A dazzling showcase for Wisconsin Art.
—Tory Folliard, Tory Folliard Gallery
The building is artful in its own right, but there’s no showboating (no flapping sunshade, for instance). The crisp, rational geometry of the building doesn’t spar with the art.

—Mary Louise Schumacher, *Milwaukee Journal Sentinel*
“This is just brilliant. Bravo. A near religious experience!
—Debra Brehmer, Portrait Society Gallery
mowa celebrates the value, diversity and uniqueness of the visual arts and artists of Wisconsin. This is achieved by collecting, conserving, documenting, exhibiting and promoting aesthetic understanding of the visual arts of Wisconsin.

contents

7 Year In Review
12 Board of Directors | Administration
16 Grand Opening
18 Everyone’s a Member
20 The Art Ball
22 Education | Programs
26 Exhibitions
30 Acquisitions
38 Financial Report
40 Capital Campaign Donors
44 Annual Contributors
47 Gifts for the Purchase of Artwork
48 Member Contributors
50 Ways of Giving
The museum is a statewide beacon for Wisconsin art because of the investment of a dedicated group of patrons who helped build this unrivaled cultural resource.
—John Dedrick, Co-Chair, MOWA Capital Campaign Committee
year in review

On behalf of the Board of Directors and the entire staff of the Museum of Wisconsin Art (MOWA), it is a great pleasure to present our Annual Report for the inaugural year of the museum’s new building.

On April 5–7, 2013, the museum celebrated the grand opening of its new home on Veterans Avenue. The ribbon-cutting ceremony and three opening receptions attracted more than 5,000 enthusiastic visitors. Thanks to the extraordinary leadership and generosity of our Board, donors, members, volunteers, and community, we have opened a stellar new facility and launched a new era in the museum’s history.

MOWA’s first year in the new building exceeded all expectations. The sleek modern design of the new 32,000-square-foot building won five architectural awards, bringing significant attention to MOWA and to the building’s architect, Jim Shields of HGA architects. The press was overwhelmingly positive and generated more than 25 million media impressions. More than 25,000 people visited MOWA during the first nine months of operations, a 1,200 percent increase over 2012. Membership grew to almost 7,500—an 1,100 percent increase over the prior year and a remarkable beginning.

The highlight of the inaugural celebrations was the premiere of The Art Ball, the biennial signature fundraiser of the new MOWA. More than 400 guests joined in a champagne toast and lifted their paddles to raise almost $140,000 for acquisitions. With a focus on building a collection worthy of the achievement of the new building, the museum was able to purchase significant works by Tom Bamberger, Truman Lowe, Robert von Neumann, and Roy Staab. More than 70 additional works of art were given by collectors or purchased with funds donated for acquisition of art.

The opening of the new building created the opportunity to rethink and rebrand the museum. The old logo, MWA, was replaced by the easy to say MOWA and the original orange palette was changed to royal blue to mirror the official color of the Wisconsin State flag. Most important was the mental shift that repositioned MOWA as the leading museum in the state for Wisconsin art with a fresh focus on contemporary art.

In tandem with the rebranding, MOWA pioneered a new membership strategy that eliminated single-day admission and makes every visitor a member for an entire year for as little as $12. Our goal is to foster ongoing and meaningful relationships by encouraging membership and return visits for less than single-day admission charges at many other museums in Wisconsin. We want members to visit often to experience the changing exhibitions and the wide variety of free programs and studios. It’s that simple.
“MOWA is fabulous! It focuses on the art, not itself, which is a great accomplishment.
—Barbara Manger, Artist and Writer, Milwaukee
To encourage greater engagement, we expanded our programs for children and adults of all ages, most of which are offered free for members. We also increased the number of exhibitions presented and we added exhibition opportunities in our new State Gallery for artists who belong to state art organizations and associations. We believe the new MOWA should be a cultural platform for conversation and the advancement of the arts in Wisconsin and beyond. While it is impossible to convey the full cultural, educational, and community impact of the experiences we’ve shared with you, a few measures of our mutual success outlined on pages 10–11 of this report will indicate the direction the new museum is headed.

The year 2013 witnessed history-making progress for the museum: the opening of a new building, an expanded exhibition schedule, innovative programs and an enhanced collection. We achieved all of this with a budget only one-third larger than the 2012 budget in the museum’s old building. Furthermore, we concluded the fiscal year with a balanced operating budget for the first time in three years.

