Mission

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.


*(cover) Tom Loeser, *Screw*, 2008, Lent by Phil and Hillary Burling*
Greetings from MOWA

It is hard to fathom a celebratory moment that would top MOWA’s grand opening in 2013, but we did just that in 2014. Thanks to the hard work of the Capital Campaign Committee we were able to reach our $11.3 million goal just fourteen months after the opening of the new facility—truly an extraordinary accomplishment. On behalf of the Board of Directors, we would like to thank all of the individuals, corporations, foundations, and especially the generous contributions of the five final challenge-grant participants whose support made this possible. MOWA stands today not only as a beloved architectural achievement but as the realization of our expansive vision for the celebration and future of Wisconsin art and artists.

Significantly, MOWA also finished fiscal 2014 with a balanced operating budget for the second year in a row. It was a banner year overall. The enthusiasm and hard work of everyone at the museum enabled us to reach and even exceed each of our goals, with extraordinary exhibitions and programs once again attracting record attendance.
We extend our deepest thanks to our MOWA employees and volunteers who provided another exceptional year and a heightened visitor experience in the museum’s new facility.

When the museum opened, we launched a groundbreaking membership strategy. 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. In 2014, we further aligned this pioneering philosophy with our organization by expanding museum operations, streamlining backend processes, and creating more new programs that allow us to better connect with our members. We built strong foundations for growth, based on the conviction that MOWA now more than ever has an important and innovative role to play in the art and culture of Wisconsin.

When we look back at 2014, one overwhelming theme comes to mind: partnerships. MOWA isn’t about a single entity, but is instead a consortium of individuals, organizations, and visions coming together to create something remarkable. Notable among these partnerships in 2014 were

• the Wisconsin Biennial, an exhibition organized in collaboration with the Wisconsin Visual Artists (WVA);
• the Tom Loeser exhibition, a partnership with the Chipstone Foundation;
• the SHARP Literacy Program, a partnership with Milwaukee schools that teaches literacy through art;
• the new Luxembourg artist-in-residence program, an international collaboration facilitated and supported by the Ministry of Culture in Luxembourg and the Ansay Development Corporation in Port Washington, Wisconsin;
• and Bloomin’ Holidaze, our annual floral extravaganza organized in participation with Roots and Branches, West Bend, Wisconsin.

Our most significant partnership is, however, with our members, whose enthusiasm, fresh ideas, and ongoing support contributed significantly to MOWA’s success in 2014. We are now well positioned to set the stage for the museum’s long-term viability as a respected cultural institution and regional destination in the state.

Much more than a building, the new MOWA is a community of people who share a passion for art and for Wisconsin. We are both proud and grateful to be a member of that community. We thank our board of directors, the museum’s staff, and our members and supporters for all that we’ve accomplished together in 2014 and for the successes to come. Let’s keep the MOWAMENTUM going!

Prudence Pick Hway
President, Board of Directors

Laurie Winters
Executive Director | CEO
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Everyone’s A Member

MOWA’s pioneering “everyone’s a member” philosophy offers all visitors an annual membership for a modest fee on their first visit. 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. Our member-focused culture is the driving force behind the new MOWA!
MOWA’S impact

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<th>Year</th>
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MOWA’s pioneering membership strategy has proven to be a wildly successful model. This policy removes the barrier of cost, encourages frequent participation in the museum’s programs, and deepens engagement with patrons.
Always Free

MOWA provides a variety of innovative and diverse educational programs that are ALWAYS FREE for members. When we say that we want our members to have meaningful access to the arts, we mean it! Ongoing programs such as Studio Saturdays, Mini Masters, Coffee Talks, Express Talks, and SPARK! are always free. We don’t believe in nickel and diming our members!
A community of mini masters definitely took root at MOWA in 2014. Children under five and their caregivers made art together, dabbling in watercolor, creating collages, and sculpting clay creations.
studio saturdays attracted audiences of varying age and artistic background each week for this drop-in art-making session. Toddlers happily made messes as they tested new materials, teens explored ideas, and intergenerational collaborations produced fun take-home art projects.
Designed for people with memory loss and their caregivers. **SPARK!** is a monthly program that engages participants in conversation and art-making. Visits to the galleries served as a catalyst for bringing memories to light, all made possible with a grant from the Helen Bader Foundation of Milwaukee.
Inquisitive art-lovers delved into Wisconsin art over a cup of coffee and a pastry. Generously funded by Cedar Community, coffee talks is a monthly caffeine-fueled program that inspired members and offered the opportunity to meet artists such as Warrington Colescott and Beth Lipman.

