Wisconsin Library Association Annual Conference
October 16–19, 2007
Regency Suites and KI Convention Center
Green Bay, Wisconsin
Considering a green library?

“Going green” for your building project can result in reduced operating costs, conservation of resources and healthier, more productive visitors and staff. Let Engberg Anderson Design Partnership help you create a library building that sets an example for a greener, healthier community. As a leader in sustainable design, our LEED® certified architects and designers can help you with responsible yet exciting alternatives to traditional systems for a healthier building, staff and planet.

Our design for the Iowa City Public Library in Iowa City, IA was developed in cooperation with MidAmerican Energy in an effort to minimize long-term energy consumption and earn financial incentive payments for the library and was subsequently featured as an example of the best energy conscious design at the 2001 International Congress of Energy & Environmental Building Association.

At the Oaklyn Branch Library in Evansville, IN, the library’s green roof serves as a practical design solution, resolving the challenge presented by the 50-foot sloping hillside site as well as introducing environmental benefits and lowering operational costs.

Currently in design, the new Gail Borden Public Library West Side Branch in Elgin, IL features cool daylighting strategies and optimized energy performance along with an alternate for geothermal ground source energy. The project is targeting a LEED® Silver certification.
Welcome to the WLA Conference of 2007! Terrie Howe and the entire conference committee have been hard at work to make your time here educational and fun. All of WLA’s divisions and units have brought their creativity and work to this event as well. I hope that you all find just what you need for your “library back home” during many program spots this week.

This “Libraries: Here and Now” conference offers a Pulitzer Prize winning keynote speaker, the President of the University of Wisconsin System, more authors, your cohorts with Web 2.0 expertise, and ways for all types of libraries to create and maintain excellent customer service. A hall of vendors with products to enhance your library awaits your visits — special times are blocked in the conference schedule so that you have plenty of time to browse.

Take a look at the list of eating establishments available to conference goers. I’ve lived in Green Bay since 1976, and have missed many of those suggested. I’ll be enjoying them along with you during the conference.

I also hope to run into you at Wednesday’s Irish Fest — you need not be Irish to kick up your heels. This event is a fundraiser for the WLA Foundation. When checking your email in the Internet room, be sure to up your bids on silent auction items — another fundraiser for our Foundation. All WLA members are members of the Foundation, and we need to support its work.

Thanks for making the Wisconsin Library Association an important part of your life and sharing this time with colleagues. This year’s conference demonstrates that WLA “unites and supports people from all types of libraries to develop and advocate for dynamic, responsive Wisconsin libraries.”
2007 Board of Directors
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Retired, Verona High School
**Meal tickets** will be collected at the table for all pre-registered meal functions. Conference attendees who have not pre-registered for meals may attend the speaker portion of programs following meals, provided that space is available.

**Other meal options**: You may enjoy planning a quieter meal away from the crowd at one of the many fine restaurants in the vicinity of the Regency Suites and KI Convention Center. For restaurant selections, please see the restaurant listings guide and menus at the local arrangements table in the registration area. Also check out the Green Bay Visitors and Convention Bureau brochure display.

Join us Wednesday, Thursday and Friday for the breakfast buffet at the Regency Suites Atrium to start off your day.

**Official WLA announcements** and other messages will be posted in the Registration Area.

**Smoking is not permitted** in meeting rooms, at meal functions or in the Exhibits Area.

**The recording of programs**, meetings and meal functions by personal use of cameras or audio or video equipment is not permitted.

**Badges** must be worn when attending conference programs, meetings, exhibits and hospitality functions.

**Free Internet access** is available in our Internet Café, Wednesday through Friday.

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**Green Bay Area Attractions**

Green Bay has many things to offer conference attendees and their families, including being home to the Green Bay Packers and all the related entertainment venues related to the Packers. But there’s more to Green Bay than donning a cheesehead. Green Bay also offers its visitors some great places to eat, drink, shop, enjoy the arts, and play, all within walking distance of your WLA host hotel.