We also made significant progress in the Capital Campaign, ending 2013 with a capital debt of just over $2.4 million thanks to the hard work of the Capital Campaign committee.* The entire construction project was brought in on time and on budget at $9.3 million. An additional $2 million was pledged for endowment to help fund increased operating costs associated with the new facility, bringing the total campaign project of the new museum to $11.3 million, the largest capital project ever undertaken in the West Bend community.

The strong foundation on which the museum was created more than a half century ago has made possible everything we have achieved today. We thank the visionary leadership of the founding family, Board, and former director, Tom Lidtke, and we look to the next generation of leaders to continue the growth and momentum of the new MOWA. The coming years hold great promise for those of us who love the visual arts, the museum and the State of Wisconsin.

We are deeply moved by the support and generosity of our fellow Board members, donors, members, and community and by what together we we have made possible for the future of this great institution.

*All funds to complete the Capital Campaign have since been raised or pledged.
1,200% increase in visitors

1,100% increase in memberships

109,453 people visited MOWA’s website

25 million media impressions

1,582 students visited MOWA
72 artworks added to the collection

24,396 attendance

1,179 adult tour visitors

7,314 members

79% of visitors came from outside West Bend

18 exhibitions
board of directors

Susan Cerletty
Virgilyn Driscoll
Ellen R. Drought
Amy Grinna
Andrew Gumm
Prudence Pick Hway
Dr. James Hyde
Dale Kent

N.C. Joseph Lai
Truman T. Lowe
Russell Panczenko
Michael Schilling
Andrea Schloemer
Virginia Schumann
Frederick C. Schwertfeger
Andrea Sellinger

Thomas Ultech
Barbara Pfeifer Woog
Laurie Winters

directors emeritus
John Dedrick
Maureen Josten
Janet Treacy
administration

staff
Chris Anderson
Greg Cisler
Edward Geidel
Sandra Gunderson
Amy Hafemann
Jessica Hewitt
Gary Horn
Julia Jackson
Megan Johnson
Elizabeth Knopke
Joanne Laska
Jessica Lemberg
Diane Lorenz
Dawn Malone
Brittani Mattke
August Peter
Erika Petterson
Graeme Reid
Faith Rockenstein
Ashley Rohde
Jennifer Suelflow
Cheryl Treutel
Andrea Waala
Suzanne Wedeward
Jami Wild
Laurie Winters
Heidi Wirth
Alice Wittenburg

volunteers
Louise Andreys
Susan Awve
Steev Baker
Libby Brennan
Julia Brigowatz
Lorraine Budke
Nicole Buss
Mary Beth Carr
Kathy Conrow
Ava Cozzi
Shirley Decker
Natira DeMerchant
Chery Fehlhuber
Kathy Fish
Carol Flanders
Jeanne Forester
Eric Frisch
Linda Goetz
Susan Gumm
Don Hauser
Lorraine Henrickson
Anne Jansen
Jeff Szukalski
Joan Kennedy
Kaeerrie Kerseh
Laurie Kirsch
Mary Kiss-Reilly
Kirstie Klug
Carolyn Knaack
Mel Kolstad

Anna Kupiecki
Jane Lazarevic
Milos Lazarevic
Sherley Lecher
Judy McCabe-Krudwig
Amanda McDonald
Sam Medinger
Thomas Miller
Sue Nelsen
Ted Neitzke
Jim Neu
Emma Porath
Ronald Przybyla
Maureen Ragabe
Beth Ramsthal
Tracey Ratzburg
Margaret Roever
Mary Reilly-Kliss
Susan Ruminski
Carissa Russell
Ron Sachse
Jan Sackett
Kayla Sander
Zoey Scherer
Vicki Schneder
Fred Schultz
Ginny Schumann
Vicki Schneder
Jeanne Forester
Roseann St. Aubin
Paige Sullivan
Janet Treacy
Dee Washa
Jo Weber
Suzy Wedeward

docents
Steev Baker
Kathy Conrow
Jeanne Forester
Lorraine Henrickson
Kirsten Klug
Melissa Kolstad