Curators pulled back the curtain to share something new each week at express talks. In just twenty minutes each Thursday at noon, MOWA members previewed new exhibitions, engaged with a work of art, and got a glimpse behind the scenes.
Expanding Minds

MOWA’s top-notch staff isn’t afraid to think in new ways to create unique learning experiences that ignite the minds of today’s youth. Our goal is to engage students by taking a broad, holistic approach to educational experiences. MOWA is committed to providing opportunities and tools that assist students in their educational performance and enrich their personal lives.
In partnership with the Milwaukee-based SHARP Literacy program, MOWA welcomed first- and fourth-grade students from sixty Milwaukee-area classrooms for tours in 2014. Students left MOWA feeling artistic and empowered. The program incorporates literacy education and the visual arts into required science and social studies curricula.
MOWA’s flagship wisconsin history and visual arts program launched in 2012 and has grown by twenty percent each subsequent year. Through works of art, art-making in the studios, and a play about artist Mary Nohl, more than eight hundred fourth-graders learned about Wisconsin history and bubbled with laughter, conversation, and ideas in 2014.
In 2014, MOWA docents welcomed youth tours of all ages from schools throughout the seven-county region and beyond. To make tours even more accessible to widespread populations and neighborhoods, MOWA never charges a per student fee for school groups and classes are often tailored for specific interests.
junior masters tried their hand at computer animation, fashion design, historic doll-making, and sewing superhero costumes and plush felt creatures. Interactive studios led by professional artists introduced teens to art forms that they may not experience on traditional education paths.
Advancing the Art

Art appreciation is best learned when nurtured through firsthand experience—looking at art, listening to the voice of the artist, engaging in meaningful conversation, and creating art. At MOWA, we are committed to offering such experiences. In fact, this commitment is the driving force behind our membership philosophy, which encourages members to return often and participate in activities of personal interest. The choices are many: attending a broad array of exhibitions or artist talks, downloading art publications, exhibiting in the members’ show, or exploring a master studio—members found countless ways to spark connections at MOWA in 2014.
MOWA was the hottest destination in Wisconsin for exhibitions in 2014. From wet-paint contemporary to historical exhibitions, MOWA captured the attention of the art community and even the national press with an outstanding review of the John Steuart Curry exhibition in the *Wall Street Journal*. 
In 2014, MOWA presented fourteen exhibitions onsite and four exhibitions at our Milwaukee satellite MOWA on the Lake at Saint John’s on the Lake.

<table>
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<th>Hyde Gallery</th>
<th>Horicon Bank Gallery</th>
<th>State Gallery</th>
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| **Wisconsin Visual Artists Biennial**  
January 17–March 9, 2014  
*Sponsored by the Wisconsin Visual Artists (WVA)*  
**Handmade for Hard Times: The Milwaukee Handicrafts Project**  
March 28–June 15, 2014  
*Generously supported by the Edward U. Demmer Foundation*  
**John Steuart Curry: At Home in Wisconsin**  
June 27–September 14, 2014  
*Generously supported by the Edward U. Demmer Foundation*  
**Tom Loeser: It Could Have Been Kindling**  
October 5, 2014–January 11, 2015  
*Generously supported by the Chipstone Foundation*  
**Beth Lipman: Precarious Possessions**  
February 7–April 13, 2014  
**Carl Corey: For Love and Money**  
April 25–July 27, 2014  
**Tyanna Buie: Still Lives**  
August 8–November 2, 2014  
**Given in Trust: New Gifts to MOWA**  
November 21, 2014–March 22, 2015  
**Wisconsin Pastel Artists**  
January 16–April 13, 2014  
**Coalition of Photographic Arts: The People in Your Neighborhood**  
April 25–July 20, 2014  
**Madison Art Guild Centenary**  
August 8–November 9, 2014  
*A 100th Anniversary Celebration*  
**Super MOWA Members’ Show**  
**Tom Loeser, More Multiple Complications, 1999, Lent by Milwaukee Art Museum**
mowa on the lake