Just a short drive from the hotel and conference center, enjoy the Bay Beach Wildlife Sanctuary (check out the program listing for Friday and take a tour), Green Bay Botanical Garden, the National Railroad Museum, and the NEW Zoo. Of course, no trip to Green Bay would be complete without a sojourn to legendary Lambeau Field and the Packers Hall of Fame.

Visit these websites for an overview of what Green Bay offers its visitors:

- [http://www.greenbay.com/](http://www.greenbay.com/)
- [http://map.mapnetwork.com/destination/packercountry/](http://map.mapnetwork.com/destination/packercountry/)
- [http://www.greenbay.com/thingstodo/places_packers.htm](http://www.greenbay.com/thingstodo/places_packers.htm)
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:30 p.m. – 4:30 p.m.</td>
<td>“Interesting” Times of Intellectual Freedom: an IFRT Pre-conference with Judith Krug</td>
<td>Meeting Rooms 5A-B</td>
</tr>
<tr>
<td>1:00 p.m. – 4:00 p.m.</td>
<td>Living Your Life on Purpose: Developing a Personal Mission, a WeLead Pre-conference with Joan Gillman</td>
<td>Meeting Room 7</td>
</tr>
<tr>
<td>3:00 p.m. – 7:00 p.m.</td>
<td>Registration</td>
<td>KI Convention Center</td>
</tr>
<tr>
<td>4:00 p.m. – 6:00 p.m.</td>
<td>Vendor/WeLead Reception</td>
<td>Exhibit Hall</td>
</tr>
<tr>
<td>6:00 – 8:00 p.m.</td>
<td>Wisconsin Association of Public Libraries Board Meeting</td>
<td>Meeting Room 6A</td>
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<td>Wisconsin Library Association Board Meeting</td>
<td>Meeting Room 6B</td>
</tr>
<tr>
<td>6:30 a.m. – 9:30 a.m.</td>
<td>Conference Breakfast</td>
<td>Regency Suites Hotel Atrium</td>
</tr>
<tr>
<td>7:00 a.m. – 7:00 p.m.</td>
<td>Wisconsin Library Association Past Presidents’ Breakfast</td>
<td>Meeting Room 6B</td>
</tr>
<tr>
<td>7:30 a.m. – 8:30 a.m.</td>
<td>Keynote Address: A Writer’s Life, with David Maraniss</td>
<td>Meeting Rooms B1-2-3</td>
</tr>
<tr>
<td>10:00 a.m. – 10:45 a.m.</td>
<td>Exhibits Grand Opening with Refreshments</td>
<td>Exhibit Hall</td>
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<tr>
<td>10:00 a.m. – 5:00 p.m.</td>
<td>Exhibits</td>
<td>Exhibit Hall</td>
</tr>
<tr>
<td>10:15 a.m. – 11:00 a.m.</td>
<td>Autograph Garden: David Maraniss</td>
<td>Exhibit Hall</td>
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<tr>
<td>11:00 a.m. – 12:15 p.m.</td>
<td>Applying Survey Methodology in the Real World</td>
<td>Meetings Room 2</td>
</tr>
<tr>
<td>11:00 a.m. – 12:15 p.m.</td>
<td>Grants: Finding Out “Where Do I Get the Money?”</td>
<td>Meeting Room 6B</td>
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<tr>
<td>11:00 a.m. – 12:15 p.m.</td>
<td>Intellectual Freedom Issues: Hot Off the Presses</td>
<td>Auditorium</td>
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<tr>
<td>11:00 a.m. – 12:15 p.m.</td>
<td>Library Conference Planning 101: Backs to the WAAL</td>
<td>Meeting Room 6A</td>
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<tr>
<td>11:00 a.m. – 12:15 p.m.</td>
<td>Open Holds — A Win-Win Solution!</td>
<td>Meeting Room 3</td>
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<tr>
<td>11:00 a.m. – 12:15 p.m.</td>
<td>Rural Library Sustainability Reunion</td>
<td>Meeting Room 5B</td>
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<tr>
<td>11:00 a.m. – 12:15 p.m.</td>
<td>WISCAT Update</td>
<td>Meeting Room 5A</td>
</tr>
<tr>
<td>11:45 a.m. – 1:30 p.m.</td>
