LA Philanthropist and Businessman Adds His Story to UCLA Library Collections

When Eli Broad and his wife, Edythe, moved to Los Angeles in 1963, Sam Yorty was mayor, and aerospace had just become the city’s leading industry. Neither of the city’s two landmark visual arts institutions, the Museum of Contemporary Art and the Los Angeles County Museum of Art, existed in their current forms or locations.

The UCLA landscape was also vastly different, with the Research Library still under construction. Now UCLA Library Special Collections has become home to the Eli Broad Papers, documenting his extraordinary business, philanthropic, and civic accomplishments.

Making it possible for students to learn and be inspired by his experience was a key motivator in Broad’s choice of the UCLA Library for his archive.

“I have been privileged to have four distinct careers – accounting, home-building, retirement savings, and now philanthropy – and I am humbled to share the records of my activities with students and historians,” said Broad.

“We have always had a special relationship with UCLA, and I was impressed with the scholarship, digital access, and curatorial professionalism of Library Special Collections,” he continued.

The only person to have built two Fortune 500 companies in different industries, Broad founded both SunAmerica Inc. and KB Home. He and his wife also founded The Eli and Edythe Broad Foundation and The Broad Art Foundation, through which their philanthropy takes an entrepreneurial approach to improving K-12 public schools, advancing scientific and medical research, and increasing public exposure to the arts.

“We are deeply honored that Eli is donating his personal papers to the UCLA Library,” said University Librarian Ginny Steel. “These unique records complement materials from a wide variety of influential individuals and organizations that have shaped our city, gathered together in our ‘Collecting Los Angeles’ initiative.

“‘Collecting LA,’ which documents the cultural, social, political, and economic history of our region, has made the UCLA Library the leading center for research continued on page 3

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on metropolitan Los Angeles and the broader region,” concluded Steel. “Eli’s papers significantly enhance its scope and will attract researchers from disciplines across campus and indeed from around the country.”

Broad is donating his papers in installments and also made a financial commitment to cover the cost of organizing and preserving the collection, and digitizing key documents. The first installment encompasses photographs, clippings, awards, and ephemera, primarily from the 1990s and 2000s. Contents document events, speeches, and phone calls; there are also SunAmerica annual reports and a scrapbook from the company’s twenty-fifth anniversary.

In addition, the papers contain designs from the competition held to select the architect for the Eli and Edythe Broad Art Museum at Michigan State University, Broad’s alma mater, which was won by Pritzker Prize-winning architect Zaha Hadid. Contents also include schematic drawings for The Broad contemporary art museum, which is scheduled to open in downtown Los Angeles on September 20.

Like those two architecturally striking museums, Broad’s gift to the UCLA Library will create an enduring legacy for students and scholars of Los Angeles history, entrepreneurship, and philanthropy for generations to come.

Collector, Bookseller, Trailblazer: Barbara Rootenberg

“I’ve always had a book under my nose,” Barbara Rootenberg recalls, tracing her love of books back to her childhood. So perhaps it’s uniquely appropriate that her encouragement led the UCLA Library to launch a baby books collection that is remarkable both for its human interest and its research value.

Her 2004 gift of A. Dunbar Walker’s The Parents’ Medical Note-book from 1884 is only one small example of the generosity of Barbara and her husband, Leon. Their longtime support has featured two collection endowments that support acquisitions by the UCLA Library’s History and Special Collections for the Sciences as well as a research fellowship that Leon established in his wife’s honor.

The Barbara Rootenberg Library Research Fellowship in the History of Medicine and the Life Sciences supports visiting scholars or UCLA graduate students conducting research with special collections materials in these areas. “Fellowships are becoming increasingly important,” Rootenberg notes, whose own use of the UCLA Library stretches back to her student days at UCLA.

Although she majored in literature rather than the sciences, Rootenberg’s love of books led her to become a bookseller. With the guidance of renowned bookdealer Jake Zeitlin and UCLA Chancellor and distinguished book collector Franklin D. Murphy, she opened B&L Rootenberg Rare Books, becoming one of the first women to specialize in rare books in the history of medicine and science.