Amy Arntson and Brian McCormick: Waters and Woods
January 16–April 8, 2014
Sponsored by Saint John’s On The Lake

Fresh Impressions: Contemporary Wisconsin Printmakers
April 17–July 16, 2014
Sponsored by Saint John’s On The Lake

Summer Dances: Monotypes by Jan Serr
July 24–October 8, 2014
Sponsored by Saint John’s On The Lake

Cuentame un Cuento: Painted Stories by Francisco X Mora
Sponsored by Saint John’s On The Lake

bmi atrium

Gregory Klassen: Retrospective Aggregate
September 2–October 26, 2014

Spiritual Migrations: Truman Lowe
October 30, 2014–January 18, 2015

2014 exhibition sponsors

James and Karen Hyde
Joseph and Helen Lai
Greater Milwaukee Foundation
The Chipstone Foundation
Edward U Demmer Foundation
Quarles & Brady LLP
Horicon Bank
Pick Heaters
Arthur Laskin
Wisconsin Arts Board

Beth Lipman, Precarious Possessions (Sideboard with Blue China), 2013
"...compact and well-researched...this exhibition shines new light on Curry’s time in Wisconsin."

—Wall Street Journal
In 2014, inspiring artist talks illuminated the intimate connection between artist and artwork and often created a lively, casual forum for conversation. MOWA regularly invites leading artists in the field to talk about their work and journey of experiences.
artist talks

Beth Lipman
February 13, 2014

Pat Hidson and Chuck Wickler
WVA Biennial Artists
February 27, 2014

Warrington Colescott
WVA Biennial Artist
March 6, 2014

Rhoda Tews and Darron Lillian
Wisconsin Pastel Artists
March 20, 2014

Miranda Levy
April 17, 2014

John Gurda
*Alphabet Soup for the Soul: Depression-Era Work Relief Programs in Milwaukee*
May 1, 2014

Charles J Waisbren MD
*Dolls of the Milwaukee Handicraft Project*
May 15, 2014

Graeme Reid
*Novel, Nourishing, and Necessary: Milwaukee’s Handicraft Project*
June 5, 2014

David L Nelson PhD
*Curry and Chemistry: UW-Madison on the Cutting Edge of Art and Science*
July 24, 2014

Jan Serr
July 24, 2014

Gwen Drury
*The Wisconsin Idea*
July 31, 2014

Tom Loeser
*Turning Kindling into Contemporary Masterpieces*
October 9, 2014

Francisco X Mora
October 16, 2014

Truman Lowe
November 6, 2014

MOWA launched its first digital publication in conjunction with the exhibition *Tom Loeser: It Could Have Been Kindling*. The catalogue remains available as a free download on MOWA’s website, and is a reflection of our commitment to making Wisconsin art accessible around the world.
MOWA launched a biennial **artist-in-residency** program in Luxembourg City, created in partnership with Ansay Development Corporation and the Ministry of Culture in Luxembourg. Photographer Lois Bielefeld was selected as the award's first recipient.
In 2014, members honed skills in master studios with pastel artist Colette Odya Smith, landscape painter Tom Uttech, fashionista Miranda Levy, photographer Lois Bielefeld, fiber artist Elizabeth Carr Whitmore, and comic book illustrator David Beyer, Jr.
Members from age four to eighty-seven celebrated their art and strutted costumes at a comic-con-themed opening party for the annual members’ show. Limited to the first 250 online registrants, the competition was so intense in 2014 that the registration closed in just under three hours.
Collecting for the Future

MOWA’s collection is the heart of the museum. We are always focused on expanding our collection and to do so, we rely on the generosity of visionary collectors and patrons. Every contribution of art or donation designated for the purchase of art further enriches our holdings and enables us to present an ever fuller and more layered view of Wisconsin art. We are deeply grateful to the visionaries who today are building the collection of the future.
Through generous gifts and purchases in 2014, MOWA added seventy-four artworks to its holdings. The following list attests not only to the impressive range of acquisitions but to the forward thinking of so many MOWA patrons and donors who are building the collection for generations to come.

