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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!



201 W. Mifflin Street
Madison, WI 53703
608.266-6318
www.mplfoundation.org
Terrie Goren, Executive Director

Sequels*

a quarterly communication

*continuation— Webster's Dictionary



Judy P. Olson, President

Dear Friends,

On April 13, 2008 Neal Peirce published a column entitled "Libraries and New Americans: The Indispensable Link". He gives examples of the role that libraries have in assimilating foreign-born residents. You only need to browse the shelves of our Madison Public Libraries or listen to the conversations around you to realize the changing nature of collections and of users.

Not only are the collections and users changing but also the function of the library itself is evolving in order to meet changing community needs. Peirce's article points out that Carnegie built gymnasiums, boxing rings and swimming pools into some of these libraries in order to attract youth to books and reading. Now, in several communities across the nation, the downtown library is often a fun center with mixed uses for all interests. He goes on to say that the new model is more like a community front porch, inviting people in.

You'll see new and different emphasis as new libraries open in the next few years. Sequoia will have more emergent learning materials for the young as well as several features of green design. The South Madison Branch will increase its size and offer greater access to foreign language materials. The Central Library may consider a whole new redesign. And finally, planning will begin for a site on the far-east side on Cottage Grove Road.

It's an exciting time to fund-raise for interesting new approaches.

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

- 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 513 S. Midvale Blvd.
- South Madison 2222 S. Park St.

www.mplfoundation.org

Madison, WI 53703

201 W. Mifflin Street

Central Library

FOUNDATION, INC.



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MADISON PUBLIC LIBRARY

Special Donor Reception Held

A donor reception was held on April 10 at the Blackhawk Country Club. Invitees included those that contributed a minimum of \$500 to our 2007 Annual Fund. The evening was filled with camaraderie and support for the MPLF's mission of raising funds to extend and improve library services and collections, and make Madison's libraries more comfortable and welcoming for all.

The evening activities included the debut viewing of *The History of the Madison Public Library*, our new presentation written and narrated by local author, Stuart Levitan and a talk by our guest speaker, Professor Jeremi Suri, who discussed his new book entitled, "Henry Kissinger and the American Century".

The evening proved to be a successful and inspiring event for the Madison Public Library Foundation. As one attendee stated, "It is good to have programs such as this so that donors can see that others share your commitment and passion for the Madison Public Library." We are looking forward to next year's donor reception as we thank our \$500 and over donors to our 2008 Annual Fund.

Jeremi Suri is Professor of History at the University of Wisconsin-Madison. He is the author of the prize-winning book, *Power and Protest: Global Revolution and the Rise of Detente* (Harvard University Press, 2003) and the recently published *Henry Kissinger and the American Century* (Harvard University Press, 2007). He is also the author of numerous scholarly articles published in *International Security*, *Diplomatic History*, *Reviews in American History*, *Cold War History*, the *Journal of Cold War Studies*, and other journals. Professor Suri's research focuses on the cross-national connections between domestic social change and foreign policy-making. He is particularly interested in the role of ideas and institutions in shaping international manifestations of power and influence. Additionally, Professor Suri was recently honored and featured in the *Smithsonian Magazine* as one of the 37 Under 36 of America's Young Innovators in the Arts and Sciences.



Special Reception for Hawthorne, Pinney and Lakeview Endowment Donors Held

On Wednesday, May 14, a special reception to thank Robert A. Schmid for the establishment of the Hawthorne Branch Endowment Fund and the Pinney Branch Endowment Fund and to thank the Oreel Family for the establishment of the Lakeview Branch Endowment Fund. This reception was jointly sponsored by the MPL Foundation and the Friends of the Madison Public Library.

Amy Overby from the Madison Community Foundation spoke on behalf of the Madison Community Foundation, giving a brief overview of how endowment funds are established as well as the partnership between the Madison Public Library Foundation and the Madison Community Foundation. Following brief introductions of Robert Schmid and Shannon Oreel, the new video *The History of the Madison Public Library*, written and narrated by Stuart Levitan, was viewed.

The evening proved to be a meaningful event for the Madison Public Library Foundation. One goal of our strategic initiative established in 2007 is to double our endowment by 2012. Providing opportunities for establishing individual branch endowments brings us another step closer to achieving this goal while at the same time respecting donor's wishes of supporting a specific branch.

Thank you to Robert Schmid and the Oreel Family for supporting the Madison Public Library Foundation.



Questions, Questions, and more Questions.....

Things are really happening at the Madison Public Library! The Library Board is in the process of updating Facilities Planning documents to direct the library's future growth. In the interest of keeping donors informed on the progress of Madison Public Library expansion projects currently in various stages of consideration, here is a brief up-to-date synopsis.

