



WISCONSIN
HISTORICAL
SOCIETY

Columns

**SPECIAL
ISSUE**

SPECIAL ISSUE
DONOR THANK YOU | 2012-2013

IN THIS ISSUE:



2
A Message
from the
Director



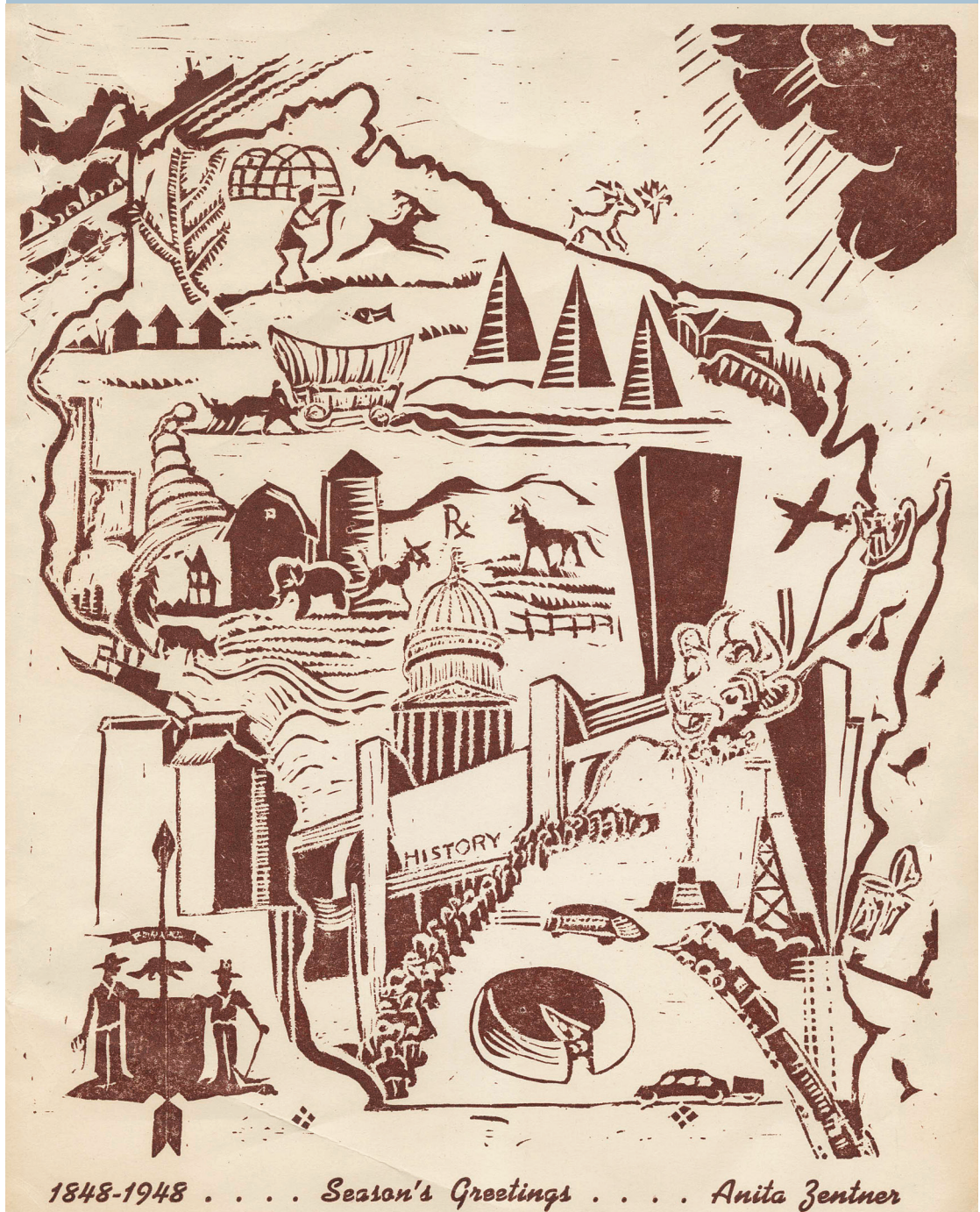
3
Your Impact
by the
Numbers



4-7
Special Thanks

- 4 Heritage Circle
- 5 Membership
- 6 Supporting Partners
- 7 Robert B.L. Murphy Legacy Circle
- 7 Long-term Members