A
Terese Agnew  
(b. La Farge, 1959)  
The Visitation, 1987  
Silk screen on fabric  
Gift of Gary John Gresl  
2014-033

B
Reginald Baylor  
(b. Milwaukee, 1966)  
The Directions To and From, 2013  
Acrylic on canvas  
Purchase, MOWA  
2014-002

Fred Berman  
(b. Milwaukee, 1926; d. Milwaukee, 2011)  
Razed House IV, 1958  
Oil on canvas  
Gift of Arthur A. and Patricia Ann Gebhardt  
2014-032

Marian Bode  
(b. Milwaukee, 1915; d. Milwaukee, 2005)  
Summer Landscape, 1954  
Etching on tan paper  
Gift of Samuel K. and Doris Hersh Chortek  
2014-019

Sunset on the Lake, 1984  
Watercolor on paper  
Gift of Samuel K. and Doris Hersh Chortek  
2014-020

C
Warrington Colescott  
(b. Oakland, California, 1921)  
Triumph of St. Valentine, 1963  
Color etching on paper  
Gift of Arthur and Winifred Thrall  
2014-066

Edward S. Curtis  
(b. Whitewater, 1868; d. Los Angeles, California, 1952)  
Fast Elk, 1907  
Photogravure on vellum  
Gift of Jill G. Pelisek  
2014-001

E
Joel Elgin  
Etching on paper  
Gift of the artist  
2014-027

F
Joseph Friebert  
(b. Buffalo, New York, 1908; d. Milwaukee, 2002)  
Seated Nude, 1975  
Lithograph on tan paper  
Gift of Dr. and Mrs. Edward W. Korabic  
2014-012

Bawdy House, 1961/62  
Oil on masonite  
Gift of Samuel K. and Doris Hersh Chortek  
2014-013

Red Chair, 1982  
Oil on canvas  
Gift of Samuel K. and Doris Hersh Chortek  
2014-014

Rooftops, 2000  
Oil on canvas  
Gift of Samuel K. and Doris Hersh Chortek  
2013-015

Red Floor, 1995  
Monoprint on paper  
Gift of Samuel K. and Doris Hersh Chortek  
2013-016

G
Earl Gessert  
(b. Sheboygan, 1918; d. Sun City, Arizona, 1996)  
Geometric Design, c.1985  
Watercolor on paper  
Gift of Virginia Pierson  
2014-038

Ruth Grotenrath  
(b. Milwaukee, 1912; d. Milwaukee, 1988)  
Blue Iris, c. 1963  
Casein on paper  
Gift of Samuel K. and Doris Hersh Chortek  
2014-017

Despair, 1937  
Casein on paper  
Gift of Samuel K. and Doris Hersh Chortek  
2014-018

H
Tom Jones  
(b. Charlotte, North Carolina, 1964)  
Fire Pit, 2008  
Archival digital print on paper  
Purchase, The Art Ball 2013  
2014-011

Lon Michels  
(b. Marquette, 1962)  
The Last Supper, 2012  
Acrylic on canvas  
Gift of Susee and James Wiechmann  
2014-037

M
Louis Mayer  
(b. Milwaukee, 1869; d. Carmel, California, 1969)  
Portrait of Young Man, 1891  
Charcoal on tan paper  
Gift of Emily Pritzlaff  
2014-006

Harold Milbrath  
(b. Unknown, 1916; d. Milwaukee, 2008)  
Theater Puppet, c. 1935  
Paper mache, fabric and wood  
Gift of Michael H. Milbrath, Lois E. Lindeman and Joan L. Sander  
2014-069

Theater Puppet, c. 1935  
Paper mache, fabric and wood  
Gift of Michael H. Milbrath, Lois E. Lindeman and Joan L. Sander  
2014-070
Chalice, c. 1940
Silver and wood
Gift of Michael H. Milbrath, Lois E. Lindeman and Joan L. Sander
2014-071

Jug, c. 1935
Pewter
Gift of Michael H. Milbrath, Lois E. Lindeman and Joan L. Sander
2014-072

Chalice, 1963
Pewter
Gift of Michael H. Milbrath, Lois E. Lindeman and Joan L. Sander
2014-073

Gerhard C. F. Miller
(b. Sturgeon Bay, 1903-2003)
The Last of Spring, c. 1980
Egg tempera on paper
Gift of Richard W. Cutler
2014-074