- Sequoia Branch: The outer building for the Sequoia Branch Library is nearly complete. Work has begun on the interior. The new branch may open as early as Fall 2008.
- South Madison Branch: Plans continue for a new branch in the Villager Mall.
- Far East-Side Branch: Veridian Homes has donated land in the Grandview Commons Neighborhood and funding toward this project. The Library Board will be considering this proposal in future months as part of a current Board planning process.
- Central Library: The Library Board heard a proposal from T. Wall Properties to build a nine-story structure on the corner of Mifflin and Fairchild Streets. The new structure would include a 115,000 square foot. Central Library. On May 1, 2008 Library Board members approved going ahead with a request for proposals that would invite developer Terrence Wall and other developers to make a formal bid to buy and remake the site at 201 W. Mifflin St.

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Remembrance fund cont.

BUSINESS/ORGANIZATION DONORS

January 1 - April 30, 2008

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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.

**REMEMBRANCE FUND
MADISON PUBLIC LIBRARY FOUNDATION, INC.**

January 1 - April 30, 2008

In memory of Dorothy (Dottie) Grogan
James Bredeson and
Cheryl Becker
Carol Froistad
Ann Wallace

In memory of Bernard Schwab
Mr. and Mrs. Hulbert Pinkerton
Mona Schwab

In memory of Diane Worzala
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Queen of Peace Community

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Margaret Rentmeesters for her
years of dedication to the
Friends' Book Store

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honor of their grandchildren

Gale and Charlotte Ewald *in*
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of Josephine Feeney

Nancy Feingold *in memory of*
Sylvia B. Feingold

Jack and Nancy Foerst *in memory*
of Jack Richardson

Peter and Nancy Fribley *in*
memory of their parents

Jennifer Friedman *in honor of the*
new Sequoia Branch

Carol Froistad *in memory of*
Laura Linden

Doris Fuelle *in memory of Leland*
and Brad Fuelle

Bruce and Marsha Gregg *in*
memory of Virginia Graham

Jacquelyn Hank *in memory of*
Mary Jean Moldowney

Kirby and Mary Hendee *in memory*
of Megan Smith

Tom and Sherry Hershberger *in*
honor of Jesse, Rebekah and
Sarah

Fred Hinickle *in memory of*
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of their families

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Jan Tymorek *in honor of*
Stan Tymorek

Deborah Uecker-Etzler *in honor of*
Allison and Christina Etzler

Phyllis Young *in memory of*
E. Gordon Young

cont. pg. 7

Lakeview Branch Library Endowment Fund Established

The Madison Public Library Foundation recently received a generous gift as one of the beneficiaries of an IRA distribution from Barbara D. Oreel, a long-time resident of Madison. Barbara passed away in November 2006. Mrs. Oreel is survived by her two daughters Shannon (of Madison) and Caroline (of Sedona, AZ). Per her family's request, this gift was used in part to establish an Endowment Fund for the Lakeview Branch Library.

Mrs. Oreel had a true passion for Madison as well as helping others in need. According to her daughter, Shannon, "My mother and father moved to Madison in the early 70's from Chicago. She loved the size and beauty of Madison. My mother was a very empathetic person. She grew up quite poor, and although she did not feel that was a disadvantage for her, she knew for many people that it could be. She wanted to share her acquired wealth to help others in need."

As Barbara Oreel was an avid reader, Madison Public Library Foundation was chosen as a recipient of these funds. "My mother often bought books, but also used the library plenty. She knew how important books are, and wanted to share her love of books with others". Barbara Oreel was also a contributor to the Lakeview Branch Capital Campaign in 2002.

Gifts of cash and securities to the Madison Public Library Foundation, Inc. help keep the Madison Public Library a beloved part of our community. Gifts may be unrestricted and used for the highest priority needs of the Library, or may be restricted to use in specified programs, areas of service or a specific branch location.

An estate or endowment gift helps to ensure that the legacy of reading, learning and building community continues for future generations. An attorney or other estate planning professional can assist you in considering other planned giving vehicles. For additional information contact Terrie Goren, Executive Director, Madison Public Library Foundation, 201 West Mifflin Street, Madison, WI 53703; phone (608) 266-6318, mplfoundation@cityofmadison.org or visit www.mplfoundation.org.

Questions, Questions cont.

Library Board President Tripp Widder and Mayor Dave Cieslewicz have shown interest in Wall's proposal, a nine-story, glass-and-stone, multi-tenant building that would include a three-story library as well as retail and office space.

