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Please send me information on bequests and planned giving opportunities.

A contribution to Madison Public Library Foundation, Inc. is tax-deductible as provided by law. You will receive a letter soon that serves as your tax receipt. Ten percent of unspecified gifts will be added to the Library's endowment, ensuring the continued well being of the Madison Public Library.

Thank you for your generous support!

Sequels...a quarterly communication from Madison Public Library Foundation, Inc.

Madison Public Library Branches
• Alicia Ashman 733 N. High Point Rd.
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• Meadowridge 5740 Raymond Rd.
• Monroe Street 1705 Monroe St.
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Sequels*

a quarterly communication

*continuation— Webster's Dictionary

Issue 2, Volume 3—November 2007



Dear Friends:

The Madison Public Library Foundation is proud to help Madison's libraries extend services, expand collections, and improve library buildings. Most recently, we have worked with a very generous donor to add:

- books on compact disc (fiction and non-fiction) for both adults and children
- general fiction for both adults and children
- readers and picture books for the youngest children
- non-fiction for adults and children, some current specialized topics including digital photography
- books with high interest to older teens and 20-somethings

To improve access the Foundation has joined with the Library Board and the Friends of the Monroe Street Branch to fund much needed improvements to that facility.

As you consider your annual gift to the Foundation, please note that we are working hard to make your library the best it can be.



WWW.MPLFOUNDATION.ORG is Here!

After several months of planning and designing, the MPL Foundation website is live and active!

WWW.MPLFOUNDATION.ORG provides surfers with the latest and greatest MPL Foundation programs, announcements and events. From learning about our board members, to information on planned giving, annual appeals and campaigns, to a calendar of events, to e-newsletters, to contributing on-line, it is all there and available for your use and convenience.

A grand thank you to Industry Connections, Inc. for designing our new site and to Tana Elias, MPL Web Librarian, who have spent countless hours working on fine tuning the site to make it available and user-friendly for the Madison community.

Be sure to check out WWW.MPLFOUNDATION.ORG soon! You will be glad that you did!

MADISON PUBLIC LIBRARY

Print Book Endowment Fund Established

The MPL Foundation is pleased to announce the establishment of a Print Book Endowment Fund. This fund has been established through a contribution by the Douglas Schewe Administrative Trust.

Douglas Schewe, a devout lover of music, art, poetry and literature, passed away in March 2006. Doug graduated from the UW with a B.S. in 1956. He also held graduate degrees in Journalism and in Curriculum and Instruction. He taught reading and English at Madison Area Technical College for 23 years until his retirement.

Doug was an avid reader. His primary interest was in printed books. According to a letter we received from him in 1999, "Reading a book encourages more personal involvement by the reader than that of other media. Video, for the non-critical reader, dictates too much: color, sound, movement, selections of views, personality, etc. Books and recorded books require more of the reader's imagination, which is often overwhelmed when in audio-visual presentations."

For information on how to establish an endowment fund, please contact the MPL Foundation office at 266-6318.



Elizabeth Moon Proctor Scholarship Fund 2007: Inaugural Year

The library world, and especially Madison Public Library, was well served when Betsy Proctor chose to pursue librarianship as a second career. Betsy enriched and enlivened Madison Public Library from 1967, until her retirement in 1996.

Betsy inspired many library careers through her intelligent and tireless dedication to public library service; her commitment to outreach and services to minority and institutionalized populations; her irrepressible, infectious laughter and her enduring friendships.

To encourage and assist Madison Public Library employees who plan careers in library and information studies, family and friends established the Elizabeth Moon Proctor Scholarship fund in Betsy's memory.

This year's recipient is Kathleen Elizabeth Baird. Kathleen is currently employed as a Page II at the Monroe Street Branch. Kathleen is honored to be the recipient of the Elizabeth Moon Proctor Scholarship for 2007. According to Kathleen, "Pursuing a career in public librarianship is a way for me to bring together my deep interests in social services and my love of learning." Kathleen will be pursuing her studies in the School of Library & Information Studies at the UW Madison.

The 2007 Elizabeth Moon Proctor Scholarship was presented on October 6, at the Lakeview Branch Library.

For information on establishing a scholarship or endowment fund, please contact the MPL Foundation office at (608) 266-6318 or at mplfoundation@cityofmadison.com.

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June 1-September 30, 2007

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The Remembrance Fund provides a meaningful opportunity for all of the many friends of the Library and Foundation to express love, care, joy, hope, concern and sympathy to family or friends.

Whether honoring family or friends on a special occasion in life or memorializing a loved one, the gift is one that will keep on giving for the many people served by the Library for years to come. Remembrance Fund gifts should be made payable to:

Madison Public Library Foundation, Inc.
and sent to the Foundation
at 201 West Mifflin Street, Madison, WI 53703.

Sequoia Branch Campaign Committee and Barnes & Noble are Partners

As we approach the holiday season, the *Sequoia Branch Capital Campaign* committee has partnered with Barnes & Noble to assist in our efforts in raising much-needed funds for our new building project.

On December 19 - 22, a book fair will be held at Barnes & Noble Booksellers, 7433 Mineral Point Road. The presentation of a voucher is all that is needed at the time of purchase. A percentage of your net sale will be donated to MPL Foundation to benefit the Sequoia Branch Capital Campaign. Please stop by the Sequoia Branch to pick up your voucher today!