Ronald Przybyla
Virginia Schumann
Dee Washa
Jo Weber
Barb Pfeifer Woog

Anna Kupiecki
Jane Lazarevic
Milos Lazarevic
Sherley Lecher
Judy McCabe-Krudwig
Amanda McDonald
Sam Medinger
Thomas Miller
Sue Nelsen
Ted Neitzke
Jim Neu
Emma Porath
Ronald Przybyla
Maureen Ragabe
Beth Ramsthal
Tracey Ratzburg
Margaret Roever
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Susan Ruminski
Carissa Russell
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Jan Sackett
Kayla Sander
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Fred Schultz
Ginny Schumann
Vicki Schneder
Jeanne Forester
Roseann St. Aubin
Paige Sullivan
Janet Treacy
Dee Washa
Jo Weber
Suzy Wedeward
preparing for the future
grand opening

After months of whirlwind preparations, MOWA opened the doors to its new facility on April 5–7. The three days of opening celebrations kicked off on Friday with a preview for MOWA members and artists. A public open house and ribbon-cutting ceremony followed on Saturday, attracting more than 3,000 visitors from every corner of the state. A special day for families closed out the weekend with family friendly activities that included music, dancing, storytelling, and children's scavenger hunts. The entire weekend was a wonderful way for MOWA to say thank you to everyone who helped make the new MOWA possible and to welcome new friends.
everyone’s a member

In 2013, MOWA launched a pioneering membership strategy that focuses on building ongoing and meaningful relationships with all visitors. Everyone who visits MOWA becomes a member for as little as $12 annually for an individual and $50 annually for a family, giving them the benefit of returning to the museum as many times as they’d like throughout the year. This policy encourages more frequent participation in MOWA programs and exhibitions and deepens engagement with patrons. We’re proud to offer a membership for less than the price of single-day admission charged at many other museums in Wisconsin.
the art ball

The Art Ball 2013 on June 15 was a wonderful occasion to gather on the site of the new museum to celebrate Wisconsin art and artists. The biennial gala is MOWA’s signature fundraiser with a goal to keep the focus on the art and build a legacy for the future.

The first-year event sold out with 400 attendees, raising almost $140,000 to support art acquisitions for the museum’s collection, more than quadruple the funds raised at any previous MOWA fundraising event. Attendees raised their paddles to acquire outstanding works by Tom Bamberger, Truman Lowe, Roy Staab, and Robert von Neumann and are now recognized on the credit line of the purchased artworks. Thank you to all of the sponsors, attendees, volunteers, and committee members who made The Art Ball 2013 a magnificent success!
education | programs

Our members enjoy a variety of innovative and diverse educational programs for individuals of all ages. Our youngest artists get crafty in Baby Loves Art. Inquisitive art-lovers delve deeper into Wisconsin art history during regular Coffee Talks and Express Talks. Our MOWA Masters classes offer adults hands-on workshops in innovative art forms. Studio Saturdays bring families together to create fun art projects. These programs encourage our members to visit the museum regularly and become a vital part of our community.

MOWA is committed to educational outreach. The Wisconsin History and Visual Arts program, designed for fourth graders who study Wisconsin history as part of their curriculum, is a two-part program that brought more than 1,000 area students to the museum. In 2013, MOWA’s education staff and docents provided tours for over 1,500 students from throughout Wisconsin.

SPARK! is MOWA’s longest running program and one of the fastest growing. Funded in part by a grant from the Helen Bader Foundation of Milwaukee, SPARK! is a free program for homebound or facility day-service adults with memory loss. Each month, SPARK! participants visit MOWA’s galleries and engage in themed conversations that serve as a catalyst for bringing memories to light.
MOWA’s exhibition space more than doubled in the new facility and now includes amenities like state-of-the-art lighting, WiFi, and audio. The three exhibition spaces—The Hyde Gallery, Horicon Bank Gallery, and the State Gallery—are remarkably flexible and adapt easily from single artist exhibitions to group shows and from traditional paintings to non-traditional installations and digital media.

The exhibitions offered in the inaugural year balanced the historical with the contemporary, giving visitors a glimpse into the incredible range of Wisconsin art. Cutting-edge developments in contemporary glass and iconic Native American photographs by Edward Curtis took pride of place in the Hyde Gallery, and new work by established and emerging artists was displayed in both the Horicon Bank Gallery and the State Gallery. Special installations further enlivened the museum in unexpected places. In addition, the museum’s satellite space at Saint John’s on the Lake—MOWA on the Lake—created opportunities for artists to exhibit in Milwaukee.