*Collecting, Preserving
and Sharing Stories
Since 1846*



1848-1948 Season's Greetings Anita Zentner

Your generous support provided \$4.2 million in critical funding for the Wisconsin Historical Society's ongoing education, genealogy, local history and historic preservation programs, historic sites and museums activities, and the preservation of the priceless evidence of Wisconsin's heritage.



Ellsworth H. Brown
The Ruth and Hartley Barker Director

A Message from the Director

THIS SPECIAL ISSUE of Columns provides an opportunity for the Wisconsin Historical Society to convey three things within the framework of the 2012–2013 fiscal year: first, acknowledge and thank you for your financial support; second, provide statistics that illustrate key achievements; and third, extend gratitude to the Society's partner, the Wisconsin Historical Foundation.

We begin by acknowledging the indispensable role of the Wisconsin Historical Foundation, the Society's right arm. Its 14 employees, led by Executive Director Diane Nixa, manage all membership and donor matters, including communications and record keeping. Much of what you read in this special issue was achieved by the Foundation; many of your connections to the Society come through and are enhanced by the Foundation.

I particularly want to thank Dave Stoeffel, immediate past President of the Foundation, for his leadership and welcome Chris Berry as the Foundation's new President.

We especially want to thank you, our members, for helping to make the work of the Society possible. This is no light matter, since fully 40% of the Society's \$23.1 million budget comprises gifts, grants and earned income.

As for achievements, it was a very good year.

The new Wade House Visitor Center and Wesley W. Jung Carriage Museum opened in June 2013, boosting attendance dramatically and helping visitors see, hear, feel and smell what the world of horse-drawn transportation was like. Through the program *Life on the Farm* at Old World Wisconsin, visitors discovered firsthand how Wisconsinites worked and lived over a century ago.

Our Library-Archives Division acquired the electronic archives of *The Wall Street Journal* from its inception through 1992 and the influential *New York Tribune* and *New York Herald-Tribune* (1841–1962). As a result, you have access to newspapers that dramatically influenced United States public policies and are of interest across academic disciplines including history, economics and journalism.

The Wisconsin Historical Museum opened *You are Here: Maps and Meanings*, an exhibition that displays a variety of striking, intriguing and revealing maps from the Society's renowned collections to provide visitors with a unique view of Wisconsin. The Society also scanned, tagged and published more than 3,000 maps (1584–2010) for anyone to view on wisconsinhistory.org/libraryarchives/maps.

The Society's Maritime Preservation program conducted an underwater archaeological survey of the cargo ship, *Australasia*, which sank in 1896 off the shores of what is now Whitefish Dunes State Park.

The Society Press published award-winning books, including *Bottoms Up: A Toast to Wisconsin's Historic Bars & Breweries* and *Green Bay Packers: Trials, Triumphs, and Tradition*, which provided countless readers with fresh perspectives on historic topics.

These were but a few among many of the successes you helped make possible.

The Society and its Foundation listen carefully to your input. Over the past year, one message was clear — you want the Society to increase its presence in communities throughout the state. As a result, the Society is committed to expanding its offerings — exhibitions, educational programs, lectures, book signings and performances — throughout Wisconsin, building on over 400 public or consulting appearances our employees register through the State each year.

We gratefully acknowledge your generous support, which made such a positive difference in so many people's lives last year. Because of you, the Society is able to share more stories, with more people, in more places than ever before. Thank you.