<td>Box Lunches Available</td>
<td>Exhibit Hall</td>
</tr>
<tr>
<td>12:30 p.m. – 2:00 p.m.</td>
<td>Association of Wisconsin Special Libraries Business Meeting</td>
<td>Meeting Room 1</td>
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<tr>
<td>12:30 p.m. – 2:00 p.m.</td>
<td>Author Luncheon with Ann Bausum</td>
<td>Ballroom A1-2-3</td>
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<tr>
<td>2:00 p.m. – 3:15 p.m.</td>
<td>The Changing Face of Reference</td>
<td>Meeting Rooms 5A-B</td>
</tr>
<tr>
<td>2:00 p.m. – 3:15 p.m.</td>
<td>Learning Games and Simulations: What Librarians Need to Know</td>
<td>Meeting Room B1</td>
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<tr>
<td>2:00 p.m. – 3:15 p.m.</td>
<td>Lutie Stearns and Her Library Legacy</td>
<td>Meeting Room 4</td>
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<tr>
<td>2:00 p.m. – 3:15 p.m.</td>
<td>Parents’ Toolkit to Using Badgerlink</td>
<td>Meeting Room 2</td>
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<tr>
<td>2:00 p.m. – 3:15 p.m.</td>
<td>Podcasting as a Library Tool</td>
<td>Auditorium</td>
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<tr>
<td>2:00 p.m. – 3:15 p.m.</td>
<td>Putting Library Services Where Our Users Live and Work</td>
<td>Meeting Room 7</td>
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<tr>
<td>2:00 p.m. – 4:00 p.m.</td>
<td>Reel Librarians: Connecting Librarians &amp; Film</td>
<td>Meeting Rooms 6A-B</td>
</tr>
<tr>
<td>2:00 p.m. – 4:00 p.m.</td>
<td>Reel Librarians: Connecting Librarians &amp; Film</td>
<td>Meeting Room 3</td>
</tr>
<tr>
<td>2:15 p.m. – 3:00 p.m.</td>
<td>Tour of the St. Norbert Abbey Library and Archives</td>
<td>Ballroom A1</td>
</tr>
<tr>
<td>3:15 p.m. – 4:00 p.m.</td>
<td>Autograph Garden: Ann Bausum</td>
<td>Exhibit Hall</td>
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<tr>
<td>3:15 p.m. – 4:00 p.m.</td>
<td>No-Conflict Break in the Exhibit Hall</td>
<td>Exhibit Hall</td>
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<tr>
<td>3:30 p.m. – 4:30 p.m.</td>
<td>Autograph Garden: Stuart Stotts</td>
<td>Exhibit Hall</td>
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<tr>
<td>4:00 p.m. – 5:15 p.m.</td>
<td>The Best of Web 2.0</td>
<td>Auditorium</td>
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<tr>
<td>5:30 p.m.</td>
<td>Campaign for Wisconsin Libraries T-Shirt Photo Shoot</td>
<td>Regency Suites Atrium</td>
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<tr>
<td>5:30 p.m. – 6:30 p.m.</td>
<td>Wisconsin Education &amp; Curriculum Librarians Business Meeting</td>
<td>Meeting Room 7</td>
</tr>
<tr>
<td>6:00 p.m. – 7:00 p.m.</td>
<td>UW-Madison School of Library and Information Studies Reunion</td>
<td>Meeting Room A3</td>
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<tr>
<td>6:00 p.m. – 7:00 p.m.</td>
<td>UW-Milwaukee School of Information Studies Reunion</td>
<td>Meeting Room A2</td>
</tr>
<tr>
<td>6:00 p.m. – 7:30 p.m.</td>
<td>One Thousand White Women: Book Discussion</td>
<td>Auditorium</td>
</tr>
<tr>
<td>8:00 p.m. – 11:00 p.m.</td>
<td>WLA Foundation Fundraiser: “WLAF Irish Fest”</td>
<td>Ballrooms A1-2-3</td>
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</tbody>
</table>
Conference Schedule at a Glance

Thursday, October 18, 2007

6:30 a.m. – 9:30 a.m.
Conference Breakfast .......................................................... Regency Suites Hotel Atrium