Mark Mulhern
(b. Milwaukee, 1951)
Still Life, 1989
Oil on canvas
Gift in memory of Stephen F. Lacey
2014-003

Per Lysne
(b. Laerdal, Sogn, Norway, 1880;
d. Stoughton, 1947)
Chair, 1929
Oil on wood
From the Isak Dahle Little Norway Collection
Purchase, with funds from Alexander Joseph Schumann
2014-022

Chair, 1929
Oil on wood
From the Isak Dahle Little Norway Collection
Purchase, with funds from Sierra Joy Schumann
2014-023

Trunk, 1927
Oil on wood and forged iron
From the Isak Dahle Little Norway Collection
Purchase, MOWA
2014-031

George J. Robertson
(b. Edinburgh, Scotland, 1810;
d. Rockford, Illinois, 1894)
Map of Milwaukee, Wisconsin, 1854
Color lithograph on paper
Gift of Jeff Lambie
2014-010

Jon Schueler
Landscape, 1972
Watercolor on paper
Gift of Robert Schueler
2014-004

Per Lysne, Chair, 1929

(Previous) Reginald Baylor, The Directions To and From, 2013
Jon Schueler  
Seascape, 1972  
Watercolor on paper  
Gift of Robert Schueler  
2014-005

Alfred Sessler  
(b. Milwaukee, 1909; d. Milwaukee, 1963)  
Spring Bonnet, 1959  
Soft ground etching and aquatint on paper  
Gift of Joan Zingale  
2014-009

Gerrit van Sinclair  
(b. Grand Haven, Michigan; d. Milwaukee, 1955)  
In the Park, 1945  
Oil on masonite  
Purchase, with funds from the James and Karen Hyde Foundation  
2014-039

Francesco Spicuzza  
(b. Sicily, Italy, 1883; d. Milwaukee, 1962)  
Sails at Sea, c.1930  
Pastel on paper  
Purchase, with funds from Andy Nunemaker  
2014-028

Peonies, c.1945  
Oil on paperboard  
Gift of Charles R. Nelson in memory of Julia H. Nelson  
2014-067

Helmut Summ  
(b. Hamburg, Germany, 1908; d. Unknown, 1992)  
Grafton Pastoral, 1940  
Serigraph on tan paper  
Gift of the Bennet Kohlwey Barelmann Estate  
2014-035

Haven of Rest, 1941  
Serigraph on tan paper  
Gift of the Bennet Kohlwey Barelmann Estate  
2014-036

Structure-1959, 1959  
Intaglio on paper  
Gift of Arthur and Winifred Thrall  
2014-049

Milwaukee Shore, 1959  
Intaglio on Rives paper  
Gift of Arthur and Winifred Thrall  
2014-050

Slabs and Rocks #3, 1959  
Intaglio on paper  
Gift of Arthur and Winifred Thrall  
2014-051

Oval #3, 1963  
Relief intaglio on paper  
Gift of Arthur and Winifred Thrall  
2014-052

Doodle Gravure, 1965  
Intaglio on Rives paper  
Gift of Arthur and Winifred Thrall  
2014-053

Paleograph, 1966  
Color intaglio on paper  
Gift of Arthur and Winifred Thrall  
2014-054

Autographic, 1972  
Color lithograph on Arches paper  
Gift of Arthur and Winifred Thrall  
2014-055

Echo #2, 1974  
Color lithograph on Arches paper  
Gift of Arthur and Winifred Thrall  
2014-056

Bjorklunden, 1982  
Embossment on Hamady paper  
Gift of Arthur and Winifred Thrall  
2014-058

Hexagonal, c.1984  
Screen print on cotton fabric (confirm)  
Gift of Arthur and Winifred Thrall  
2014-059

La Morelle Ronde, 1997  
Color intaglio on Rives paper  
Gift of Arthur and Winifred Thrall  
2014-060

Cadence, 2002  
Engraving on Somerset paper  
Gift of Arthur and Winifred Thrall  
2014-061

Festive Tune-up, 2006  
Intaglio on Somerset paper  
Gift of Arthur and Winifred Thrall  
2014-062

Finale, 2008  
Engraving on Rives paper  
Gift of Arthur and Winifred Thrall  
2014-063

Ligatures, 2011  
Intaglio on paper  
Gift of Arthur and Winifred Thrall  
2014-064