“The UCLA Library is extremely fortunate to have the support of Barbara and Leon,” said University Librarian Ginny Steel. “In particular, Barbara’s contributions as both a donor and a volunteer ensure that our collections in medical and scientific history remain among the finest in the country.”

The Rootenbergs’ generosity will continue to sustain the Library and the researchers who rely on it for years to come. And Rootenberg’s efforts on behalf of the Library have not slowed a step. She reports, “Today, our business has never been better. People are still buying books, collectors are still collecting, then hopefully they will eventually donate them to a library.”
“The Invaluable Library”: A Student Perspective

As a student technology training specialist at both Powell and the Charles E. Young Research libraries, senior theater major Brigid Abreu helps her fellow students find computing resources and use technology to advance their research and study.

Q: How did you come to work in the Library?
I had the idea to work in a library in my head since I was in third grade, when my grandmother would take me to work with her; she was our town librarian in my rural hometown in New Hampshire. I wanted to be a librarian at that age because I thought it meant you got to read all day.

Q: Has the UCLA Library made a difference in your student experience?
Going to work is usually the best part of my day! The people I work with are spectacular. Before I was an employee, I always noticed how kind the “people at the desk” in the libraries were. Now I get to work with them and be one of them!

As a theater student who often has rehearsals from 7 to 11 p.m. and classes during the day, most jobs would be impossible for my schedule. But the Library is so accommodating to students that I benefit even as an employee.

Q: What skills have you learned while working at the Library that will benefit you later in life?
Training specialists are required to become certified in one different software package each quarter. This quarter I am starting a Final Cut Express course (film editing software, which is installed on library computers). I’m hoping to use it to make a laptop lending video for the Library’s laptop lending stations.

Q: What is the best thing about the UCLA Library?
There are so many, but at the end of the day, the Library is wonderful because of the services provided to students and faculty.

Of course, there’s the wide array of books and information, and inter-library loans expand the collection even more. If the UCLA Library can’t get it, it doesn’t exist!

The diverse study spaces suit different kinds of study. Someone who needs peace and quiet and a comfy chair can find that in areas including Powell’s second floor and reading room. For students who need to interact with others, there are group study rooms and collaboration pods in the Research Library equipped with a monitor that hooks up to a laptop as well as whiteboards to write on.

As a student and employee, the Library has been invaluable in my time here as a student.

Library Services and Facilities for Entrepreneurial Projects

Set to open this fall in the Eugene and Maxine Rosenfeld Management Library is a new accelerator space designed to foster collaborative entrepreneurial projects by students from disciplines across campus. Located in the library’s lower level, the ten-thousand-square-foot facility contains co-working space for up to forty-five people, with seating that can be reconfigured as needed. A presentation area with audio/video capabilities, conference rooms in various sizes, and private meeting rooms offer maximum flexibility for nascent entrepreneurs.

Entrepreneurship has expanded dramatically at UCLA in recent years. At the UCLA Anderson School of Management, where entrepreneurship is a popular management specialization, the Entrepreneur Association is its largest student organization. UCLA’s California NanoSystems Institute houses an on-campus incubator for start-up companies and draws from the schools of engineering, medicine, and physical and life sciences.

Part of the Division of Undergraduate Education, StartUp UCLA offers an intensive summer accelerator program for undergraduate students from all disciplines. Students can also take advantage of the Blackstone Launchpad, UCLA’s first year-round, interdisciplinary, cross-campus entrepreneurship program. And the UCLA Herb Alpert School of Music has launched a minor in the music industry open to students in all majors.

“UCLA Anderson and the UCLA Library have made an important contribution to UCLA’s entrepreneurial ecosystem with the launch of the Anderson Venture Accelerator,” said UCLA Anderson Dean Judy Olian. “We are delighted to launch this exciting partnership and look forward to the innovative ventures stimulated by the unique collaborations in this space.”