The May 1 decision by the board authorized Cieslewicz to create a committee of five to seven people to manage the request-for-proposals process, with the understanding that the majority of its members would be Library Board members.

It's not clear how long the process will take but Terrence Wall has said if selected as the developer, he could break ground as early as the winter of 2009. However, funding remains a sticking point, although Tripp Widder, Library Board President, is hopeful the Library Board's action will spur interest from private donors who may want to help pay for the new library. Under the city's current approach, the developer who buys the site and demolishes the existing building would then sell back part of the new building to the city as space for the new library.

With the May 1 vote, "We at least start down the path to figure out where we're going to get this money," Widder said.

Central Library officials have for years said the existing library suffers from a range of maintenance issues, including faulty heating and cooling systems, and does not provide enough space.

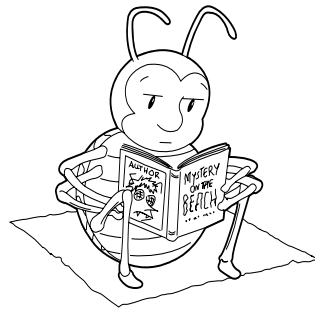
—taken from the May 1, 2008 *Wisconsin State Journal*

Your Contributions at Work

by Tana Elias, MPL Library Web Resources Coordinator

Foundation Supports Summer Library Program

Library staff are gearing up for the Summer Library Program, an annual event that reaches thousands of children and families each year. Starting June 2, preschoolers through eighth graders can sign up online or at any Madison Public Library location for this reading incentive program. For every five books or five hours a child reads, a prize will be awarded such as free tickets to a Madison Mallards game, a free coupon for Rocky Rococo's pizza, free passes to the Olbrich Gardens, a coupon for a free meal at Noodles & Company and a free book! Prizes and reading records for children to individually track their reading success, were made possible by a grant from the MPL Foundation and donated by area businesses. Stop by to register your child or grandchild for this annual event and celebrate reading in your family this summer. More information at <http://www.madisonpubliclibrary.org/youth>



Morningstar Investment Resource Center Available Online

After an extensive trial with public input, the library will purchase the online *Morningstar Investment Resource Center*. Madison residents, and those who visit a Madison Public Library, will have up-to-date, trusted information on over 23,000 mutual funds and 7,000 stocks available to them online with their library card. The library version of the database offers access to many popular premium features of Morningstar.com, including research and independent opinions on thousands of mutual funds, stocks, and exchange-traded funds, and also the same concise reports that are found in the printed Morningstar product.

Want to know more? Not so comfortable with a computer? Individual or group training sessions can be arranged through Tana Elias, Library Web Resources Coordinator, by calling 266-4953 or emailing telias@scls.lib.wi.us. The library would like to thank the MPL Foundation for their support in this trial and the purchase of the database – it was used 2157 times between November 2007 and April 2008 and received favorable reviews from trial participants. Find out more or access the database at <http://www.madisonpubliclibrary.org/ref/morningstar>

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—Myron Anderson, Madison and Arizona

It's Official at Sequoya Commons

On April 2nd the City of Madison/Madison Public Library closed on the purchase of the condo space for a new Sequoya Branch Library, part of the new Sequoya Commons development on Midvale and Tokay Boulevards.



The new long-awaited Sequoya Branch will occupy 20,000 square feet at street level in Sequoya Commons, a mixed use residential, retail and public library development. The Library is the first in Madison to seek LEED certification for a green building, and the building itself will serve as a demonstration project — educating library users about sustainable buildings. The Library will feature a special children's area with sections devoted to early literacy and family reading, an area especially for teens, and a hearth room for quiet reading. There will be a large community room for neighborhood meetings and programs, and smaller conference rooms for study groups, small meetings and tutoring. The new Sequoya will offer 30 Internet access computer stations with centralized printing, as well as full Wi-Fi availability for lap-top users, and the option of self-service checkout. Plus, of course, nearly 120,000 assorted books and media and, access to valuable proprietary informational and educational databases through the LINK system.

Miron Construction was awarded the contract for the build-out of the Library's condominium space, and will begin working soon from the plans and specifications developed by Engberg Anderson Design Professionals, the architects who, working with staff, will make this new, empty space a great library destination in the heart of Madison's west side. We hope to open the new branch in October; the Sequoya Branch will remain operational at its current site on Midvale Boulevard until the new space is ready for occupancy.

An active and very successful Sequoya Branch Fundraising Committee has been working with the Madison Public Library Foundation and has raised over a million dollars for this project, budgeted at \$5.6 million. Thanks to the generosity of major donors, Friends, neighbors, local authors, and the Foundation for helping to make this new branch happen.

