JOIN US FOR THE UNIVERSITY LEAGUE FALL COFFEE

Wednesday, September 22, 2010
Nakoma Golf Club, 9:30 a.m.
4145 Golf Club Road, Madison

Speaker: Joann Peck
Associate Professor of Marketing
UW-Madison School of Business

Presentation: Please Touch the Merchandise. How Your Sense of Touch Can Influence Your Purchase Decisions

Joann Peck, Associate Professor of Marketing at the UW-Madison School of Business, will present *Please Touch the Merchandise. How Your Sense of Touch Can Influence Your Purchase Decisions.* Based on her research of haptics (the sense of touch) and consumer behavior, she will explain that some people are more motivated to touch than others, that some products/situations encourage touch, and (contrary to your mother’s warning) why retailers hope that you do touch the merchandise!

Come, greet your friends, sign up for an Interest Group, and learn about the importance of touch.

We will begin with a continental breakfast that will include assorted pastries and fresh fruit, along with coffee, juice, and tea. The cost is $13 per person (check payable to The University League, Inc.) to be sent by September 15 with the reservation form (page 7 of this newsletter) to:

Cynthia Benevenga
6410 Appalachian Way
Madison, WI 53705
Welcome to the 2010-2011 year.

Thank you all for promptly renewing your membership and continuing to participate in our 109-year old University League Community. I am grateful to all of you who help University League in a myriad of ways, ranging from giving scholarship money to hosting or chairing an Interest Group, serving on a committee, or serving on the League Board. University League is an all volunteer organization. We would not exist without you.

I especially want to thank everyone who gave scholarship money with their Pay in May renewals. The newsletter includes a list of Pay in May donations through July and other recent donations.

I hope that you will take time to look at the University League Yearbook, which includes the membership directory and a useful front section that summarizes League’s activities. The Yearbook gives specifics about the League’s 24 Interest Groups and 12 Volunteer Opportunities. In addition to describing the scholarship program, it specifies the amounts of money the University League gave to each college and other entities within the University. Finally, the Yearbook has specific information on the coming year, including a Calendar of Events describing the five general membership meetings, a Board and Committee list, and another letter from the President (which I hope you will read).

The Long-Range Planning Committee is addressing some of the challenges facing University League, including the shrinking membership and volunteer pool. Please take time to fill out and return the enclosed survey. The more members that respond, the more accurately the final recommendations will reflect member preferences. The survey provides an opportunity for you to shape the future of League.

We need all of your help to recruit new members. Please tell your friends about University League and bring them to an Interest Group, the Fall Coffee, or other League events. Submit names of potential members to the membership chair, Helen Lackore (233-3902). You are our best ambassadors for League. Only with everyone’s help can we recruit members.

Come to the Fall Coffee on Wednesday, September 22, at 9:30 at Nakoma Golf Club, to renew friendships and hear Professor Joann Peck’s “Please Touch the Merchandise.” At the Coffee, visit the Volunteer and Interest Group tables to learn about other aspects of League. Consider bringing a friend.

I look forward to seeing you soon.
BOARD ITEMS

► The Future of University League

The Long Range Planning Committee, with the support of the Board, will be working this year to lay out strategic plans for the future of University League, and specifically the next 5 to 10 years. We ask for input from all members as we review the current “state of the League” and develop ways to strengthen and streamline the organization and carry its mission forward. Please help by answering the questions on the survey found in this newsletter. Return it by September 22 in one of 3 ways: 1.) with your reservation for the Fall Coffee, 2.) at the Fall Coffee, or 3.) by mailing it to Long Range Planning Chair Sally Lorenz, 6330 Woodington Way, Madison, 53711. THANK YOU!

► Membership Committee – A Big Thank You! Thank You! Thank You!

As of August 2, 2010, The University League membership is 382 individuals and 50 spouses/partners for a total of 432 paid members.

Help! Help! Help! Your University League To Grow

Each year the membership renewals decrease because members move to other Cities or states become too ill to continue, or die. In order to maintain a stable number (or to grow), we need to attract new members each year. Roma Lenehan, Pat Feltskog, Marcia Schmidt, Kathy Knox and I are the Membership Committee.

We have been working and strategizing about the best method for attracting new members. The most effective means is for each of us to encourage friends or family members to join our organization. Our brochure - “You Are Invited to Join Us” - can be sent to any interested individual to give them further information and an application blank. You are welcome to call or e-mail me about prospective members and their addresses.

Helen Lackore, Membership Chair
233-3902 - hlackore@sbcglobal.net

► Scholarship Benefit Vacancy Filled:

The Board is delighted to announce that Dorothy Standridge has agreed to serve as Scholarship Benefit Chair. Betty Zeps will help with the card design. We now have a complete set of Chairs for 2010-11.

