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Ceremony held Nov. 8 at Fitchburg Public Library

Barb Dimick receives 'Cornerstone Award'

Friends, family and peers gathered at Fitchburg Public Library on Nov. 8, 2012, to pay tribute to former Madison Public Library Director Barbara Dimick. She is the recipient of the fourth annual SCLS Foundation Cornerstone Award.

"The evening was a fitting tribute to a person who provided great leadership for Madison Public Library for 16 years, and who tirelessly promoted the cause of libraries throughout the South Central Library System and Wisconsin," said Trish Frankland, foundation board president.

The award is given to an individual or individuals who have had a significant and long-term impact on



Barb Dimick & Gary Poulson.

enhancing public libraries in South Central Wisconsin and represent the values and mission of the SCLS Foundation.

As library director, Dimick 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.

Presenting Dimick's Cornerstone Award was Gary Poulson, who at the

time was serving as the president of the SCLS Board of Trustees and was a member of the SCLS Foundation Board. Poulson said he first met Barb as a new Madison alderperson who wanted to serve on the library board.

"I was truly impressed by her professionalism and demeanor,"

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Move to First Business will benefit members

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

Trust me when I say that learning about this financial "stuff" is part of my professional development – I'm certainly not worrying about \$400,000 of personal investments, and this just isn't something they covered in my liberal arts education.



Which is why I'm always interested when our financial advisors attend a SCLS Foundation meeting to give a presentation and answer questions; it's their job to understand and follow fluctuation, strategy and returns.

At the January meeting, the

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Administration fee lowered to 1.57%

Funds now managed by First Business

In an effort to garner higher returns, lower costs, and better customer service, the SCLS Foundation Board has moved all invested funds to First Business Trust & Investments. The move was effective at the end of December 2012.

According to First Business' investment policy, asset allocation is by



far the most important component of investment performance and risk management. "We have built our firm around the idea of generating consistent, repeatable asset allocation decisions through all market cycles," says First Business' investment philosophy. "It is our belief that manager

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Dimick honored—from page 1

Poulson said. “From the very beginning Barb impressed me with her Director reports, which helped this rookie board member get up to speed on library issues and activities. It was clear to me that Barb had a long view on what our branch system could become.”

Poulson explained that Dimick and her staff had prepared a comprehensive and well thought out plan to improve every branch library. “The plan also acknowledged the possibility of new branches located in underserved and newly developing areas of Madison,” Poulson said. “To put this plan into action Barb needed to get buy in from the Library Board, city decision-makers and ultimately the public. Barb Dimick was successful on getting that buy in and support for the majority of the plan.”

According to Poulson, what was accomplished is staggering: an

expanded and remodeled Lakeview branch, an expanded Pinney branch, remodeled and improved Monroe Street and Meadowood branches, a brand new west-side Ashman branch, expanded the Hawthorne branch, relocated and expanded the Sequoya and South Madison branches, and set the stage for a newly remodeled Central branch set to open in the fall of 2013.

“Barb understands the importance of a library in a community or a neighborhood,” Poulson said. “A library is more than a just place to enjoy and retrieve interesting materials that educate and entertain. It is a focal point in a community.”

Echoing Poulson’s comments was SCLS Foundation President Trish Frankland, who also is a co-director at Lodi Woman’s Club Public Library. “Barb’s career in Madison is a testament to her hard work and 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.”

The Cornerstone Award Reception has raised nearly \$49,000 for the foundation in four years. This year’s event raised just over \$8,600.

First Business

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performance will ebb and flow over time, but consistent asset allocation can lead to above-average returns with below-average risk.”

At its January meeting, the SCLS Foundation Board voted to employ a relatively conservative asset allocation of 60% equity and 40% fixed income. This is the same asset allocation used with M&I Bank, but the First Business Trust and Investments average annual return since inception is 9.3%.

In addition to an expected higher return on investment, First Business is also charging a lower administrative fee, which means libraries will only be billed 1.57% annually for the administrative fee.

“We believe this change of investment managers will be a positive experience for those libraries with funds in the SCLS Foundation,” said Trish Frankland, foundation president. “Annual average rates of return with First Business signal a strong potential for higher earnings, and a lower administrative fee also helps generate higher returns.”

First Business Trust & Investments was established in September 2001 as a division of First Business Bank. Today, First Business has over \$650 million in assets under administration, with relationships ranging in size from a few hundred thousand dollars to more than \$30 million.

President’s column—from page 1

guys from our new team at First Business Bank came to review the Foundation’s investment goals with us. They are great at explaining things (so that even an English-major can understand), and I’m extremely satisfied with our decision to move the Foundation’s money to their care.

I encourage you to re-acquaint yourself with the SCLS Foundation and your library’s investments. Even in the worst of times the investments have maintained a positive direction, and with First Business management I’m confident we’re heading for even brighter days.

Additionally, this change has allowed us to reduce the administration cost to member libraries – a win-win in my book. Some of the advantages for libraries include:

- Professional money management at a low cost (1.57% admin fee)
- Higher rate of return due to the pooled money from 18 libraries plus SCLS Foundation
- Hassle-free 501(c)(3) status for your library
- Easy access to your money (withdrawals available anytime, as needed)

If your library board has a “nest egg” it’s maintaining, you should consider the Foundation as part of your strategy. I’d love to attend one of your meetings to explain the advantages to your trustees, and feel free to contact me with specific questions.

