



*2008*

*United Way of Dane County*

*Tocqueville Society Award*



## *The Alexis de Tocqueville Society*

The Alexis de Tocqueville Society was created in 1972 by United Way of America to recognize persons who have rendered outstanding service as volunteers in their own communities or on a national level through the presentation of a national Alexis de Tocqueville Society Award.

The name was chosen because of Tocqueville's admiration for the spirit of voluntary association and voluntary effort for the common good, a spirit he had observed in America and about which he wrote enthusiastically.

## *The Alexis de Tocqueville Society of Dane County*

The Alexis de Tocqueville Society of United Way of Dane County was founded in 1989 under the volunteer leadership of Oscar G. Mayer and Jerry M. Hiegel. The Society exists to promote and recognize the vital importance of voluntary community service and personal giving at an exceptional level. Members include individuals and families giving \$10,000 or more.

In its first year, six members contributed more than \$60,000. In 2007, 173 members invested more than \$2.8 million in United Way to achieve the goals in our community's Agenda for Change. Uniting our community and focusing resources means creating real solutions to Dane County's most pressing problems. Tocqueville Society members lead the way in creating lasting change.

**United Way of Dane County  
Tocqueville Society**

*proudly recognizes*

*The Stark Family*

as the recipients of the  
**2008 Tocqueville Society Award**  
for outstanding contributions to United Way  
and our community.





The Stark Family

*It is said that  
philanthropy is learned.*

In 1922 civic leaders in Madison established a campaign to allow business people to fund a variety of important causes while providing non-profit organizations an opportunity to seek support in an efficient manner. The Madison Community Union, now known as United Way of Dane County, attracted community leaders such as Michael B. Olbrich and William T. Evjue. Another original Board member was Paul E. Stark.

Mr. Stark was an obvious choice for the early board as he was someone accustomed to starting new and successful ventures. Just 14 years earlier he joined his father Albert Stark, a retired pastor, in

founding a real estate firm that in 1921 became the Paul E. Stark Company- soon to be the largest agency in Madison. Paul also founded the Anchor Building and Loan Association (now AnchorBank) in 1919. His leadership extended to the national stage where he was president of the National Realtors Association.

The Nakoma area is one of the Stark family's signature developments, as is the area around Madison West High School. Along with developing a business and a community, the Stark family helped develop a culture of philanthropy. Paul Stark was a founding member of the local Board of Realtors and was an early Board President of the YMCA. For the first United Way Board he was on the executive committee and the second person to chair the Board when he did so for two years beginning in 1926.

Paul's business acumen and community leadership continued to the family's next generation, although neither of his two sons had the opportunity to work alongside their father Paul who passed away in 1945. Longtime business associate Walter Schar led the company while Phillip Stark completed his degree at the University of Wisconsin-Madison.

Before attending the university, however, Phil learned life lessons in a very different setting. He left for Europe at age 18 to serve in World War II. Phil was a machine gunner, honored for meritorious service with a Purple Heart and Silver Star following injuries sustained in the Battle of the Bulge. Phil modestly maintains that he did nothing out of the ordinary.



Phil returned to Madison and graduated from the University in 1948. That year he became a third generation Realtor joining the Stark Company in 1948 and would lead the business for than 40 years. Phil retired in 1989 as President and CEO.

In 1952 Phil married Jane Marty and raised three sons, grew a company and gave back to the Madison community. Together they are a committed and loving team.

Phil's community service has included YMCA board president and chairman of the board for the American Red Cross-Badger Chapter. He was honored by the state Junior Chamber of Commerce in 1957 as an Outstanding Young Man. He served many years on the Capital Fund Committee, along with leadership in the Greater Madison Chamber of Commerce and Downtown Madison Rotary. He's proud of his involvement with SCORE (Service Corps of Retired Executives) that provides counseling and peer to peer learning for small business owners. Phil says he learned much about business in the "school of hard knocks," and he wants to give a hand to new business people.

