Greetings! I hope you all had a wonderful holiday season.

By the time you receive this newsletter, the holiday season will be over and we will be facing our wonderful Wisconsin winter. For those of you who enjoy winter sports or being in the winter wonderland, have a splendid time. For our snow birds leaving for warmer climates, enjoy the warmth and send some back here.

The Board decided in November to send out an additional newsletter to keep our membership informed of what League is doing or will be doing from now until spring. When we had five programs in the past, we sent five newsletters; however, even with four social programs, there are several months without direct communication with our membership about the League’s activities. The additional newsletter will provide continuity for highlighting our Board bios, articles on our scholarship recipients, volunteer and interest groups, and several topics of great importance to the League.

The Candlelight Concert was a tremendous success. The beautiful setting at the Nakoma Golf Club put us in a holiday mood. Uri Vardi’s performance was outstanding as was his collaborative pianist Thomas Kasdorf. They are such accomplished musicians, and in Uri’s case, internationally known and respected. We were honored to have them perform for us. The Program Committee deserves our congratulations!

As you have heard me mention before, the Membership Development Committee has a goal of increasing our membership by 10%. Not only do we need to increase our membership to continue the mission of University League, but to replace turnover. At this time, we have 393 regular members and 49 spousal members. Since June 1st, we have added 24 new members. Read about the Membership Development Committee’s work on the Each One, Reach One Campaign highlighted in this newsletter on page 2 to learn how you can help us reach our goal!

The Scholarship Benefit Committee has worked very hard to develop your Stay-At-Home Scholarship Benefit Invitation. Anne Stoelting, our exceptional UL member graphic artist, took the committee’s ideas and created a signature invitation. You will receive this in February. Please see the article by Helen Lackore, Committee Chair, on page 5 of this newsletter.

The Board recently approved a “League Survey” that is enclosed in this Newsletter. As some of you will remember, the League members were surveyed in 2010 to determine what changes, if any, were needed in the League’s BOD’s plans to move our mission forward. Now in 2014, we need your feedback on our current initiatives. The survey is short and should not take you much time. There is room for comments on the back side which will give you an opportunity to share your ideas and suggestions more specifically. Please fill out the survey and return it to the address provided by February 7th, 2014. We welcome your comments. Thank you.

Our next program will be on March 4th, 5:30 pm, at the University Club. The speaker will be Susan Lederer from UW Madison School of Medicine and Public Health. More about this program in our next newsletter. Mark your calendars now!

Thank you for being members of University League.

Sincerely,

Mary Jo Willis
FOCUS ON MEMBERSHIP DEVELOPMENT

EACH ONE, REACH ONE MEMBERSHIP CAMPAIGN

The Membership Development Committee is well aware that many local organizations are struggling to maintain their memberships. In Dane County, we are blessed with so many service and social organizations and opportunities to explore our interests, that the competition for new members is considerable. New members are needed for the growth and success of the organization.

How can we do this?

The Membership Development Committee and the sub-committee on Publicity are working on many fronts to improve the visibility of UL in the University and Madison Community.

• There have been news articles about our achievements and what we are all about. Currently, we are working with Wisconsin Public Radio to publicize our programs thanks to funding from an anonymous donor. These can be heard on WERN 88.7 FM prior to each of our remaining programs. We also have had our members volunteer for the WPT Annual Fund Drive and thereby have our organization identified to the TV audience.
• We have reached out to similar non profit groups (Madison College, University of Wisconsin Retirement Association, and retired Madison Teachers) and provided information on our interest groups and volunteer opportunities. We will be following up on any membership inquiries from these endeavors.
• Our Bookworms volunteers under the leadership of Mary Warfield are fantastic ambassadors in the community to promote awareness of UL as are our other thirteen volunteer opportunities. This outreach into the community is an opportunity to tell others about UL.

Why do we need to grow as an organization?

• Additional membership dues provide greater funds for organizational support for publicity, programs, publications, and scholarship funds.
• Keeps dues at an affordable rate.
• Increases the pool of members who will give donations for scholarships.

