



*opening  
doors*

2019

# FESTIVAL OF BOOKS OVERVIEW

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*"SO, WE LAUGH. THEN WE OPEN DOOR AFTER DOOR TO WHAT WE DON'T KNOW AND WE WALK RIGHT THROUGH TO AN ABUNDANCE OF NEW EXPERIENCES."*

– KATHIE GIORGIO

## *opening doors*

### A Decade of the Southeast Wisconsin Festival of Books

November 1 - 2, 2019



#### **GRANT SUPPORT**

Mihi Cura Futuri Fund  
Waukesha County Community Foundation  
Delores J. Jeuck Campus Initiatives  
We Energies Foundation  
Bernard J. And Marie E. Weiss Fund at the  
Greater Milwaukee Foundation  
Wisconsin Humanities Council

#### **PROGRAM DESIGN & DEVELOPMENT**

z2 Marketing

#### **MARKETING**

University of Wisconsin-Milwaukee  
Division of University Relations &  
Communications

#### **PROGRAM SPONSORS**

AllWriters' Workplace & Workshop  
UWM at Waukesha  
UWM at Waukesha Lecture & Fine Arts  
Committee  
Waukesha Reads!

#### **PRESENTATION AREA SPONSOR**

Century Fence Company

#### **DUANE STEIN SHORT STORY CONTEST**

MARS Construction, Tony Marasco

**ESSAY & POETRY CONTEST SPONSOR**

Century Fence Company

**WRITER MARKETPLACE SPONSOR**

Waukesha State Bank

**SPONSORS**

Bonnie Birk  
BMO Harris Bank  
Educators Credit Union  
The Freeman  
Friends of the Elm Grove Public Library, Inc.  
Friends of the Waukesha Public Library  
Maas Foundation in honor of Sonja J. Maas  
John C. and Katherine B. Miller  
Michael and Laraine O'Brien  
PBS Milwaukee  
Summit Credit Union  
Sara Toenes

**FESTIVAL PATRONS**

Lillian Boese  
Larry Nelson & Dawn Borowski  
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Candace and Steven Decker  
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The Ottoman Society

Anne & Bryce Styza

Pat's Tasty Eats

Resource One Business Solutions, LLC

The Women's Philanthropic Club

Upper Iowa University, Madison

**FRIENDS OF THE FESTIVAL**

Karen Calhoun

John and Lynn Knight

Andrea Matthias

**FESTIVAL BOOKSTORE**

Books & Company, Oconomowoc

**HOSPITALITY SPONSOR**

The Ingleside Hotel



**Our SPONSORS**

*The Duane Stein Short Story Writing Contest extends the educational outreach of the Southeast Wisconsin Festival of Books, helping nurture young readers and writers.*

- **1,947 people visited the 2019 festival**
- **100% would return for the 2020 Festival**
- **29 sessions were attended**
- **80 volunteers made the event happen!**

## KEYNOTE NOVELIST

Andre Dubus III  
and

## KEYNOTE POET

Margaret Rozga

joined 60 authors, artists and performers to share their talent and help promote literacy in Southeast Wisconsin

### COOPERATING ORGANIZATIONS

UWM at Waukesha Foundation  
University of Wisconsin-Milwaukee at Waukesha  
Literary Club  
Student Government Association  
Continuing Education  
Diversity Center  
Library  
Maintenance  
Music Department  
Student Development  
Theatre Department  
UW-Extension  
4-H Clubs and James Boling  
Alverno College  
Arrowhead High School  
Avalon Square  
Books & Company  
Boswell Books  
Bridges Library System  
Jefferson and Waukesha County Libraries  
Carroll University  
ERAS  
Friends of Waukesha Public Library  
Greater Waukesha Literacy  
Kettle Moraine High School  
La Casa de Esperanza

Martha Merrell's Books  
Matthews of Pewaukee  
Milwaukee Public Library  
Mount Mary University  
New Berlin West High School  
Prairie Hill Waldorf School  
The City of Waukesha  
The Friends of Elm Grove Public Library, Inc.  
Upper Iowa University, Madison  
Waukesha Catholic Memorial High School  
Waukesha County Business Alliance  
Waukesha County Technical College  
Waukesha-Pewaukee Convention & Visitors Bureau  
Waukesha Reads!  
Waukesha School District  
Women's Philanthropic Club



Dr. Lori Ahrenhoerster  
 Lisa Barr  
 Andrea Bartz  
 Miciah Bay Gault  
 Julie Beekman  
 Alice Benson  
 Kimberli Bindschatel  
 Marcia Bjornerud  
 Kimberly Blaeser  
 Drew Blanchard  
 Lisa Marie Brodsky  
 Lorelie Brown  
 Mark Concannon  
 Candace Decker  
 Andre Dubus III  
 Valya Lupescu Dudycz

Bobbi Dumas  
 Michael Edmonds  
 Jon Etter  
 Fabu  
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 Michael Giorgio  
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 Dawn Hogue  
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 Craig Hurst  
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 Nancy Jorgensen  
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 Andrea Lochen  
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 Lila Schwenk  
 Stephen Segal  
 Patricia Skalka  
 Phil Smith  
 Catrina Sparkman  
 Christopher Sturdevant  
 Kim Suhr  
 Denise Sweet  
 Angie Trudell Vasquez  
 Kirk Tyvela  
 Nancy Van Brunt  
 Lisa Vihos  
 Ed Werstein



# AUTHORS & PRESENTERS

## AUTHORS IN SCHOOLS PROGRAM

14 schools & nearly 900 students participated in this record year of student engagement, made possible by a grant from the Waukesha County Community Foundation.

**FUNDS RAISED \$53,204**

Sponsor/Donors \$22,318  
 Grants \$21,500  
 Patron \$2,550  
 Writer Marketplace \$1,985  
 Raffle \$1,826  
 Miscellaneous \$1,300  
 Reception \$690  
 Exhibitors \$500  
 Friend \$355

**EXPENSES \$53,175**

Program \$12,928  
 Marketing \$7,878  
 Personnel \$24,755  
 Hospitality \$1,400  
 Contests \$5,149  
 Miscellaneous \$1,065

**Student Short Story, Essay & Poetry Contests**

Our writing contests had a record year with 236 submissions from middle and high school students throughout Wisconsin.

**IN-KIND DONATIONS**

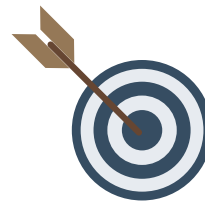
AllWriters' Workplace & Workshop  
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 Fine Arts Committee  
 Waukesha Reads!  
 The Ingleside Hotel  
 Pat's Tasty Eats  
 Women's Philanthropic Club

**MEDIA PROMOTION****Interviews**

The Morning Blend on WTMJ-4  
 WUWM

**News & Feature Stories**

WTMJ-TV Channel 4  
 WISN-TV Channel 12  
 Waukesha Now  
 Waukesha Freeman  
 The Journal Sentinel  
 Lake Country Living  
 Wisconsin Public Television  
 Wisconsin Public Radio WUWM

**Social Media**

Facebook events and ads  
 Twitter and Instagram posts

**Marketing**

E-news distribution  
 Program & banner distribution



Southeast  
 Wisconsin  
**Festival of Books**  
 University of Wisconsin-Milwaukee at Waukesha