UCLA librarians and Library staff actively engage students working in all entrepreneurship programs to understand and support their projects. Specialized library services include helping students access the competitive intelligence and research resources they need to succeed, consult specialists in intellectual property management, and utilize appropriate technology to present their projects fully.

To learn more about giving opportunities that support the Library’s efforts in this area, please contact Stephanie Kimura, executive director of development, by email at <sbkimura@library.ucla.edu> or by phone at 310.206.8551.
FROM THE UNIVERSITY LIBRARIAN

Dear Donors and Supporters of the UCLA Library:

We often use statistics as a shorthand way of communicating an academic institution’s prestige – numbers of Nobel Prize winning faculty, amount of research funding, volumes in the library. As you of course know, by those figures – not to mention UCLA’s numerous NCAA championships – UCLA ranks among the world’s best.

And while we’re justifiably proud of the fact that the UCLA Library houses more than eleven million volumes, we realize that it’s the eleven million stories inside that really capture our value. The endlessly varied ways in which students, faculty, researchers, and members of the public use Library services and collections in their own unique journeys of discovery reflect our importance far more clearly than even the most impressive statistics ever could.

We ran across one of those stories in the frantic last days of the spring quarter, when students filled every seat in every library, studying, writing, rehearsing, and even snoozing (power naps can improve memory). In the hours before graduation, a staff member in the Louise M. Darling Biomedical Library found a short but sweet message on one of the white boards near the group study tables.

We don’t know who wrote it or how the writer used the library, but we’re delighted that he or she shared the thrill of accomplishment with us, and we’re honored to have played a role in that success.

As the fall draws near and the beginning of another academic year rapidly approaches, we look forward to welcoming both new and returning students and faculty. Their research and instructional needs both challenge and inspire us to further expand and enhance collections, services, and facilities. By creating the research library of tomorrow for our scholars today, we anticipate, support, and transform the ways in which academic instruction and research are conducted and disseminated.

In this effort, your support of the UCLA Library remains essential. Our generous and loyal donors contributed to the achievement of the student who wrote on the white board as well as the accomplishments, inventions, and breakthroughs of countless other students, faculty, and researchers across campus. Your gifts ensure that the Library remains the intellectual, cultural, and social heart of UCLA.

More stories are waiting to be told, and with your continued investment, we can make them unforgettable.

Ginny Steel
University Librarian

Giving Opportunities

THE UCLA LIBRARY ASSOCIATES

Support from the UCLA Library Associates ensures that critical needs, from special-opportunity acquisitions to information literacy programs, are addressed. Discretionary funds available to the university librarian will make a significant impact on the quality, innovative resources and services that the UCLA Library is able to offer.

HONOR WITH BOOKS

Honor with Books allows donors to pay tribute to a special person by placing a bookplate in his or her honor in a newly purchased book in the subject area of the donor’s choice. This $100 gift supports a critical acquisitions need while honoring a loved one, friend, special teacher, or colleague in perpetuity.

COLLECTION ENDOWMENT INITIATIVE

The Collection Endowment Initiative provides critically needed funds to acquire, preserve, and make accessible library materials in a particular subject area of interest. Collection endowments begin at $50,000, and the Library invites donors to make a single gift or to build an endowed fund over several years. Special bookplates reflecting the interests of the philanthropist are designed in consultation with the donor and affixed to each item added to Library collections that was made possible by his or her generosity.

MAKING A BEQUEST

In writing a will or living trust, donors can specify that they would like their estate to benefit the UCLA Library. In recognition of alumni, friends, faculty, and staff who have chosen to benefit the university through planned giving, they are welcomed as members of the prestigious First Century Society. Planned gifts include gifts through wills, living trusts, charitable trusts, charitable gift annuities, retirement plans, or other estate planning arrangements.