Confluence, 2013  
Engraving on paper  
Gift of Arthur and Winifred Thrall  
2014-065
Santos Zingale, *My Studio*, 1931

(upper right) Tom Uttech, *Waussaediwunin*, 1992

(lower right) Joseph Friebert, *Bawdy House*, 1961/62

(previous) Lon Michels, *The Last Supper*, 2012
U
Elsa Ulbricht
(b. Milwaukee, 1885; d. Milwaukee, 1980)
*Landscape*, c. 1934
Oil on board
Gift of Dr. John E. Cordes
2014-030

Tom Uttech
(b. Merrill, 1942)
*Waussaadjiwunin*, 1992
Oil on canvas
Gift of Associated Bank
2014-075

*Moozq Pugudj*, 1991
Oil on masonite
Gift of Associated Bank
2014-076

W
William F. Weege
(b. Milwaukee, 1935)
*Buddha Will Crush You*, 1966
Off-set lithograph on Curtis Rag paper
Gift of the Don M. Kaminsky Library, 1941-2009
2014-026

WPA—Milwaukee Handicraft Project
(Founded in Milwaukee, 1935; ended 1942)
*Snake Block Print*, 1935/42
Block print on cotton fabric
Gift of Nola Witzlib
2014-021

*Milwaukee County Handicraft Project*
*Doll Pram*, 1935/42
Wood, rubber and metal
Gift of Julie B. Kane
2014-024

Milwaukee Handicraft Project Portfolio,
1935/1942
Block print on fabric, paper and cardboard
Gift of Charles F. and Lois L. Calkins
2014-025

Z
Santos Zingale
(b. Milwaukee, 1908; d. Madison, 1999)
*Air Raid*, c. 1935
Lithograph on tan paper
Gift of Joan Zingale
2014-007

*Refugees*, c. 1938
Lithograph on oriental paper
Gift of Joan Zingale
2014-008

*My Studio*, 1931
Watercolor on paper
Purchase, with funds from the James and Karen Hyde Foundation
2014-040

*The Red Barn*, 1940
Watercolor on paper
Purchase, with funds from the James and Karen Hyde Foundation
2014-041

Edward S. Curtis, *Fast Elk*, 1907

Gerrit van Sinclair, *In the Park*, 1945
Big Bashes
Big Fun

From the outside to the inside, MOWA is a banquet for the eyes and mind. The magnificence of the building and the art within it reflects the cultural richness of Wisconsin. Thousands of visitors took part in unforgettable art-centered events in 2014. Special member days, the annual Bloomin’ Holidaze floral showcase and holiday marketplace, and signature annual galas highlighted the best of Wisconsin art. Participants feasted on an array of event experiences!
Audiences of 500+ were abuzz at **exhibition openings**. Old and new friends alike gathered to see art, listen to Wisconsin bands, and chat over drinks. These openings offered a place to connect with others who are passionate about art. You never know who you’ll run into at MOWA!
Every November, **bloomin’ holidaze** transforms the galleries with seasonal floral displays, an artist marketplace, and expert lectures on floral arranging and growing. More than a thousand members enjoyed the flower-filled galleries during this festive three-day launch to the holidays.
MOWA shifted into high gear with an **evening of muscle**, a fundraiser hosted by Steve and Debbie Kilian at the showroom of their antique muscle car collection. Nearly $30,000 was raised through ticket sales and a knock-out live auction.
More than 250 wine-and-art lovers gathered for what is fast becoming the state’s premiere wine event. We uncorked sixty types of wine to taste, auctioned off over one hundred rare bottles, and put on a vintage fashion show. Over $40,000 was raised to support exhibitions and educational programs.
member celebration day commemorated MOWA’s first anniversary in the new building, and offered inspiring, engaging ways to connect. The day-long party started off with yoga, included art-making, exhibition tours, and gallery talks, and culminated with a performance by the chamber rock trio NINETEEN THIRTEEN.
multigenerational programs such as Mom-seum Day, Grandparents Day, and International Museum Day provided opportunities for the whole family to connect with MOWA and each other. Participatory art projects, refreshments, music, dancing, and photo-booth photography created a lively atmosphere.
Behind the Scenes

MOWA staff members and volunteers are often invisible to the public, working behind the scenes and with museum partners to create dynamic programs and exhibitions. These individuals are integral to the museum’s daily operations and to the bright future we are creating together for the new MOWA.
staff

In 2014, MOWA experienced an institutional transformation of unprecedented magnitude, increasing its annual attendance and expanding its schedule of programs and world-class exhibitions. None of these amazing accomplishments would have been possible without the extraordinary efforts of our talented and hardworking staff.