What do we already know about gaining new members?

Each member counts -- New members join because someone asked them:

• When you ask someone to attend one of our programs, UL has a potential new member.
• When you ask someone to join you for an Interest Group meeting, UL has a potential new member.
• When you ask someone to join, the likelihood of gaining a new member is greatly increased.

(continued on page 3)
Our goal is to increase membership by 10% from June, 2013 through May 31, 2014.

- Our current membership is 442.
- Since June, we had an increase of 24 persons, largely due to members who invited guests to our programs and Interest Groups.
- Our goal is 44 new members -we are almost half way there and need your help!

Here is what you can do for University League.

- Talk to your family and friends about the benefits of joining UL.
- Give a gift of membership to someone.
- Bring friends and family to programs and ask them to join.
- Encourage our interest group members to invite people to meetings.
- Think about younger people or new retirees you know who may want to join.
- Use the Elevator Speech on the back cover of the Yearbook to explain UL.
- Give potential members our website address www.univleague.wisc.edu so they can read about us.

AND LAST BUT NOT LEAST

- Tell potential members that paying their dues in January, February, March or April entitles them to membership in the remaining months of the current fiscal year and the next fiscal year. Remember this only applies to NEW members.

The Membership Development Committee thanks all of you who have brought in new members in the past and in the future. We look forward to meeting our goal! We will recognize all new members and those who recruited them at our 2014 Annual Meeting in May.

Thank You from your Membership Development Committee: Pat Feltskog, Mona Steele, Kay Jarvis-Sladky, Kathy Knox, Nancy Meyer and Mary Jo Willis.

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USE FACEBOOK TO PROMOTE LEAGUE MEMBERSHIP

Facebook is one of the many ways The University League is exploring to raise its presence in the Madison community in an economical way. It is particularly attractive because notices can be posted free of charge by anyone with a Facebook account. This gets messages out to all their contacts so that more people can read about the League’s activities and consider becoming a member.

Some UL members are already connected through Facebook because it’s quite easy to post news and pictures of their activities and families (the original purpose of its founders) but it also can be used to promote interest in The University League.

(continued on page 4)
**How can I use Facebook to promote The University League?**

1. You can copy and paste any notices you receive from a UL member to Facebook.
2. You can post any photo taken in an Interest Group or UL event by saving it in your photo file and uploading it to Facebook.

A couple hints about Facebook: If you want a University League news item to be seen by your friends, don’t post too many other photos or stories for a while. If you post five photos of your cat, for example, that could bury your UL photos or new items, and friends might not scroll down to see them.

It seems that many UL members are on Facebook but not particularly active. To make this initiative effective, we need for you spread the word about UL to other local Facebook users, who may not be UL members and entice them to think about joining.

We are presently researching the idea of a University League Facebook page. If you have any comments, please contact Kay Sladky-Jarvis at holakati2@gmail.com.

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**MEMBERSHIP UPDATE**

The University League would like to welcome NEW MEMBERS Richard and Janneke Baske, Donna Calvert, Elizabeth Hoadley, Hilde Neujaehr, and Taryn Resnick bringing the total of new members since June to 20 and 4 spousal members.

The Membership Development Committee is planning a spring tea for new members and those unable to attend the fall coffee on February 25, 2014 at the home of Mona Steele.

Now is the time to encourage your friends to join during the **Each One, Reach One Campaign.** Contact Pat Feltskog, Membership Chair, pafeltsk@wisc.edu or 238-9836 to have a *You are Invited* brochure sent.

From the New Member Coffee in October, here are Board members getting acquainted with newcomers.
FOCUS ON EVENTS

Cello by Candlelight in late November was very well attended, and Uri Vardi, cellist, and Thomas Kasdorf, collaborative pianist performed a beautiful program. For those of you who weren’t in attendance, the “Musical Menu” was Bloch: Prayer for Cello and Piano; Beethoven: Sonata # 2 in G Minor; and Argov: Shir Eretz (Song of the Land), arranged by Menachem Wiesenbarg. Below are pictures from the evening.