Ellsworth H. Brown
The Ruth and Hartley Barker Director

Columns

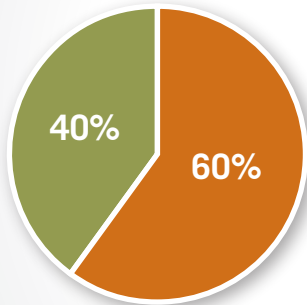
Bob Granflaten, Editor
Composure Graphics, Designer

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The image on the cover shows a holiday card of the history of the State of Wisconsin, 1848–1948. Wisconsin Historical Society Image #80208. Greeting Card Collection, circa 1850–1982

Your Impact by the Numbers: 2012–2013 at a glance

\$23,100,000



Wisconsin Historical Society annual operating budget

- State funding
- Gifts, grants and earned income

11,293
Wisconsin Historical Society Members

as of June 30, 2013

From all **72** Wisconsin counties, **49** states, and **8** countries around the world



43 people have been Society members for 25 years or more (see page 7)! And 4,534 donors have contributed 9 out of the last 10 years.

members only

Members attended exclusive events in **8** Wisconsin cities including Appleton, Eagle, Green Bay, Greenbush, La Crosse, Madison, Milwaukee, and Rhinelander.

Plus hundreds of other **Wisconsin Historical Society** activities all over the state.

Over three million served

through the Society's library, archives, historic sites and museums, historic preservation and local history programs, publications and school services both in person and online at wisconsinhistory.org.

The Society is home to the largest collection in the world devoted to North American history.

Accomplishments you made possible:

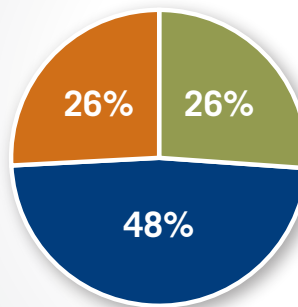
- More than 10,500 students from across the state participated in National History Day in Wisconsin
- The new Wade House Visitor Center and Wesley W. Jung Carriage Museum opened in June 2013
- 17 Wisconsin Historical Society Press books were published
- The award-winning *Wisconsin Magazine of History* was distributed to over 12,000 readers each quarter

13.6%

of members made a special gift above and beyond their membership dues, providing crucial support for the **Wisconsin Historical Society**

\$4,188,268

Total amount raised through private donations from July 1, 2012 to June 30, 2013



- Membership
- Gifts and grants for Society programs
- Capital projects

Donor Thank You

2012–2013

The following contributions represent cumulative gifts of \$250 or more to the annual fund from July 1, 2012 through June 30, 2013.



Laura Kohler and
Ruth DeYoung Kohler



Claire and Marjorie Johnson



Konrad and Mary Jo Testwuide



David and Julia Uiblein

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\$25,000 and more

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John and Marilyn Bernd
Thomas and Karen Binder

**In Memoriam*

Act Now—the IRA Charitable Rollover Act Expires December 31, 2013

The rollover provision, which was extended to December 31, 2013, allows individual taxpayers 70½ years and older to donate up to \$100,000 from their individual retirement accounts (IRAs) and Roth IRAs to charitable nonprofits, like the Wisconsin Historical Foundation, without having to treat the withdrawals as taxable income.

The giving incentive is particularly important to individuals who do not claim itemized deductions on their tax return because the funds are sent directly to the Foundation from IRA accounts and are never counted as income. If you have retirement assets in a 401(k), 403(b) or other qualified plan, you must first roll them into an IRA before a transfer can be made directly from the IRA to the Wisconsin Historical Foundation.

“The IRA charitable rollover will count toward your Required Minimum Distribution (RMD) for 2013,” said Sarah Milestone, director of individual and planned giving at the Foundation. “Timely planning — before you take your RMD — is important. There is no guarantee that this provision will be around next year.”

If you have questions about the IRA Charitable Rollover or would like information about including the Foundation in your estate plan, please contact Sarah Milestone at (608) 264-6585 or email sarah.milestone@wisconsinhistory.org.