**hyde gallery**

Antifragile | Contemporary Glass  
April 6–July 28, 2013
Edward S. Curtis and the Vanishing Race  
August 9, 2013–January 5, 2014

**horicon bank gallery**

Reginald Baylor | Repetitive Patterns  
April 6–June 20, 2013
Michael Velliquette | Into the Great Wide Awesome  
July 5–September 1, 2013
Mark Mulhern | Pulling Back the Curtain  
September 6–December 1, 2013
Laurel Lueders | Rebellion of Systems  
December 6, 2013–January 26, 2014

**state gallery**

Wisconsin Regional Artists Association  
April 6–June 23, 2013
League of Milwaukee Artists  
June 28–September 1, 2013
Tom Jones | I Am an Indian First and an Artist Second  
September 6–December 1, 2013
The Great and Wonderful MOWA Members’ Show  
December 6, 2013–January 5, 2014

**special installations**

Tom Bamberger | OK  
April 6, 2013–January 5, 2014
Terese Agnew | Portrait of a Textile Worker  
Hayley Jane Eichenbaum | Pilot  
June 15, 2013

**mowa on the lake**

The Printed Woods | Serigraphs by Larry Basky  
October 19, 2012–January 9, 2013
Suzanne Rose | A Deepening Vision  
January 18–April 10, 2013
The Big Picture | Dave Niec, Vicki Reed, and Kathy Hofmann  
April 19–July 17, 2013
Orchestrated Lines | Engravings and Paintings by Arthur Thrall  
July 29–October 7, 2013
Kelli Hoppmann | Of Geraniums and Self-Involved Wolves  
October 18, 2013–January 8, 2014
The collection is the core of MOWA’s identity. Thanks to the generosity of numerous donors, MOWA acquired 72 artworks in 2013, either through the direct donation of artworks or through the donation of funds restricted for the purchase of art. One of the highlights of 2013 was The Art Ball, which raised almost $140,000 for the purchase of works by Tom Bamberger, Truman Lowe, Robert von Neumann, and Roy Staab, all of which are prominently displayed in the museum’s galleries.

**B**

**Thomas Bamberger**  
(b. Milwaukee, 1948)  
*OK*, 2013  
Digital mixed media  
Purchase, The Art Ball 2013: Prudence Pick Hway  
Suzanne and Richard Pieper  
West Bend Mutual Insurance Company  
Jim and Susan Cerletty  
Laurie and Brian Winters  
Chris and Cheryl Anderson  
Doug and Norrine Devenport  
Mike and Michelle Nast  
Kevin and Katie O'Meara  
Roger and Joan Stephenson  
Mary Kay Strachota  
Kathleen and Charles G. Vogel  
2013-028

**D**

**George Adams Dietrich**  
(b. Bordon Clark County, Indiana, 1905; d. Madison, Florida, 1999)  
*Walrus Club*, 1932  
Watercolor on paper  
Gift of Jerusha Barnum Fadial  
2013-016

**E**

**Frank Enders**  
(b. Milwaukee, 1860; d. Milwaukee, 1921)  
*Man Holding Pipe*, c. 1890  
Watercolor on paper  
Gift of Edward and Sharon Hipke  
2013-031

**F**

**Joseph Friebert**  
(b. Buffalo, New York, 1908; d. Milwaukee, 2002)  
*Picnic*, 1966  
Oil on canvas  
Purchase, with funds from James and Karen Hyde  
2013-015

**G**

**Steve Gerhartz**  
(b. Kewaskum, 1971)  
*February*, 2013  
Oil on canvas  
Purchase, with funds from Dennis Rocheleau and a matching gift from the GE Foundation  
2013-068

**Gary John Gresl**  
(b. Manitowoc, 1943)  
*Up North Stele*, 2002  
Mixed media assemblage  
Gift of the artist  
2013-005

**Antiques**, c. 1925  
Graphite and colored pencil on paper  
Gift of Jerusha Barnum Fadial  
2013-019

**H**

**Harold Hall**  
(b. Oslo, Norway, 1865; d. Seattle, Washington, 1932)  
*Farmer with Horse and Plow*, 1903  
Oil on canvas  
Gift of Thomas and Susan Beranek  
2013-029

**Morley Hicks**  
(b. Pickton, Ontario, 1877; d. Milwaukee, 1959)  
*Bark Lake in Spring*, 1930  
Oil on board  
Gift of Jerusha Barnum Fadial  
2013-017

**Carl Robert Holty**  
(b. Frieburg, Germany, 1900; d. New York, New York, 1976)  
*Nude*, c. 1940  
Watercolor on paper  
Gift of Jerusha Barnum Fadial  
2013-018