Handsomest couple prize to Dottie and Mel Siedband

Our first program for 2014 will be held March 4th at the University Club beginning at 5:30. Our speaker, Susan Lederer, Ph.D., is the Robert Turell Professor of Medical History and Bioethics. Her interests include medicine and popular culture, research ethics and the history of ‘medical ethics’. She will speak about “What's Grandma and Grandpa to Do?” and what we need to understand about some end of life issues affecting all of us. The Program Committee felt this would be informational and presented in a light manner that will make us think and laugh. Mark your calendars. The next newsletter will provide more details along with the reservation form.

2014 SCHOLARSHIP BENEFIT
The first event of the New Year is the Stay at Home Scholarship Benefit Fundraiser. An Invitation is coming to your mailbox in early February. Please read thoroughly and respond generously to the financial needs of the UW-Madison students. Our donations are spread over all 12 schools and colleges of the UW campus (page 17 of the Yearbook).

The financial needs of the incoming students are greater than ever. Our president, Mary Jo Willis, received a letter of thanks from Rebecca Scheller, Assistant Dean for Admissions and Financial Aid, UW Law School. In that letter Ms Scheller states: "76% of this year's first-year class is receiving scholarship aid from us - a change from 54% last year and 15% nine years ago." The University League members can be proud and joyful for the scholarships that our donations make possible. Please give even more generously this year to meet these greater needs.
LEAGUE REPRESENTATIVES AT SCHOLARSHIP PRESENTATIONS

It is always gratifying to see in person where our scholarship donations have gone and to whom. Several UL members have had this pleasure during the Fall Semester. Below are pictures of three of the Presentation Ceremonies this Fall for these scholars.

Pat Feltskog, Membership Chair, and Mary Jo Willis, League President with Laura Frericks. Laura is a Grace Loeffler Thiede Endowed Scholarship recipient. She is a junior in the School of Education.

Kay Jarvis-Sladky and Alexis Dunnam at the CALS (College of Agriculture and Life Sciences) scholarship presentation ceremony. She is a Louise DeFoliart Endowed Scholarship winner.

LèAndrea M. Vernon, another School of Education recipient, with UL 2012-13 President Bobbie Johnson, Rich Johnson, and LèAndrea’s little daughter, Lillian, at the Presentation Banquet.
Mary K and Jim Moser

Mary K passed away February 24, 2012 at age 77. Jim passed away August 8, 2013 at age 81.

Following Jim’s Mass of Christian Burial, August 13, 2013, family and friends attended a luncheon celebrating his life. His family distributed a copy of The Jim and Mary K Cookbook to those present. It was a collection of 9 recipes with photographs “In Memory of Mary K and Jim.”

Planners for the November dinner, Susan Myers, Pat Meagher-Springer, and Patty Wargula put together a complete, although somewhat eclectic, dinner menu using recipes from The Jim and Mary K Cookbook. We had a luscious Quiche, fantastic Chicken Wings, loaded Seafood Paella, fresh and crisp Caesar Salad, and possibly everyone’s favorite Raspberry Walnut Torte. French Baguette with wonderful, fresh Wisconsin butter accompanied the main course. Apple Cider and/or best ever, loaded with fruit, Sangria accompanied the whole meal.

Jim and Mary K were toasted again and again as were our gracious planners and hosts. A memorable evening happens whenever we gather for a leisurely dinner with Foreign Foods friends. Remembering longtime members and friends Mary K and Jim Moser made this a particularly special meal.
FOCUS ON VOLUNTEER OPPORTUNITIES

BOOKWORMS

We have exciting news for the Wisconsin Bookworms program in Dane County – we have added another new class! Bookworms is a program that provides books to preschool children from low-income families. Once a month for eight months during the school year, volunteers visit 25 preschool classes in Madison, Fitchburg, Sun Prairie and DeForest. They read a book to the preschoolers and then distribute a copy of the same book to each child. This year our program will provide books for 360 children and their classes, to donate a total of 3080 books.