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“History repeats itself, and it is through studying how we develop culturally, ideologically and technologically as a society that we can better understand our present situation and plan for the future.”
 –Barbara Rutkowski, member since 2004

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**In Memoriam*

“History can inspire us to contribute to our community. Generations of stories teach us how we can make a difference. These stories help us appreciate who we are and why; and it enables wisdom if we are open to learning.”
—Ann Engelman and Andy Yocom, members since 2011



Paul Pitas of Culver's congratulates a 2013 National History Day Finalist

Ann and Dean Bowles with Sarah Milestone

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"Stories are powerful vehicles for understanding values, beliefs, hopes, fears, successes and failures. In this, the study of history is much like the study of literature. It is a way of answering the old question, 'What does it mean to be a human being?'"

—George Findlen, member since 1999

ROBERT B.L. MURPHY LEGACY CIRCLE

The Wisconsin Historical Foundation is pleased to acknowledge those who have included the Society in their estate plan.

Anonymous (28) • George R. Affeldt, Jr. • Peggy Ahlgren • David H. and Nancy K. Aronson • Judge Thomas H. and Jill B. Barland • Nancy Marshall Bauer • Dr. Stephen J. and Dr. Miriam R. Bensman • Todd I. & Betty J. Berens • Will and Ruth Bloedow • Patricia Anne Boge and R. Jerome Boge • Ann and Dean Bowles • Carole A. Brandt • Joyce E. and Thomas L. Bruckner • Robert W. Chase • Mary Jean Cronon • Ellen and Gerald DeMers • Stephen P. and Jennifer Eager Ehle • George H. Elder • Nancy and Gil Emmert • Jeanne L. Engle • Richard A. Erney • Mark and Janet Gajewski • Dick Grum • Richard C. Haney • Mrs. Carroll A. Heideman • Lorenz Heim • Mark and Melinda Heinritz • Jack O. Holzhueter • Carolyn and Wm. Pharis Horton • Mrs. Peter D. Humleker, Jr. • Susie Fritz Jablonic • Joe Joas • Tom H. Kalinke • Joan B. Key • Ann L. Koski • Stanley Kutler • Mr. and Mrs. Roy C. LaBudde • David and Helen Laird • Richard and Joan Leffler • Robert and Dorothy Luening • Linda L. Marcinowski • Ann M. McNeal • Peter J. and Lisa A. Moris • Dr. and Mrs. H. Nicholas Muller III • Tess Mulrooney • Ruth E. Munz • Judy K. Nagel • John and Lyn Otterstein • Allan and Patty Patek • Richard L. and Marjorie Hannon Pifer • Patricia J. Popple • Gregory Postles • James S. and Ann Wartinbee Reeve • Mary and Irvin Sather • Michael Schmudlach • Tony and Mickie* Schmudlach • Ruth M. Schoenfeld • Donna J. Sereda • Judith Siers-Poisson and Jean-Marc Poisson • John C. Street • Dawn and David Stucki • Donald E. Swinton • Natalie Tinkham • Carol T. Toussaint • George L. Vogt • Laurie A. Wermter • Rev. Charles E. and Mrs. Ruth Werth • Carlyle H. Whipple • Barbara and Ted Wiley • Robert S. Zigman • Murphy Desmond S.C.

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The Wisconsin Historical Foundation is pleased to acknowledge those who have contributed consecutively for 25 years or more.

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**In Memoriam*

Though space requires that we limit our listing, the Society benefits from many gifts of less than \$250. Regardless of the amount, all donations and memorials play a critical role in advancing the mission of the Wisconsin Historical Society. We thank all of our donors for their generous support.



Columns

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Periodical Class

Did you know?

- West Virginia is the only state without a Wisconsin Historical Society member.
- The youngest member of the Wisconsin Historical Society is seven years old, and the oldest is 102.
- Three prizes have been given away to Wisconsin Historical Society Facebook fans in the last six months. Find us at facebook.com/wisconsinhistoricalsociety.



On behalf of all of us at the Wisconsin Historical Foundation, thank you for your support.

Sign up for the Society's e-newsletter!

Get all the latest Society news, information and upcoming events delivered to your email inbox every Friday morning. The e-newsletter will also point you to popular features on our website including Odd Wisconsin and This Day in Wisconsin History. Sign up at wisconsinhistory.org.