaefer**, "Ex Libris" Tasting Partner; New Glarus Brewing Company



Jim Miller

As a longtime fan of the American noir, I think I'd most like to have a beer with one of the famous detective fiction writers from the 30's and 40's. Someone really cool like Raymond Chandler or Dashiell Hammett. I can picture myself sitting at a booth in the dark corner of some bar, listening to these shrewd observers size up the local clientele.

-**Jim Miller**, "Ex Libris" Featured Author; UW-Whitewater Professor



Gail Ambrosius

Kurt Vonnegut. I started reading his books as a young adolescent and they intrigued me. I didn't realize the depth of imagination a great book could bring.

-**Gail Ambrosius**, "Ex Libris" Tasting Partner; Gail Ambrosius Chocolatier



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- **Alicia Ashman** 733 N. High Point Rd.
- **Hawthorne** 2707 E. Washington Ave.
- **Lakeview** 2845 N. Sherman Ave.
- **Meadowridge** 5740 Raymond Rd.
- **Monroe Street** 1705 Monroe St.
- **Pinney** 204 Cottage Grove Rd.
- **Sequoia** 4340 Tokay Blvd.
- **Goodman South Madison** 2222 S. Park St.

Book Club Corner



Book club with Jenni Collins, Executive Director, MPLF

I am Jenni Collins, Executive Director of the Madison Public Library Foundation and this is my book club.

Book club is something I look forward to each month - a time to talk with friends, share a good book and usually have some tasty treats too! Most of my book club friends come from the immediate neighborhood, so we love the fact that we can all walk to and from book club each month.

We have picked out books for the full year, and some of our members have already read all the books for 2011. This month we read *The True Memoirs of Little K* by Adrienne Sharp. Many of us enjoy the genre of historical fiction, and with this book we delighted in learning about the last tsars, the Imperial Court and the Russian ballet.

Personally I was fascinated by the juxtaposition of this month's book with the prior month's, *Devil in the White City* by Erik Larson. Both books began in the 1890's and presented an interesting contrast between a modernizing Chicago and a monarchist Russia. Discussion leaders keep us on task, but we always allow time for socializing and catching up with friends. Book club is my social, emotional and intellectual network.

Please share your book club story with us!

What is YOUR Book Club Reading?

Each quarter, a new book club in our community will be highlighted in our new feature – Book Club Corner. Email us at newsletter@mplfoundation.org to share what your book club is reading, or submit by mail or Facebook. Please include a photo!

As an incentive to share, the selected book club will win a gift card.

Annual Report

Our 2009/2010 Annual Report is live on the web! Visit our website or call 608.266.6318 to request a print copy.

Spare Change? Donate with Every Swipe!

Want a quick and easy way to give to the Madison Public Library Foundation? With each purchase you make, SwipeGood will round the total up to the nearest dollar and send us your change.

Visit our website for information on how to get started. Sign up before August 31st, and SwipeGood will donate an extra \$10 to the foundation!

Thanks For Your Feedback!

Your concerns and suggestions for our newsletter have been heard! In this issue, you'll find new elements and classic features, all in response to your comments. Help us as we continue to make improvements – send your thoughts and suggestions to newsletter@mplfoundation.org.

YES, I want to support the Annual Fund for Madison Public Library Foundation

Name: _____

Street: _____ City, State, Zip: _____

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I would like to receive my newsletter by mail _____ email _____ May we publish your name in recognition materials? Yes No

Please send your gift to:

Madison Public Library Foundation, 201 W. Mifflin Street Madison, WI 53703
OR make your gift online at mplfoundation.org and click "donate now"!

I'd like to make a gift/pledge of: \$35 \$50 \$100 \$250 \$500 \$1000 Other _____

Please designate my gift for "Learning for a Lifetime: The Community Campaign for a New Central Library"

My check is enclosed (made payable to Madison Public Library Foundation, Inc.)

Please charge my: Visa Mastercard Debit Card

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This gift is in honor of _____ This gift is in memory of _____

If you would like us to notify someone of your memorial or honorarium gift, please include their name and address below:

Teens City-Wide Sell Books for Central

If you had followed the chalk drawings a few hundred feet south of the Farmers' Market on July 23, you would have come face to face with a group of teen volunteers and several carts of books occupying the outdoor entryway to the Central Library.

The second of four Summer Saturday Book Sales was busy, despite the heat. Erin Montross-Erdmann, Assistant to the Teen Librarian and volunteer coordinator for the event, called the sale very successful noting that they had already raised over 200 dollars.