Phil also states that he's been a non-profit fundraiser all of his life! He has volunteered tirelessly on behalf of many organizations: chairing capital campaigns for his faith community (multiple times), repairing dolls for the Madison Children's Museum Sale and volunteering for Madison Opera. Jane has volunteered for more than 25 years as a Brailist-translating reading materials for the Blind,

and Phil has been supportive as well. Phil has taken on various roles for United Way including fundraising for the annual campaign. He cites United Way as being a service to the business community, lending credibility to their work in Dane County.

A fourth generation in the family business was not a foregone conclusion. Phil and Jane's sons Tom and Jeffrey pursued careers in orthopedic surgery and the law, respectively. Both now live out of state. Oldest son David considered a future in medicine but instead transferred to UW-Madison after a year at Duke University and earned his degree in finance. Dave worked in banking before joining the firm in 1978 and became its fifth President in 1989.

Dave and the former Marcie Medd have been married 25 years. Together they are committed to raising their kids with a sense of appreciation for the family leadership that came before them and a belief in community service. With their youngest child now in college, Marcie is exploring new ways to give back to Dane County after many years of volunteering in the schools and the kids' activities.

Like Paul Stark before them, both Dave and Phil have enhanced their industry through service on local, state and national Realtor boards and associations. Their peers have honored them for their professionalism and commitment to the community.

While acknowledging his own support of United Way, Phil lauds Dave for his extensive leadership. Indeed, United Way President Leslie Ann Howard notes that Dave has had a role on nearly every



committee, and she states, “Dave is an articulate, passionate public speaker which has proven a great attribute when rallying people to become involved with United Way projects.” In chairing the 2007 United Way Campaign, Dave Stark led the community to raise more than \$16 million-a record amount.

In addition, Dave chaired the United Way Board of Directors from 2001-2003 and before that the volunteer committee that determines how best to invest community resources to create lasting change. That experience prepared him for asking others in the community to contribute. “When you give to United Way,” explains Dave, “by extension you give to everyone. United Way knows how to raise funds and just as important knows how to get results. United Way and the Agenda for Change give us a huge opportunity to make this a better place.”

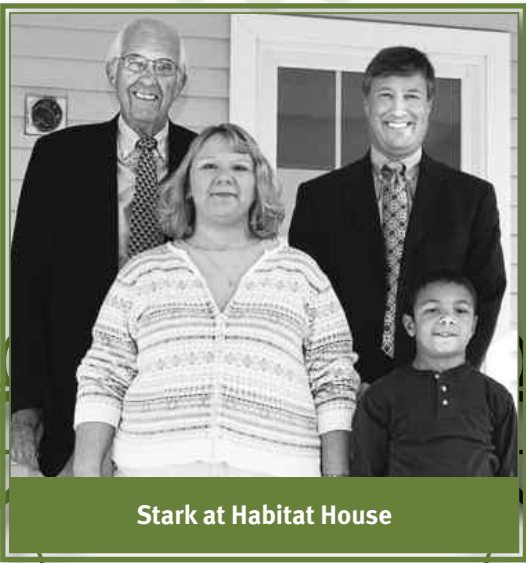
Dave’s other community leadership roles have included volunteering with the Greater Madison Chamber, Meriter Foundation Board, the YMCA Board, American Heart Association and Urban League of Greater Madison among many other groups.

Both Phil and Dave credit their parents as well as their children with teaching them about community service. Phil explains that his father Paul said, “If you do business in a community, you’ve got to be a part of it.” Dave recalls there was no lecturing from his father about involvement. Instead he learned it by osmosis. “As a kid,” Dave reflects, “I was aware of what our family was all about.” Dave describes the upcoming generation and his children as very philanthropic and says service is a defining characteristic.

Dave goes on to say that his three children have not been lectured about philanthropy, but they're aware of what the family does and they understand what the company stands for. That is a direct result of Paul Stark's community service. Dave says, "My grandfather really set the bar in so many ways for how we think real estate should be practiced. He was honorable and ethical."

The Stark Company is the community's oldest real estate firm and is known for great sales people who give great service. That also goes for being active in Dane County. Employees are annual participants in the United Way Campaign and volunteer as part of the Days of Caring.

"Belief in the value of home ownership is central to the company," says Phil. As evidence, the company has helped fund a Habitat for Humanity home, and Phil is especially active with that non-profit, working for affordable and permanent housing.