7:00 a.m. – 5:00 p.m.
Registration ................................................................. KI Convention Center

7:30 a.m. – 8:30 a.m.
Circulation Services Round Table Business Meeting .......................... Meeting Room 1
Government Information Round Table Business Meeting .................. Meeting Room 2
Library User Education Round Table Business Meeting .................. Meeting Room 7
Media and Technology Section Business Meeting .......................... Meeting Room 3
Resources Sharing Round Table Business Meeting ........................ Meeting Room 5A
Wisconsin Genealogy and Local History Round Table Business Meeting ........ Meeting Room 6A
Continental Breakfast and “Show & Tell” on Brown County Library’s
New Parent/Teacher Centers .............................................. Brown County Library

8:00 a.m. – 10:00 a.m.
WLA Foundation Board Meeting ........................................... Meeting Room 4
WLA Foundation Silent Auction ............................................ Ballroom A4
Exhibits .............................................................................. Exhibit Hall

8:30 a.m. – 4:30 p.m.
Internet Café ................................................................. Ballroom A4

8:30 a.m. – 5:00 p.m.
Academic Podcasting – Costs, Benefits and Outcomes at UW-Washington County Aud
How Do I Manage Series Authorities Now That LC Is Not? ................. Meeting Room 3
Leadership and Resilience: Strategies for Personal and Organizational Renewal  Meeting Room B1

9:00 a.m. – 10:15 a.m.
Litera Scripta Manet: How to Inspire and Cultivate Booklust in Your Patrons .................................................. Meeting Rooms 6A-B
Net Neutrality and Internet Surveillance ........................................ Meeting Room 7
Open Meetings Law and You ................................................. Meeting Room A2
The Smooth, Bumpy and Zigzagged Road to Making the Masters of Story Time ........................................ Meeting Room 1
Those Who Can, Teach: Becoming a More Effective Trainer .......... Meeting Room 2
Uncomfortable with Your Discomfort? ....................................... Meeting Rooms 5A-B

10:00 a.m. – 10:45 a.m.
No-Conflict Break in the Exhibit Hall ...................................... Exhibit Hall

11:00 a.m. – 12:15 p.m.
CCBC (Children’s Cooperative Book Center) ................................ Meeting Room 4
Fighting Fraud: We Can Do It — Together! ................................ Auditorium
Managing Your Library for GREAT Customer Service ..................... Meeting Room B1
The New Media Ecology ........................................................ Meeting Room 6A-B
Net Neutrality and Internet Surveillance ........................................ Meeting Room 7
Non-Profit Marketing: What My Mother Wouldn’t Tell Me ............... Meeting Room 3
Notable Book Marathon ...................................................... Meeting Room 1
Training 2.0: Bringing Order to Chaos ..................................... Meeting Rooms 5A-B
Using Digital Collections for K-12 Education ............................... Meeting Room 7
Using WISCAT as a Resource Sharing Tool ................................ Meeting Room 2
What’s My Role? A Mini Trustee Workshop ................................ Ballroom B3

11:45 a.m. – 1:30 p.m.
Box Lunches Available ...................................................... Exhibit Hall

12:30 p.m. – 1:30 p.m.
Autograph Garden: Jeff Russell ............................................. Exhibit Hall

12:30 p.m. – 2:00 p.m.
President’s Luncheon ....................................................... Ballroom A1-2
WLTA Luncheon and Business Meeting: Trustees and Friends Working Together Ballroom A3
Appreciative Inquiry (AI): How Do We Use It At Our Library? .......... Meeting Room B2
Everyone’s Retiring! Wisconsin’s Workforce In Ten Years ................ Meeting Room 7
Genealogy 101 ..................................................................... Meeting Room 1
Just Keep Shoveling, with Michael Perry, 2007 RR Donnelly Award Winner Meeting Room B1
Library and Community Involvement ........................................ Meeting Room 2
Taking the Non out of Non-User: Increase Your Library’s Reach .......... Auditorium
Teen Time .......................................................................... Meeting Room 3