Because remember, I’m a librarian: if I don’t know the answer, I can certainly find it!

SCLS Foundation contributors grow endowment

These people have donated to the SCLS Foundation since Oct. 2, 2012. The category in which each is listed represents their total Foundation contribution to date.

Stewards – \$1,000+

Bob Blitzke
Tom Brown
Phyllis Davis
DEMCO
First Business Bank
J.H. Findorff & Sons Inc.
Peter & Ann Hamon
Jane Morgan Memorial Library
Denise Marino & Herb Paaren
Janet & Thomas Pugh
Stanley Talarek
Kathryn Trudell

Patrons – \$999 - \$500

Lauren Blough
James & Nancy Dast
Barb Dimick
Carla Dilorio
Anne Iwata & Darren Stucker
Katharine Lyall
Stef & Josh Morrill
Brad & Maureen Palmer
Woodman’s Food Markets
Tom & Marykay Zimbrick

Benefactors – \$499 - \$250

Victoria Billings
Bob Cohen
Phil Cox
Karen Faster
Carol Froistad
Fred & Jennifer Harrington

Kirsten Houtman
Clement & Kathleen Imhoff
Michael Nonn
Dave Odahl
Gary Poulson
Brinnan Shaffer
Lisa Strand & Andrew Gaylor
Martha Van Pelt
Theodore Widder
Sharon Zindars

Sponsors – \$249 - \$100

James Block & Terese Allen
Bob Bocher & Mary O’Connor
Nancy Brien
Charles Bunge
Joe & Jan Carter
Mary Davidson
Mike Furgal
Mark & Rebecca Ibach
Mary Knapp
Madison Public Library Foundation
Mark Miller
Oriental Shop
Louise Robbins
Claire Rynders
Bob Stack
Mary Williamson
Bob Wills
Denise Anton Wright

Advocates – \$99 - \$50

Judy Ashford
Mary Berthold
Peter Berthold
Pamela Bosben
Cynthia Fesemyer
Terance & Lindsay Hyland
Cal Potter
Margaret Navarre Saaf
Rebecca Steinhoff
Bill & Kathleen Zimdars

Friends – \$49 - \$1

Tsai-Fa Cheng
Marilyn Huset
Carolyn Shaffer
Pamela Westby

Contributions for Specific Libraries

Lodi Woman’s Club Public Library
Campbell Scientific (\$3,700)
Kraft Foods Matching Gift Program (\$200)

SCLS Foundation Member Libraries

Member Libraries	% Share	Adjusted Market Value
Adams County Library	0.73%	\$4,166.037
Angie W. Cox Public Library (Pardeeville)	1.23%	\$7,078.18
Black Earth Public Library	0.11%	\$647.15
Brodhead Memorial Public Library	0.15%	\$876.32
Friends of the Cambridge Community Library	5.59%	\$32,019.02
Columbus Public Library	25.01%	\$143,328.95
Cottage Grove Community Library	0.14%	\$813.96
Friends of McFarland Library	0.23%	\$1,294.30
Jane Morgan Memorial Library (Cambria)	0.23%	\$1,294.30
Kraemer Library & Community Center (Plain)	0.11%	\$647.15
LaValle Public Library	0.32%	\$1,820.10
Lodi Woman’s Club Public Library	4.08%	\$23,410.66
Marshfield Public Library Foundation	0.23%	\$1,294.30
Mazomanie Free Library	10.43%	\$59,788.63
Monroe Public Library	29.01%	\$166,293.17
Reedsburg Public Library	0.41%	\$2,345.91
SCLS Foundation	21.88%	\$125,381.95
Wyocena Public Library	0.11%	\$646.76
Totals	100.00%	\$573,146.84

Joe Carter is new Dane County representative

Joe Carter, who brings a wealth of business and civic experience to the table, is a new Dane County representative on the SCLS Foundation Board. Joe joins the Foundation Board in parallel to his recent appointment to the SCLS Board.

As a resident of the city of Madison since 1976, Joe and his wife Jan have been active supporters of the libraries in Dane County and surrounding counties. They raised their family in the far southwestern part of Madison and continue to stay

involved in the community through numerous volunteer activities. Currently, Joe is a Senior Project Manager for Alliant Energy with past experience with TDS, Dean Heath Systems, Grant Thornton, IBM and several years as a high school teacher.

Joe has an MBA in Finance and Marketing and is also a certified Project Management Professional. His consulting experience includes guid-



Joe Carter

ing many prominent local businesses in the development and implementation of strategic and growth planning initiatives. Joe's hobbies include hiking, traveling, reading, photography and cabinetmaking. He brings a discriminating perspective

to the Board with a focus on business management, balanced investments in the community and a watchful eye on the innovative uses of emerging technologies within SCLS.

"We welcome Joe to the Foundation Board," said Trish Frankland, Foundation Board president, "and we look forward to leveraging his perspectives in our mission to fund the growth of our libraries through our Campaign to Enhance Public Libraries."

2013 Cornerstone Award nominations sought

Each year the SCLS Foundation presents the Cornerstone Award 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.

Help us recognize deserving individuals by submitting names for 2013. Send names to mibach@scls.lib.wi.us, and include an explanation of how they meet the award criteria. The nomination deadline is June 1, 2013.