“It’s true that housing resonates with Stark employees,” notes Dave. “But our people have big hearts for a lot of things.” This year to celebrate the company’s 100th anniversary, the company and its associates are volunteering for a wide range of projects from raising funds for food pantries and cancer research to helping a non-profit agency move into a new facility to dedicating a gazebo along the Yahara River.

After many years of contributing and multiple opportunities to join the Tocqueville Society, Dave reflects that in 1999 Marv Conney and Virginia Malmquist “got me.” Tocqueville membership is something that “you have to work yourself up to doing” explains Dave. “You come to the decision that you can and should do this.”

According to Marv, there was no work involved in this invitation. “While the Stark family may have joined the Tocqueville Society in 1999, they’ve been an important part of United Way for 86 years.”

“Giving is a habit, and community involvement is a habit,” states Dave. “When you involve yourself in the community and look outside yourself, it will come back to you.”

It is with sincere and heart-felt gratitude that United Way of Dane County recognizes the Stark Family with the 2008 Tocqueville Society Award.



## Previous Alexis de Tocqueville Society Award Recipients



- 1992 Oscar G. and Rosalie H. Mayer
- 1993 Irwin A. and Robert D. Goodman
- 1994 Jerry M. and Dorothy Hiegel
- 1995 Eugenie Mayer Bolz  
Family Foundation
- 1996 The Frautschi Family
- 1997 Elaine E. Davis and Erroll B. Davis, Jr
- 1998 Loren D. Mortenson Family
- 1999 Jean Manchester-Biddick
- 2000 Judith Dion Pyle and  
Thomas F. Pyle, Jr
- 2001 Don and Marilyn Anderson
- 2002 Dale and Lila Mathwich
- 2003 The Zimbrick Family
- 2004 Doug and Katie Reuhl
- 2005 Thomas G. and Karen C. Ragatz
- 2006 Jack DeLoss Taylor Charitable Trust
- 2007 Hal and Christy Mayer





## 2008 Tocqueville Society Committee



Daniel G. Stafford *Chair*

Blaine Renfert *Vice Chair*

Michael Victorson *Team Leader*

Allen A. Arntsen • James Bakke • James Barr III  
Christopher Bugg • Andrew D. Burish • Anna Burish  
Tom Bush • Todd A. Carpenter • Doug Caves  
Lau R. Christensen • Marv Conney • Christine Dahlhauser  
Fred Davie • Londa J. Dewey • Walter Dewey  
Greg A. Dombrowski • Dundeeana K. Doyle  
Christopher J. Frautschi • Jac B. Garner • William D. Harvey  
Stephen C. Hathaway • Bradley L. Hutter • Scott E. Kelly  
Mark Koehl • James G. Krogstad • David A. Lenz  
Janet P. Loewi • Jay V. Loewi • Richard M. Lynch  
Hal F. Mayer • Walter E. Meanwell • Loren D. Mortenson  
Thomas G. Ragatz • Douglas G. Reuhl • James R Riordan  
Jay R. Sekelsky • Paul S. Shain • Jay Smith  
David K. Stark • Mary Jo Tillquist • Thomas J. Zimbrick  
John C. Zimdars Jr • David A. Zweifel  
Jerry Hiegel, Honorary Committee Member

*Thanks to many other members who assisted with  
calls on behalf of the Society.*



## Previous Alexis de Tocqueville Society Chairs



- 1990 Jerry M. Hiegel
- 1991 Jerry M. Hiegel
- 1992 Jerry Frautschi
- 1993 John Zimbrick  
and Don Anderson
- 1994 Jean Manchester-Biddick
- 1995 Loren D. Mortenson
- 1996 Loren D. Mortenson  
and Marv Conney
- 1997 Jim Bakke
- 1998 Hal Mayer
- 1999 Thomas G. Ragatz
- 2000 Doug and Patty Malmquist
- 2001 Doug and Patty Malmquist
- 2002 Bradley and Joelle Hutter
- 2003 Jay and Janet Loewi
- 2004 Jay and Janet Loewi
- 2005 Walter E. Meanwell
- 2006 Lau R. Christensen
- 2007 William D. Harvey



*Thank You*

**LIVE UNITED**™



United Way  
of Dane County