



## TEMPO OF MADISON SCHOLARSHIPS

DEADLINE = END OF DAY JANUARY 6, 2023

### History

Each year since 1997, one high school female graduate heading off to college or technical school has been awarded the TEMPO of Madison Scholarship in honor of Betty von Rutenberg. This scholarship was created with money provided by the von Rutenberg family, their community, and TEMPO Madison member contributions. Past recipients have been awarded approximately \$5,000 which is paid directly to the college or university where the student is enrolled. Additionally, most years, the TEMPO of Madison Foundation has also been able to provide 1-2 smaller scholarships to qualified students. The same application is used for both the Betty von Rutenberg and TEMPO Madison-funded scholarships.

### About TEMPO Madison

TEMPO Madison is an invitation only, networking organization in greater Madison that connects women professional leaders from diverse backgrounds and experience to support, advise, learn, and create relationships with one another.

TEMPO Madison membership is comprised of approximately 230 women in executive and leadership positions, including women in the C-Suite, presidents, vice presidents, executive directors, entrepreneurs, deans, and political appointees. Programming includes a monthly luncheon, a Leadership Series that provides professional development opportunities, our Project REACH initiative to get more women on corporate boards, and small-group networking opportunities.

### Scholarship Criteria

TEMPO of Madison Scholarships are open to graduating students from a Dane County high school, who are female or identify as female, with plans to attend an accredited college or technical school in the Fall 2023. These are NOT academic scholarships, rather will be awarded based on strong character, initiative, leadership, and compassion, who share Betty von Rutenberg and TEMPO Madison's commitment to community, dedication to others, and demonstrate financial need. In the spirit of Betty, we are looking for students who have a fun, energetic spirit; a sense of humor; and a general zest for life.

### Requirements of Scholarship Candidates

- Current seniors in high school in the Greater Madison Area
- Females or a student who identifies as Female who embody the spirit of Betty von Rutenberg, as outlined below
- Demonstrated financial need (as determined by the scholarship committee)
- This scholarship is non-academic, so GPA will not be considered
- Recipient plans to attend continuing higher education at an accredited college, trade, or technical school

## APPLICATION: DEADLINE = END OF DAY JANUARY 6, 2023

**How to Apply:** Send a resume or one-page profile, include EXTRACURRICULAR ACTIVITIES, VOLUNTEER, WORK EXPERIENCE, and the application to Erin Fabrizius at [tempomadison@tempomadison.org](mailto:tempomadison@tempomadison.org). Deadline: **January 6, 2023**.

**Candidate Name, Address and Phone Number:** Click here to enter text.

**School Currently Attending:** Click here to enter text.

1. What are your plans following high school? Include which college or technical school you plan to attend and why.

Click here to enter text.

2. Describe someone outside of your immediate family who has had a profound effect on your life and explain how they have helped you become the person you are today.

Click here to enter text.

3. What challenges do you expect to overcome as you work toward achieving your educational goals?

Click here to enter text.

4. Upon reflection of Betty's values and ideals, detail an instance where you have lived these values.

Click here to enter text.

5. Have you completed the FAFSA application or applied for other scholarships? Have you received other scholarships at this time?

Click here to enter text.

6. Please share any additional comments you want us to consider during the selection process.

Click here to enter text.

### Timeline

Dec 2022	Jan 2023	Feb 2023	Mar 2023	Mar 2023	Apr 2023	May 2023	June 2023
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Applications accepted; Deadline to apply is 1/6	Applications reviewed	Applicants notified	Interviews conducted	Recommendations submitted to board	Scholarship recipients notified-late April	Scholarship recipients attend a TEMPO Madison luncheon
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## About Betty von Rutenberg

Betty von Rutenberg, well-known Madison restaurateur, developer, and civic activist, died in 1996. Betty and her husband, Bill, were best known for operating popular restaurants on Lake Mendota -- The Mariner's Inn, The Nau-ti-gal and Captain Bill's, and Betty Lou Cruises on both Mendota and Monona Lakes. Betty is fondly remembered for her hearty laugh and warm treatment of their guests.

She was a promoter of equal rights and the advancement of women to top executive positions through the TEMPO of Madison organization. She was vice president and co-founder of von Rutenberg Ventures, which also developed housing on Lake Mendota. She was a mother and wife and cared deeply for her family and her community.

Although Betty died before you were born, consider how revered she was to have this scholarship created in her name only one year later—and every year since, it has provided funding for one young female to continue her education.

### **Betty Lou von Rutenberg, A Son's Profile, by Robert von Rutenberg**

*Betty Lou von Rutenberg was an amazing, unique, intelligent, and very caring woman. I had the privilege of knowing her for 29 years. She had an absolute zest for life, cherished and loved her family and friends, and always found the good in people. She had an amazing capacity to make everyone she met feel as though they were the most important and special person in the world. My opinion is a bit one-sided; she was, after all, my mother. I still miss and think of her often. I am hoping to somehow convey to scholarship applicants the essence of the woman named Betty.*

*A lifelong Madisonian, Betty Lou loved the city, the lakes, and the people. A middle child of six, she quickly learned that to get somewhere, you had to speak up and make your presence known. She was very close to her grandmother, who she called "the first businesswoman in Madison." At age 13 her grandmother taught her how to "do the books" for the family business which consisted of Neesvig Farms, Madison Packing Company, and 13 restaurants. Every Saturday Betty Lou would sit with her grandmother, do the books and learn life lessons. At 16, she graduated high school and went on to the University of Wisconsin. At 19, in her junior year, her grandmother died. My mother took over the business. She still finished college but went from a straight A to a D student her final year. She jokingly said that was when she learned time management.*

*After college she married my father, whom she met at the University (she actually tried to have him expelled, but that is another story). In the early 1960s, my parents decided to leave her family's business and start their own family and business. Starting small to allow my mom a flexible schedule, they bought a little restaurant called "The Nibble Nook." Soon, my brothers, Bill and Jack, were born. Business and family were thriving. Above the restaurant, my mom had an office and nursery. Five years later, they sold that business and soon purchased a supper club on Lake Mendota (between restaurants I came into the world). Just working evenings was very appealing after the grind of serving breakfast, lunch, and dinner. My mom again set up an office and nursery above the restaurant. Despite a very busy schedule, my mother always managed to balance work, family, friends, and fun.*

*My mother was proud of her success and worked extremely hard to get to the top. When she died, the company consisted of three restaurants, a marina, and real estate developments. However, what mattered most to her was her relationship with her*

*family and friends. She was never too busy to take time out to focus on you and only you. She was a great listener. Integrity was important to her. She said it was one thing that could not be altered, you either have it, or you don't, there is no gray area.*

*A great businesswoman and mother, Betty also did a lot of charitable work. She was extremely progressive and ahead of her time on many issues. Of those not sharing her point of view, she would politely say they just needed to be further educated and then they would see she was correct. A favorite quote: "You never have to apologize for being right."*

*Joining TEMPO was instantaneous love. She felt she had landed. It was amazing to be among women like herself: strong, independent, passionate about success and learning with a zest for life.*

*When my mom quoted, we boys used to just roll our eyes "oh no, not again." We jokingly called these quotes "Momilys." It was like being in church and getting a mini sermon. When we went to college, she would mail them to us. I still have some of them. In some small way, I feel they capture her essence.*



*Thank you for letting me share a small part of my mother with you. Wherever your life may lead you, I offer this Momily:*

*"May you have a spring in your step, and a smile in your heart."*

*Betty von Rutenberg*

*1932-1996*