"People are really excited to see everything we have out here," said Montross-Erdmann. "We've gotten lots of requests for more books!"

Seated next to Montross-Erdmann, manning the cash table, were West High School student Maria Tennant and Hamilton Middle School student Manlu Lin. Even though Central Library isn't their primary branch—Tennant uses Sequoya and Lin frequents Ashman—the two volunteers were happy to help with the sale, because "it sounded like fun."

Run by teens, the benefits of the sales will go directly toward building the teen area in the new central library that will provide updated technology and more space dedicated to young adult collections.

Both volunteers expressed their excitement for the new Central Library. Why? "More books!"

The final Summer Saturday Outdoor Book Sale will take place on Saturday, August 20 at the Central Library from 9-12 PM.



Madisonians perusing carts of books outside of Central Library



Teen Volunteers (from left to right) Manlu Lin and Maria Tennant with Assistant to the Teen Librarian, Erin Montross-Erdmann

Meet your FRIENDS Group – Sequoya Library

Every Thursday morning, volunteers from the Sequoya Library Friends group haul, unpack and sort some 40 boxes of donated books for their monthly book sales in Westgate Mall.

Held the first Saturday of the month, the sales bring in large crowds of avid readers, from antique book collectors to parents with their children, keeping the volunteers busy. This energetic, dedicated group is made up of the "finest volunteers in the city of Madison," says Nadine Pfothenhauer, President of the Friends of Sequoya.

"The library works so hard for the community," Pfothenhauer said. "When we are able to give back, it builds the community even further."

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hours starting in September. A year after its grand reopening, the branch claimed the 2009 title for the highest circulation of any library in Wisconsin.

Much of The Friends' funding goes toward programming and other activities at the Sequoya branch, but their support reaches far from home. In the past, they have donated books to Hurricane

One of the Sequoya Friends' most recent contributions came in the form of a \$6,500 donation to the Madison Public Library Foundation to extend Sunday



Sequoya Friends "busy bees" sorting books at Westgate Mall

Katrina Relief Efforts, troops in Iraq and South African orphans with AIDS. This summer, even their Summer Reading Club is going global.

For every 600 bee stickers earned by children in Sequoya's summer reading program, the Friends will buy a beehive through Heifer International to help struggling families earn income through the sale of honey, beeswax and pollen.

For information on how to volunteer with the Sequoya Friends, contact Nadine Pfothenhauer at 271-0808.

Morningstar and Value Line Services Make Investing Easy

Investing can be complicated! Two of the library's most popular databases, the Morningstar Investment Research Center and the Value Line Investment Survey, can help. Both services offer different perspectives, making them valuable investment tools for anyone - from beginners to expert investors.

Morningstar, first known for its mutual fund ratings, has branched out into stocks, bonds, and ETFs. It has a Help and Education section complete with online training sessions, outlines and videos, and a series of teach-yourself lessons. You can read the advice of investment analysts as they follow a section of stocks and funds or check a 20-year history of prices and performance (great for finding stock prices at tax time!)

Value Line, originally known for its stock summaries and ratings, has also expanded to cover mutual funds and other investments. Value Line Investment Survey is split into three sections - Ratings & Reports, Selection & Opinion, and Summary & Index - which offer investors ratings and analyst reports of selected investments, give investment advice for the time period, and provide an index and screening tool to find investments that meet a particular criteria.

Both sources have recently added Industry information, so investors can read about trends that might affect a current investment or suggest a change in their overall strategy.

Why do we subscribe to both services? Many investors say they prefer to compare and contrast information and advice from both trusted sources, as each has a slightly different focus.

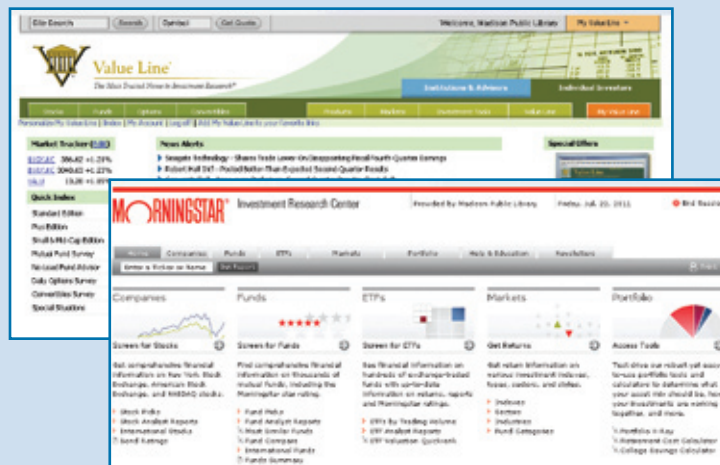
Access the databases on the library's web site. All you need is your library card!