**Ruth Grotenrath**  
(b. Milwaukee, 1912; d. Milwaukee, 1988)  
*Pears*, 1954  
Screen print on cotton  
Gift of Edward and Kay Read  
2013-040 a, b, c
Robert Koehler
(b. Hamburg, Germany, 1850; d. Minneapolis, 1917)
*Self-Portrait*, 1898
Oil on canvas
Gift of the James and Karen Hyde Foundation
2013-014

Kenn Kwint
(b. Milwaukee, 1937)
*Scar*, c. 1980s
Oil and mixed media on canvas
Gift of the artist
2013-064

David Lenz
(b. Milwaukee, 1962)
*Sunrise*, 1996
Oil on canvas
Gift of Barbara Stein
2013-007

J. Shimon & J. Lindemann
(b. Manitowoc, 1961; 1957)
*Picking Stones*, 2012
Ambrotype on glass
Purchase, with funds from Dennis Rocheleau and a matching gift from the GE Foundation
2013-008

Richard Lorenz
(b. Voigtstedt, Germany, 1858; d. Milwaukee, 1915)
*The Wolf Pack*, 1911
Oil on canvas
Purchase, with partial funds from the James and Karen Hyde Foundation and The Art Ball 2013
2013-036

Truman Lowe
(b. Black River Falls, 1944)
*Thunder*, 2010
Willow
Purchase, The Art Ball 2013: John and Margaret Murphy in honor of Tom Lidtke
Virginia Schumann in honor of Tom Lidtke

Anthony and Andrea Bryant
Philip Joseph Hway
Andrea and Jim Schloemer
Betty Nelson
Nicole J. Best
Peter and Helen Chang
Ellen Drought
Mary and Tim Galante
Amy and Scott Grinna Family
Prudence Pick Hway
Joel and Laurie Kirsch
Tom and Cynthia LaConte
Elizabeth and Tom Long
Dan and Susie Minahan
Judy and Larry Moon
Mike and Michelle Nast
Fred F. Schwertfeger
Elly Pick
Andrea and Rob Sellinger
Mary Kay Strachota
Christine Style in memory of Tony Rajer
Carl and Marlene Wegner
Laurie and Brian Winters
J.J. and Annette Ziegler
2013-027

M
Dean Meeker
*Blue Lady*, 1948
Oil on canvas
Gift of the James and Karen Hyde Foundation
2013-013

*Tower of Babel*, c. 1965
Serigraph polymer-intaglio on paper
Purchase, James and Karen Hyde Foundation, Inc.
2013-020

*Tower of Babel III*, c. 1965
Serigraph polymer-intaglio on paper
Purchase, with funds from the James and Karen Hyde Foundation
2013-021

*Sculptor*, 1964
Viscosity intaglio on paper
Purchase, with funds from the James and Karen Hyde Foundation
2013-025

Karen Eyara Naylor
(b. Lafayette, Indiana, 1964)
*Bird of Paradise*, ca. 2003
Hand-blown glass
Gift of the James and Karen Hyde Foundation
2013-004

*Water Dance*, 2013
Hand blown glass
Purchase, with funds from the James and Karen Hyde Foundation
2013-072

Robert von Neumann
(b. Rostock, Germany, 1888; d. West Bend, 1976)
*Noy’s Harbor*, c. 1950
Watercolor on paper
Gift of MillerCoors
2013-001

*Lakeshore Fishing*, 1949
Oil on masonite
Gift of Cedar Community
2013-009

*Sculptor*, 1964
Viscosity intaglio on paper
Purchase, with funds from the James and Karen Hyde Foundation
2013-025

*Pegasus*, c. 1960s
Serigraph polymer-intaglio on paper
Purchase, with funds from the James and Karen Hyde Foundation
2013-023

*Icarus Per Volantum*, 1961
Polymer-intaglio on paper
Purchase, with funds from the James and Karen Hyde Foundation
2013-024

*Surgeon*, c. 1957
Serigraph on paper
Purchase, with funds from the James and Karen Hyde Foundation
2013-022

*Water Dance*, 2013
Hand blown glass
Purchase, with funds from the James and Karen Hyde Foundation
2013-072

*Lakeshore Fishing*, 1949
Oil on masonite
Gift of Cedar Community
2013-009

*Sculptor*, 1964
Viscosity intaglio on paper
Purchase, with funds from the James and Karen Hyde Foundation
2013-025