If you would like to receive more information about these or other options to support the UCLA Library, please contact Stephanie Kimura, executive director of UCLA Library Development, by telephone at 310.206.8551 or by email at <sbkimura@library.ucla.edu>. Or visit the website at <www.library.ucla.edu/about/giving-library>.
Patti and Harlan Amstutz

Though Patti and Harlan Amstutz both earned their bachelor’s degrees at UCLA in the 1950s, their lives didn’t intersect at the time. It was the classic North Campus / South Campus divide: he majored in chemistry and entered UCLA’s medical school at the end of his junior year in 1952, receiving his MD in 1956, while she studied English and international relations, earning her BA in 1956.

Harlan used the brand-new Biomedical Library, which opened in 1954, while Patti studied in the undergraduate library, in the basement of the landmark building since renamed the Powell Library. She even worked at the circulation desk for several semesters.

Patti and Harlan met the fall after they’d both graduated, and their first date was to the UCLA-Stanford football game. Who won? “UCLA, I think,” replies Patti. The two were married shortly thereafter and celebrate their fifty-eighth wedding anniversary this year.

In the ensuing years Harlan’s professional career took them across the country as well as across the Atlantic. While he did his residency in orthopedics at the Hospital for Special Surgery in New York, Patti worked at the Rockefeller Foundation. His military service then took them to the Minot Air Force Base in North Dakota, where as chief of orthopedics, he treated both members of the military and residents on local American Indian reservations.

A one-year fellowship drew the Amstutzes to London, then they returned to New York until UCLA recruited Harlan for the position of professor and chief of the Division of Orthopedic Surgery in 1970. There he focused on joint replacement and became internationally renowned as the expert in his field. In fact, he was among the first to do a total hip replacement, and over the course of his career, he worked with engineers as well as doctors to pioneer and perfect new techniques.

The Amstutzes have long been generous supporters of UCLA, and over the years they have been consistent donors to the University Librarian’s Discretionary Fund and Honor with Books giving program. Most recently, they established a charitable remainder trust, which will support the Library for far longer than a one-time gift could.

“I grew up with summer reading programs, and my mother worked in our town library,” says Patti. “So guess where I have an interest?”

“It’s been interesting to watch the Library grow,” she continues. “The relationship between the Library and the English department is wonderful, and I love Special Collections, but the Library’s growth benefits all areas on campus.”

“I feel we have to give back,” Patti concludes. The gifts she and her husband have made to the UCLA Library will keep giving back to current and future students and scholars for years to come.

Building a Legacy that also Creates Income and Tax Benefits

When Harlan and Patti Amstutz decided to support the UCLA Library by establishing a charitable remainder trust, they used a philanthropic approach known as gift planning, which allows donors the flexibility of building a lasting legacy through various arrangements.

A charitable remainder trust is set up through the irrevocable transfer of cash, securities, or other appreciated property. The trust may last for the beneficiary’s lifetime or for a term of years. It also provides important benefits such as:

- Regular income, which is tied to a percentage of the trust’s assets (revalued annually) and may grow
- An immediate charitable income tax deduction

Other gift planning opportunities include making a gift (bequest) through a will or living trust, establishing charitable gift annuities, and using a variety of assets such as real estate, cash, appreciated stock, life insurance, or retirement accounts. Some options result in estate tax savings, while others produce income and significant income tax advantages.

For more detailed information, please contact Julie Gutowski, UCLA Library director of development, by email at <jgutowski@library.ucla.edu> or by phone at 310.206.9234.
The World Relies on UCLA Scholarship

People around the world rely on UCLA scholarship publicly available through the University of California’s eScholarship repository, available at <escholarship.org>. This map shows the number of times UCLA content was accessed during the 2014 calendar year. View an interactive map with each country’s figures at <data-archive.library.ucla.edu/visualization/newsletter/worldmap.html>.

Key

- Less than 100 times
- 100 to 1,000 times
- 1,001 to 5,000 times
- 5,001 to 15,000 times
- 15,001 to 100,000 times
- U.S.: 327,850 times