Director’s Office
Laurie Winters
Executive Director | CEO

Jennifer Suelflow
Executive Assistant to the Director

Karen Breit
Greg Cisler
Daniel Corry
Edward Geidel
Bambi Grajek-Specter
Julia Gray
Sandra Gunderson
Amy Hafemann
Gary Horn
Julia Jackson
Elizabeth Knopke
Jenifer Koebel
Jessica Lemberg
Miranda Levy

Marie Madderom
Dawn Malone
Brittani Mattke
Eric Steven Ash Pagelsdorf
August Peter
Erika Petterson
Graeme Reid
Zoey Scherer
Debra Schumacher
Pat Swanson
Cheryl Treutel
Andrea Waala
Suzanne Wedeward
Bruce Wick
Heidi Wirth
Alice Wittenburg
Christina Wright
docents

Docents brought art to life for museum visitors in 2014. A cornerstone of our education program, MOWA docents provided more than 3,500 students and adults with tours designed to appeal to learners at various levels. We salute the extraordinary dedication of this group of talented individuals.

Steev Baker
Kathy Conrow
Cheryl Ohrmund
Kathy Fish
Jeanne Forester
Susan Gumm
Lorraine Henrickson
Mel Kolstad
Ellen Maley
Laeh McHenry
Cheryl Ohrmund
Ron Przybyla
Laurin Scharfenberg
Virginia Schumann
Roseann St. Aubin
Dee Washa
Jo Weber
Barbara Pfeifer Woog
Volunteers and museum interns played a vital role in collaborating with MOWA staff members to deliver exciting programs and exhibitions. Whether assisting curators with exhibition research, greeting members, or helping at a gala event, MOWA’s community of volunteers and interns is indispensable.

**Interns**
- Elsa Bruno
- Anna Kupiecki
- Tracey Ratzburg
- Sarah Riehle
- Sonja Solvang
- Kristy Wilhelmi
- Christopher Witt

**Volunteers**
- Louise Andreys
- Susan Awve
- Steev Baker
- Collette Bowe
- Nancy Boylan
- Libbey Brennan
- Josh Breuer
- Mary Beth Carr
- Kathy Conrow
- Natira DeMerchant
- Kathy Fish
- Jeanne Forester
- Bambi Grajek-Specter
- Suzanne Hall
- Lorraine Henrikson
- Bruce Humphries
- Phil Hway
- Anne Jansen
- Joan Kennedy
- Carolyn Knaack
- Beth Koenig
- Mel Kolstad
- Jane Lazarevic
- Milos Lazarevic
- Diane Lorenz
- Ellen Maley
- Francisco X Mora
- Sue Nelson
- Pat Pitrof
- Robert Pitrof
- Ron Przybyla
- Barbara Sorenson Rambadt
- Mary Reilly-Kliss
- Christine Style
- Susan Waala
- Dee Washa
- Jo Weber
- Elizabeth Carr Whitmore
- Margaret Roever
- John Rozek
- Ron Sachse
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Building Sustainability

MOWA’s financial performance in 2014 demonstrates that the museum is fiscally strong, benefiting from well-managed operating expenses and a healthy stream of contributed and earned income. The museum ended the year with a balanced operating budget for the second year in a row in its new facility. In 2014, with the completion of a challenge grant to secure commitments for the remaining balance on the $11.3 million capital campaign total, we reached our goal, which is a true vote of confidence in MOWA’s future. Our continuing progress toward long-term sustainability will make MOWA an even stronger contributor to the state’s culture and quality of life.
financial statements
condensed statement of operation