*Surgeon*, c. 1957
Serigraph on paper
Purchase, with funds from the James and Karen Hyde Foundation
2013-022
Robert von Neumann
(b. Rostock, Germany, 1888; d. West Bend, 1976)
Woodcutters, c.1940s
Oil on canvas
Purchase, The Art Ball 2013:
James and Karen Hyde Foundation
Philip Joseph Hway
Nai-Chiu Joseph and Helen Lee Lai
Margaret G. Ziegler
NCHM Charities
Pat and Tom Strachota
Lorraine Pick Budke
John and Julie Dedrick
Celeen and Saverio Flemma
Kathy and Tom Hauske
The Heiligensteins
Dale and Linda Kent
Kris and Mark O’Meara
Bruce and Priscilla O’Neill
Pick Heaters, Inc.
Gus and Becky Ramirez
Andrea and Jim Schloemer
Shoemaker Family Trust
Jim and Karen Spella
Kevin and Linda Steiner
Mary Kay Strachota
John and Kathy Strobel
J.J. and Annette Ziegler
2013-012

George Mann Niedecken
(b. Milwaukee, 1878; d. Milwaukee, 1945)
Bed; Emma Demmer House, Milwaukee, Wisconsin, c.1904
Oak and birch
Purchase, with funds from the Edward U. Demmer Foundation in memory of Lawrence E. Demmer and in honor of Evelyn B. Demmer 2013-035

Nolan Prohaska
(b. Waukesha, 1979)
Sea Bowl, ca. 2009
Hand-blown glass
Gift of the James and Karen Hyde Foundation 2013-002

Landscape Vessel, ca. 2009
Hand-blown glass
Gift of the James and Karen Hyde Foundation 2013-003

James Alfred Schwalbach
(b. Germantown, 1912; d. Three Lakes, 1984)
Candy Pink, 1966
Serigraph on paper
Gift of Edward and Kay Read 2013-041

Halloween, 1966
Serigraph on paper
Gift of Edward and Kay Read 2013-042

Old Fashioned Green, 1966
Serigraph on paper
Gift of Edward and Kay Read 2013-043

Triangles, 1966
Serigraph on paper
Gift of Edward and Kay Read 2013-044

Weed Study, 1966
Serigraph on paper
Gift of Edward and Kay Read 2013-045

Weed Study, 1958
Serigraph on tan paper
Gift of Edward and Kay Read 2013-046

Good House, 1971
Serigraph on paper
Gift of Edward and Kay Read 2013-047

Together, 1971
Serigraph on paper
Gift of Edward and Kay Read 2013-048

Together-C, 1971
Serigraph on paper
Gift of Edward and Kay Read 2013-049

Galaxy-B, 1967
Serigraph on paper
Gift of Edward and Kay Read 2013-050

Signs of the Times-B, 1967
Serigraph on paper
Gift of Edward and Kay Read 2013-051

Castle Defended and Lost-A, 1966
Serigraph on paper
Gift of Edward and Kay Read 2013-052

Smoke House, 1965
Serigraph on oriental paper
Gift of Edward and Kay Read 2013-053

The Messiah-A, 1968
Serigraph on paper
Gift of Edward and Kay Read 2013-054

The Messiah-B, 1968
Serigraph on paper
Gift of Edward and Kay Read 2013-055

The Messiah-C, 1968
Serigraph on paper
Gift of Edward and Kay Read 2013-056

Jeremy Popelka
(b. Bloomington, Illinois, 1960)
Edge, 2013
Sand-cast glass
Purchase, with funds from James and Karen Hyde 2013-037

P
James Alfred Schwalbach  
(b. Germantown, 1912; d. Three Lakes, 1984)  
Rosen’s Beef-C, 1975  
Serigraph on paper  
Gift of Edward and Kay Read  
2013-057

Boathouses No. 14 (Study for Block Print), 1939  
Gelatin silver print  
Gift of Edward and Kay Read  
2013-062

Head No. 1, c.1939  
Gelatin silver print on illustration board  
Gift of Edward and Kay Read  
2013-063

Mathilda Schwalbach  
(b. 1917, Minneapolis, Minnesota)  
Swedish Summer Bark, c. 1940  
Screen print on satin  
Gift of Edward and Kay Read  
2013-058

Pay to Paradise, 1979  
Screen print on linen  
Gift of Edward and Kay Read  
2013-059

