

For Immediate Release
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From: Pamela Goodes
Linda Wallace
312-280-5043, 5042

Gale Research Company Financial Development Award recipient named

The Mazomanie (Wis.) Free Library is the 1993 recipient of the American Library Association (ALA) Gale Research Company Financial Development Award.

The award, \$2,500 and a certificate donated by Gale Research Company, is given to a library organization for financial development to secure new funding resources for a public or academic library.

The town's most significant symbol, the 1857 Mazomanie Train Depot, will be transformed into a 21st century library facility to serve the people of the village of Mazomanie and three surrounding townships. This was accomplished by following four principles: building a donation pyramid of many small individual contributions with fewer larger contributions on top; organizing the campaign and moving from inside outward; proceeding on the premise that people give to people and build human connections, and creating effective systems for internal and public communication.

The Mazomanie Depot Library Task Force, an ad hoc coalition of community leaders from three organizations -- the Mazomanie Historical Society, the Mazomanie Library Board and the Friends of the Library, reached out to 1,500 Mazomanians. They called in local talent ranging from landscapers to Girl Scouts, Knights of Columbus, the Fire Department, the American Legion and a local theater group and secured a job training labor grant from the Wisconsin Conservation Corps.

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A modern library will fill the old freight and baggage area of a village's landmark, the oldest wooden depot in Wisconsin.

The building project involves translating the landmark depot's historic features into assets for the new library. The baggage loading area will be a tiered children's reading area for the Historical Society and a meeting room for the library.

"By merging the identity of the library with the identity of the community, Mazomanie's creative, well-organized development methods and public relations efforts have resulted in an outstanding success story," said Louise Blalock, chair of the Gale Research Company Financial Development Award Committee.

The award will be presented during the ALA Annual Conference, June 24-July 1, in New Orleans.