<table>
<thead>
<tr>
<th>as of December 31</th>
<th>2014</th>
<th>2013</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Contributed Income</strong></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Individual</td>
<td>$420,202</td>
<td>$465,919</td>
<td>$118,479</td>
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<tr>
<td>Foundation</td>
<td>Government Grants</td>
<td>244,942</td>
<td>155,211</td>
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<tr>
<td>Endowment Draw</td>
<td>54,126</td>
<td>72,638</td>
<td>52,184</td>
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<tr>
<td>Trust Funding</td>
<td>300,000</td>
<td>300,000</td>
<td>300,000</td>
</tr>
<tr>
<td>Corporate</td>
<td>99,500</td>
<td>109,900</td>
<td>11,500</td>
</tr>
<tr>
<td>Special Events</td>
<td>53,532</td>
<td>133,477</td>
<td>15,820</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$1,172,302</td>
<td>$1,237,145</td>
<td>$676,108</td>
</tr>
</tbody>
</table>

| **Earned Income** |      |      |      |
| Membership         | $173,891 | $179,293 | $53,282 |
| Programs           | 36,237 | 14,383 | 21,613 |
| Supporting Services | 54,846 | 45,016 | 6,878 |
| Other              | 31,848 | 199 | 1,010 |
| **Total**          | $296,822 | $238,891 | $82,783 |

| **Total Income**   | $1,469,124 | $1,476,036 | $758,891 |

| **Expenses**       |      |      |      |
| Programs           | $843,249 | $165,619 | $47,388 |
| General | Administrative | 232,347 | 52,608 | 51,514 |
| Facilities         | 251,106 | 157,950 | 55,035 |
| Fundraising        | 131,306 | 954,472 | 698,359 |
| **Total**          | $1,458,008 | $1,469,973 | $1,020,566 |

| **Net Income | (Loss) from Operations** | $11,116 | $6,063 | $(261,675) |
In 2014, the first full year in its new facility, MOWA was able to improve its financial position significantly. Net assets increased by over $2.3 million and the operating budget was balanced for the second consecutive year.

Key financial developments included a successful wrap-up to the capital campaign that yielded gifts and pledges to cover the entirety of the new building’s costs. An extended agreement from the Pick Charitable Trust resulted in a pledge of annual support of $300,000 through 2023, as well as a commitment to add $1.5 million to the organization’s endowment over the same period.

Continued efforts to grow contributed and earned income along with strong cost controls promise to sustain the museum’s financial progress.
income

- Individual: 28%
- Trust Funding: 20%
- Earned Income: 17%
- Foundation | Government Grants: 17%
- Corporate: 4%
- Endowment Draw: 4%
- Special Events: 7%

expenses

- Programs: 58%
- Facilities: 17%
- General | Administrative: 16%
- Fundraising: 9%
membership by county

- Washington: 29%
- Milwaukee: 25%
- Ozaukee: 10%
- Waukesha: 10%
- Other Wisconsin: 5%
- Outside Wisconsin: 10%
For some, MOWA holds decades of memories and for others, 2014 may have marked their introduction. Whichever the case may be, we want to thank our very own superheroes for contributing to MOWA’s growth and continued progress. Support from patrons and members makes it possible to offer high quality exhibitions, education studios, outreach programs, and excellent care of the museum’s unique collections. THANK YOU!

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Thanks to the generosity of donors to the capital campaign from 2006–2014 recognized here, MOWA now stands as a beloved architectural achievement that houses a magnificent art collection and provides innovative exhibitions and programs for visitors of all ages.

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We gratefully thank the generous donors who contributed gifts as a tribute to someone special.

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Ways of Giving

Every contribution makes a difference. We are deeply grateful for the trust all donors have shown in MOWA through their giving. If you are interested in making a lasting impact on Wisconsin art, education, and the cultural life of the state, the following are ways of giving that support MOWA’s ongoing endeavors.

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

Tributes or memorial gifts can be made for any reason. Recognize friends and family on special occasions through a tribute gift or remember someone special through a memorial gift. The recipient or recipient’s family will receive a card from MOWA and you will receive a receipt for your tax-deductible contribution.

matching gifts

If your company has a matching gifts program, you may submit the matching form to increase the impact of your donation. Check with your company’s human resources office for eligibility.
corporate sponsorships

MOWA partners with corporations on projects that serve the museum’s mission and uniquely match a corporation’s philanthropic, marketing, branding, and community engagement goals. From program, event, and exhibition sponsorship to special days of celebration, the collaboration between corporations and MOWA yields exciting results.

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.

(back cover) Jon Schueler, Landscape, 1972