Morningstar:

www.madisonpubliclibrary.org/databases/morningstar

Value Line:

www.madisonpubliclibrary.org/databases/value-line



Morningstar and Value Line Online Investment Tools

Upcoming Events

City Budget Meeting - Mon, Aug 22, 7-9 PM
Orchard Ridge UCC, 1501 Gilbert Road

Community meetings about the City of Madison budget are already underway. Residents have the chance to work with city staff, citizen committee members and other residents to determine priorities and discuss tax dollar spending. The Large Community Facilities & Parks (Recreation) meeting will include discussions about city library services. Learn more at www.cityofmadison.com/budgetprocess.

Annual Monroe Street Book Sale - Sat, Sept 17, 9:30 AM-4 PM
Monroe Street Festival

The Monroe Street Library League will hold its annual book sale during the 34th Annual Monroe Street Festival. The festival is an annual street sale and neighborhood celebration, with entertainment and children's activities. For more information, see www.MonroeStreetFestival.com.

Stay in the Know about the new Central Library

In November 2011, Madison's Central Library will temporarily relocate to 126 S. Hamilton St. to accommodate the construction of the new Central Library. The temporary Central Library will house a smaller collection consisting mostly of new and popular materials. The space will accommodate 22 public computers and the library will continue to offer reference and checkout services during all open hours. Find more information and sign up for email updates on the library's web site at www.madisonpubliclibrary.org/new-central-library.

Libraries All About Books – and Films!

Join us for two new film series about important topics in our community.

Alicia Ashman Branch - Food For Thought Film Series:

These award-winning documentaries cover a diverse range of issues about one of the world's most important life-sustaining resources: food. Food choices that we make as individuals have far reaching effects, not only on ourselves, but on our fellow men, animals, and the environment. Learn more at www.madisonpubliclibrary.org/special-series/food-for-thought.

Upcoming films:

Food, Inc. – August 19

The Garden – September 2

The Strange Disappearance of the Bees – September 16

Dirt: The Movie – September 30

Showings are at 7 PM on Fridays. Call 608.824.1780 to reserve your seats.

Sequoia Branch - Community Cinema Film Screenings:

The largest public interest outreach program in public or commercial television, Community Cinema is set to broadcast nine documentaries from the award-winning PBS series "*Independent Lens*" starting in September. The program screens films in more than 95 cities nationally, bringing together leading organizations, community members, and public television stations to learn, discuss, and get involved in key social issues of our time.

For more information visit www.pbs.org/independentlens/getinvolved. Keep an eye on the library's web site for specific show times.

And now, Introducing...



The Madison Public Library Foundation is proud to announce the “Learning for a Lifetime: The Community Campaign for a New Central Library” cabinet.

Chaired by author and journalist David Maraniss and library president Tripp Widder, the cabinet is comprised of a wide array of dynamic Madison community members, enthusiastic about the project and motivated to improve the whole Madison Public Library system by revitalizing its central hub.

What motivates Honorary Chair David Maraniss?

“Libraries are a very important part of my life. My sister is a librarian, an aunt and uncle were librarians, a cousin is a librarian, and my father, Elliot Maraniss, once declared that “my church is the public library.” I’ve used libraries to conduct research for every one of my ten books, including the downtown Madison library, where I did the initial readings that gave me the idea of writing a book about the 1960 Rome Olympics.”

Campaign Cabinet

David Maraniss, *Honorary Chair*

Author and Associate Editor , Washington Post

Tripp Widder, *Chair*

Attorney and Partner, Mohs, MacDonald, Widder & Paradise

Allen Arntsen

Attorney and Partner, Foley & Lardner LLP

Jim Bradley

President, Home Savings Bank

Andrew Burish

Managing Director, The Burish Group–UBS Financial Services

Dave Cieslewicz

Former Mayor

John Icke

Retired President, Icke Construction Co.

Nancy Mohs

Co-Founder, Placon Corp.

Peter Ritz

Attorney, Ritz & Caflisch, S.C.

Orange Schroeder

Co-owner, Orange Tree Imports

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