In Memoriam

Jean Schilling passed away on July 29. She was member of the League French Conversation Group for eighteen years.
NEW INTEREST GROUP: HANDWORK AND CHAT

Members will be working on current needlework, sewing, knitting, crocheting, or craft projects while enjoying each other’s company and conversation. They will meet the third Friday, 1:00 pm, at Heritage Oaks, the main entrance at Oakwood West 6605 Mineral Point Road. The contact for this new group is Carol Mathis (231-2238) jsmathis@wisc.edu. Carol, a longtime University League member and past president, is doing the initial organizing of this new interest group. Contact Carol if you would like more information or to join Handwork and Chat.

Please visit the Interest Group displays at the Fall Coffee at Nakoma Golf Club.
INTEREST GROUP HISTORIES, PART III
Compiled by Pat Feltskog

Antique Group
The Antiques Group has been called both the University League Antiques Group and University League Antiquing Group; however, the group has never split. The date of its inception is not known, but we do know it was in existence before the late 60’s. Florence Dvorak and Janet Bruhn (both deceased) may have started the group, probably to share an interest in antiques. The group has met the second Monday at 1:15 since then. Their meetings are held in members’ homes, places of business, and for the last few years in the Fitchburg Senior Center. Before the Senior Center, meetings were held at the Middleton Library. We usually have cookies and beverages before the meeting. Field trips are usually taken in October and May. Active membership used to be around 30 but now although we have the same number of members, the average number at a meeting is about 15.

Hiking and Skiing
This group was started in 1978. It was called the Outing Group in the beginning, but the name was changed to the Hiking Group in 1996 since that was the main focus and because fewer members were interested in skiing, biking and canoeing. Joy and Eldon Newcomb joined a “bush walking group” when they were in Australia in 1977-1978 and enjoyed it so much that upon their return Joy founded our Outing group. She thought that there would be others in University interested in hiking.

Although they are now a small group, a few members still go skiing when snow conditions permit. In summer they meet at 9:30 in place of 12:45 to avoid the heat of the day and go on a walk of their choice. For a number of years they would stop at a restaurant for a snack after our hike but that custom has not continued. For years they met at the Westgate Shopping Center but now meet at Donna Morrison’s home.

Needlework
The group was started in 1979 and the first Co-chairs were Marlene Borman and Mary Boyle. The group was formed by members interested in various types of needlework and stitchery. Through the years the group has met each month from October through April. The meetings are held the third Thursday in the morning and used to meet in members’ homes but more recently at the Middleton Library. At one time there were about 30 members in the group. Members share needlework, techniques, exchange needlework ideas and go on a Field trip each year. Each year, two or possibly three members take the responsibility of chairing the group. Many of the original members are still in the group.

Membership in the group has spanned generations. Iva Mortimer, current member Mary Schaar’s mother, was a member of the group until she was no longer able to attend – she passed away at age 94. Mary states that she noticed how much her mother enjoyed belonging to the group. Mary believes that the group inspired her mother to make the many stitched Christmas ornaments which today still hang on her daughter’s and Mary’s trees. Mary has since joined the group and it has inspired her to continue her stitching. Mary only regrets that her mother didn’t know she was a member of the same group. Louise and Christine Soder are another mother daughter pair of members in the Needlework Group. They joined in the 90’s. Christine has presented several programs for the group.
**University League Fall Coffee Reservation Form**

**Due by Wednesday, September 15, 2010**

Program: Joann Peck, *Please Touch the Merchandise.*

Member: _______________________________________

Guest: _______________________________________

Guest: _______________________________________

Guest: _______________________________________

____ Reservations @ $13.00 each = __________

Scholarship donation = __________

Total = __________

Check(s) payable to: The University League, Inc.

Mail to: Cythnia Benevenga, 6410 Appalachian Way, Madison, 53705

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**LAKE GENEVA TRIP**

The Daughters of Demeter have invited University League members to join them on a fall trip to Lake Geneva on Wednesday, October 6.

The bus will depart from the Covenant Presbyterian Church parking lot at 9:00 a.m. Lunch will be served aboard the Grand Belle tour boat while enjoying a narrated tour of Lake Geneva. The menu will be Chicken Cordon “Belle” (chicken breast stuffed with ham and Swiss cheese laced with cheddar cheese sauce), relishes, fresh fruit, a side, vegetable, bread, dessert, coffee/tea. A cash bar is available for other drinks. A vegetarian entrée is available by request.

After the two-hour lake tour, there will be time to explore the local shops or linger on the lakeshore enjoying ice cream and fellowship. The bus will return to Madison about 5:00 p.m.

The charge for this fun-packed day is only $60 per person. This includes the bus, boat and lunch. Reservations can be made by mailing a check made out to *The Daughters of Demeter, Inc.* to Linda Harvey, 5801 Tolman Terrace, Madison 53711-3444. Please include the names of those attending and any special meal requests. Questions? Call Linda at 271-6488. Reservations due Sept. 17.