The Tree, 1978  
Screen print on linen  
Gift of Edward and Kay Read  
2013-061

Eden ’70, c. 1970  
Screen print on corduroy  
Gift of Edward and Kay Read  
2013-060

Gerrit Van Sinclair  
(b. Grand Haven, Michigan, 1890; d. Milwaukee, 1955)  
Evening at the Beach, 1939  
Oil on masonite  
Purchase, with funds from the James and Karen Hyde Foundation  
2013-069

Boathouses No. 14 (Study for Block Print), 1939  
Gelatin silver print  
Gift of Edward and Kay Read  
2013-062

Head No. 1, c.1939  
Gelatin silver print on illustration board  
Gift of Edward and Kay Read  
2013-063

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Screen print on corduroy  
Gift of Edward and Kay Read  
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The Tree, 1978  
Screen print on linen  
Gift of Edward and Kay Read  
2013-061

Eden ’70, c. 1970  
Screen print on corduroy  
Gift of Edward and Kay Read  
2013-060
MOWA concluded fiscal year 2013 with a balanced operating budget and a strong balance sheet that reflects significant progress on the Capital Campaign. The summarized financial position represents year-end results for the museum’s operations in 2013, with comparisons to prior years 2012 and 2011. Because the new facility was closed during the first quarter of the year for final construction and installation of the galleries the financial information includes 14 weeks of pre-opening operations and 38 weeks of post-opening operations.

summarized operating results

<table>
<thead>
<tr>
<th></th>
<th>2013</th>
<th>2012</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>contributed income</td>
<td></td>
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Net Income/(Loss) from Museum Operations 6,063 $(261,675) $(39,888)
## selected financial information

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## selected operational information

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<td>General Attendance</td>
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<td>Adult Tours</td>
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</table>

### membership by county

- Milwaukee: 24%
- Washington: 31%
- Ozaukee: 9%
- Waukesha: 10%
- Other Wisconsin: 17%
- Other: 9%

### revenue by source

- Annual: 24%
- Grants/Sponsorship: 22%
- Rick Trust: 20%
- Earned Income: 16%
- Endowment: 5%
- Other: 9%
capital campaign donors

Thanks to the generosity of donors to the Capital Campaign from 2006–2013 recognized here, MOWA now stands as a beloved architectural achievement that houses a magnificent art collection, innovative exhibitions, and intriguing programs for visitors of all ages.

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Marvin J. and Mickey Husar
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The new Museum of Wisconsin Art represents a concrete move in the direction of making Wisconsin’s art environment one worth staying for.
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Debra Cahoon
Carpe Diem Hair Studio
Kathryn Conrow
Carlyle and Marjorie Fay
Kathy Fish

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Robert and Mary Kay Bodensteiner
Sandy Butz-Siebers
Debra Cahoon
Carpe Diem Hair Studio
Kathryn Conrow
Carlyle and Marjorie Fay
Kathy Fish
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Charles Wickler
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Thank you to the following individuals, corporations, foundations, and organizations who provided essential operating support for MOWA’s inaugural year of exhibitions, programs, and educational activities in the new building.

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membership
MOWA is the sum of its members. The equation is that simple. The Friends of Wisconsin Art is a special membership group that offers opportunities to get to know the art, artists, and communities that make Wisconsin great.

While members are the engine that fuels the museum, membership is just one source of support, and we depend on the generosity of gifts through these additional channels:

annual fund
The Annual Fund is the primary funding source to maintain the daily operations of the museum. The support we receive from patrons and members through the Annual Fund makes it possible to offer high quality exhibitions, education studios, outreach programs, and excellent care of MOWA’s unique collections.

tribute or memorial gifts
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planned giving
Perhaps the most lasting contribution anyone can make to the vitality and sustainability of MOWA is a legacy gift. Legacy gifts can be made in many forms. MOWA staff is happy to speak with you about how your needs and philanthropic intentions can best be met.

To learn more about the benefits and impact of giving, contact 262.247.2262 or hwirth@wisconsinart.org.

gifts of art
Housing over 4,000 works of art by more than 350 artists, MOWA is unequalled in its dedication to the visual artists in the state and always focused on growing its collection. We invite you to be in touch if you are interested in donating a work of art to MOWA or making a donation for a designated purchase. Contact Executive Director Laurie Winters at 262.247.2261 or lwinters@wisconsinart.org.