The Wisconsin Bookworms committee wants to thank our donor organizations for their generous contributions to our program! Their support will allow us to bring those 3080 books and the excitement of reading to disadvantaged children in our community. On behalf of the children of Dane County served by the Wisconsin Bookworm Program, thank you!


WISCONSIN PUBLIC TELEVISION

Eight members of University League volunteered for Wisconsin Public Television’s winter membership drive on December 15th, 6:30 - 10:30, the final hours of fund-raising. Did you hear a familiar voice when you called in or see some faces you knew? A big thank-you to Mona Steele, N.J. Benavenga, Roberta Johnson, Rich Johnson, Kay Jarvis-Sladky, Bob Sladky, Barb Sullivan, and Peggy Schmidt. They helped get University League’s name on the TV screen while aiding a great cause.

Would you like to pitch in and volunteer at the Spring membership drive, March 1 - 16, 2014? The next newsletter will tell you how you can sign up. If you are busy in March, perhaps you could lend a hand for the WPT auction, May 28 to June 4. Help publicize the University League and support our wonderful TV station.

Helen Read
Volunteer Coordinator
NEW MEMBERS AND/OR ADDRESSES -- Please insert into your Yearbook**

*Baske, Richard  347-3190
Retired MD
Janneke
9220 Crosswinds Lane
Verona, WI 53593
Email: richphotoimages@gmail.com

*Calvert, Donna  233-7536
Teacher
4205 Somerset Lane
Madison, WI 53711
Email: dollycal@aol.com

*Hoadley, Elizabeth  592-7350
Retired Teacher
7254 Black Hill Rd.
Lodi, WI 53555
Email: eahoadley@gmail.com

*Neujahr, Hilde  233-5753
Retired
168 N. Prospect Ave.
Madison, WI 53526
Email: hneujahr@charter.net

*Resnick, Taryn  979-220-1679
5015 Sheboygan Avenue #115
Madison, WI 53705
Email: infopro19@gmail.com

Change of address
Rosemary Stare
4315 N. Skyway Ln.
Appleton, WI 54913

Correction
Cappoletti-Johnson, Nancy
SHOULD BE
COPPOLETTI-JOHNSON, NANCY

*Indicates new member
**January 2014

DONATIONS SINCE LAST LEAGUE LETTER

General Scholarships
Esther Bach-Y-Rita
Fran Bicknell
Bonnie Bruce
Lois Buelow
Nancy Coppoletti-Johnson
Karen Funkhouser
Betsy Haimson
Kay Jarvis-Sladky
Ruth G. Johnson
Kathy Knox
Lynne Krainer
Fumiko Miyazaki
Judy Olson
Robbie Preston
Fran Rall
Dorothy Siedband
Jean Stewart
Marguerite Sykes
Cathy Tesa
Priscilla Thain
Judy Troia
Mary Jo Willis
Betty Zeps

In Memory of Fran Bryson
The Needlework Interest Group

IN MEMORIAM
Sadly, the University League has lost three members since the September League Letter: Fran Bryson, who was League President in 1969 – 1970, Gail Yu and Shirley Ziegelmaier, both of whom were in the Antiques Interest Group. Our sincere thoughts and sympathy go out to their families.
FOCUS ON YOUR BOARD OF DIRECTORS

Betty Shuford Zeps—Newsletter Editor. I have been editor of the League Letter off and on since 2007; this is my third stint as editor. Before that, I was Scholarship Benefit Chairman. I joined UL in 1962, but became much more active after I retired from the UW School of Social Work in 2002. I have had a varied career life in Madison: I was Costume Designer for both The Wisconsin Ballet and Madison Children’s Theatre. Over the years, I have been editor of several newsletters for many different organizations, among which are Madison-Vilnius Sister Cities, Association for the Advancement of Baltic Studies, and the Professional Consultative Committee (for Social Work). Obviously, this is work that I enjoy very much.