Also, Sequoia volunteers will be staffing the Barnes & Noble gift-wrap booth on both Wednesday, December 19 and Saturday, December 22 from 10 a.m.- 8 p.m. Please be sure to stop by on these days where you will be greeted by Sequoia volunteers working to wrap gifts during this holiday season. Once again, all proceeds benefit the Sequoia Branch Capital Campaign.

Special Thanks... to the following presenters who gave of their time at special events in support of the Sequoia Capital Campaign.

🌸 Jeremi Suri

🌸 David Maraniss

🌸 Margaret George

🌸 Jerry Apps

🌸 Jim Fleming

Morningstar® Library Edition Available for Madison Residents

Beginning November 1, Madison Public Library and the Madison Public Library Foundation are offering a five-month trial of the Morningstar Library Edition financial evaluation service to library customers. If there is enough positive interest, the library will investigate purchasing access for library customers on an ongoing basis. Morningstar Library Edition will be accessible from November 1, 2007, to March 31, 2008 to anyone who visits a Madison Public Library location. The service will also be available remotely to any City of Madison resident who has a current public library card.

What Is Morningstar Library Edition?

For nearly two decades Morningstar® Mutual Funds™ has been and remains a valued print reference for researching, analyzing, and comparing mutual funds. Used by advisors and individual investors, it is one of the most popular financial reference tools in libraries.

Morningstar Library Edition incorporates the best of Morningstar data, analysis, technology, and information design. Individual investors can access and use all of the features and functionality in this online destination, including analyst reports of 2,000 mutual funds and nearly 2,000 stocks. An exceptional Education Center offers in-depth guides on five different topics that matter most to today's investor: retirement planning, college planning, investing during retirement, investing for beginners, and portfolio tips and tricks.

How Can I Participate?

If you want to use Morningstar Library Edition yourself or are interested in having someone demonstrate the Morningstar.com service to your financial or investment group, please contact Carla Dilorio at 266-6310 or email madisonlibrary@gmail.com. You will receive the information you need to access the trial during the last week of October. Trial participants will be asked to evaluate the product for the library and will be personally notified about the outcome of the trial.

The trial was purchased for the Library by the Madison Public Library Foundation.

Sequoia Capital Campaign Continues its Momentum

One of the greatest strengths of the Sequoia Branch Capital Campaign is the active involvement of its steering committee to energetically involve the community and residents that are served by the Sequoia Branch. In addition to the fund raising responsibilities that they have been charged with, the steering committee ably chaired by Jean MacCubbin and Gary Poulson, have been tirelessly working to provide special events in order to keep the development of the new Sequoia Branch in the public's eye.

The Author Events committee has successfully planned their fall season of book discussions. The Author Events committee includes Sheryl Popuch (Shorewood Hills), Rick Chandler (Nakoma), Russ Whitesel (Dudgeon Monroe), Mark Riordan (Hillfarms), Ann Michalski (retired Sequoia Branch supervisor), Judy Reed (Nakoma), Kathryn Maloney (Sunset Village), Jean MacCubbin (Co-chair of Sequoia Branch capital campaign), Nadine Pfothenauer (President, Sequoia Friends), and Judy P. Olson (President, MPL Foundation). Thank you to this committee for all their efforts on behalf of the Madison Public Library Foundation.

All programs unless noted were scheduled to be held at the Sequoia Branch Library at 7:00 p.m.

Tuesday, September 18

A discussion of Henry Kissinger and the American Century, by author Jeremi Suri.

Wednesday, September 26

Author Jerry Apps discussed his new novel, In a Pickle: A Family Farm Story.

Wednesday, October 10

Author Margaret George presented selections from her book with a talk entitled, "Where would Cleopatra have been without her Library of Alexandria? Queen or commoner, ancient or modern, the library has something for us all."

Thursday, October 18

Jim Fleming, Wisconsin Public Radio Host, made a presentation at the home of Sally and Mike Miley.

Thursday, November 15

Author David Maraniss will discuss his work as a writer.

A special thank you to the Sequoia Branch staff for all they have done and continue to do in helping with the logistics of these events and campaign activities.

Generous Gift for the New Sequoia Branch

A recent gift from the estate of Anne Paley Wolman will be used for "Anne's Place"—a hearth reading lounge at the new Sequoia Branch Library.

"Anne's Place", will incorporate the periodicals lounge and reading lounge, where a two-sided fireplace will add warmth and interest to both areas. Furnishings in "Anne's Place" will include comfortable chairs as well as study tables.

Anne Paley Wolman was a woman of stature within the Madison community. She raised her family of five in Nakoma, where the kids often rode their bicycles to the Sequoia Branch. She was an avid reader and was a huge believer in borrowing books. According to Anne's daughter, Ruth Henderson of Boulder, Co., the naming of "Anne's Place"—the hearth reading lounge at the new Sequoia Branch Library is meaningful to her family because, "If there is one thing all of us kids remember about our mom, it is that she loved reading and strongly believed in libraries. Her favorite reading spot at home was an old chair—reupholstered several times because she loved it so—next to our fireplace hearth. If you went looking for her, she was either there, or on the back porch, reading."



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We are almost 75% of the way there!

The Sequoia Capital Campaign committee is pleased to announce that we are almost 75% of the way to reaching our fund-raising goal of \$975,000. Thank you to everyone who has generously contributed to our campaign. We are confident that with everyone's continued support we will reach (and hopefully surpass) our goal by the middle of 2008!

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