2:00 p.m. – 3:15 p.m.
UW-Madison Libraries/Google Partnership .................................. Meeting Rooms 5A-B
We Are the Very Model of a Modern Staff Training Program .......... Meeting Rooms 6A-B
Conference Schedule at a Glance

3:00 p.m. – 3:30 p.m.  
Autograph Garden: Ann Bausum  -  Exhibit Hall
3:15 p.m. – 4:00 p.m.  
No-Conflict Break in the Exhibit Hall  -  Exhibit Hall
3:30 p.m. – 4:30 p.m.  
Autograph Garden: Michael Perry  -  Exhibit Hall
4:00 p.m. – 5:15 p.m.  
Bibliotherapy with Pet Books—Nonfiction Reads for Animal Lovers  -  Meeting Room 7
Kitten...Stitchin': Places for Women to Express Self and Community  -  Meeting Rooms 5A-B
Life in a Consortium: A Balancing Act  -  Ballroom A1
Ann Bausum, 2008 Burr Worzalla Award Winner  -  Meeting Room 1
Reel to Real: Films and Discussion About Topics That Matter  -  Auditorium
Student Research Forum  -  Meeting Room 4
What’s New Under the Dome – Legislative Update Session  -  Meeting Rooms 6A-B
The Wisconsin User and Library User  -  Meeting Room 3

5:15 p.m. – 6:00 p.m.  
Autograph Session: Ken Foster  -  Meeting Room 7
5:30 p.m. – 6:30 p.m.  
WLA and WLA Foundation Annual Business Meeting  -  Auditorium
7:00 p.m. – 9:00 p.m.  
Awards Banquet  -  Ballrooms 1-2-3

Friday, October 19, 2007

6:30 a.m. – 9:30 a.m.  
Conference Breakfast  -  Regency Suites Hotel Atrium
7:00 a.m. – 10:00 a.m.  
Registration  -  KI Convention Center
7:00 a.m. – 8:30 a.m.  
Bird Watching and Nature Hike at the Bay Beach Wildlife Sanctuary
7:30 a.m. – 8:30 a.m.  
Readers Section Business Meeting  -  Meeting Room 3
Technical Services Section Business Meeting  -  Meeting Room 2
8:30 a.m. – 11:30 a.m.  
Internet Café  -  Ballroom A4
View Webbie Award Winners  -  Ballroom A4
9:00 a.m. – 10:15 a.m.  
How to Weed Your Library Without Losing Your Mind  -  Meeting Room 2
In the “Palm” of Your Hand  -  Auditorium
Manga and Anime: It’s All Japanese to Me  -  Meeting Room 7
Tracing Your Ancestors Through Genealogy Tips and Tricks  -  Meeting Room 5A
What’s Toxic in Your Neighborhood?  -  Meeting Room 3
The Wisconsin Court System’s Self-Help Family Law Site  -  Meeting Room 1
Wisconsin Public Library Standards and Certification  -  Meeting Rooms 6A-B
10:30 a.m. – 11:45 a.m.  
Bay Beach Wildlife Sanctuary Live Animal Program  -  Auditorium
The Effects of Intervention on Students’ ICT Skills at UW-Green Bay  -  Meeting Room 4
Helping Patrons Understand Environmental Issues  -  Meeting Rooms 5A-B
Hiring Tips to Strengthen Your Workforce  -  Meeting Room 1
The Original Information Highway  -  Meeting Room 7
Poets as Peacemakers, Poets as Healers  -  Meeting Room 3
Private Soldiers: A Year in Iraq with Wisconsin’s 2-127th  -  Ballroom A1
Reaching Out to Homeschoolers  -  Meeting Room 2
11:45 a.m. – 12:30 p.m.  
Autograph Session: Staff Sergeant Joseph Streeter  -  Ballroom A1
12:00 a.m. – 12:30 p.m.  
Autograph Session: Ellen Kort  -  Meeting Room 3
Tuesday, October 16, 2007
4:00 p.m. – 6:00 p.m. Wisconsin Association of Public Libraries Board Meeting .......................... Meeting Room 6A
6:00 p.m. – 8:00 p.m. Wisconsin Library Association Board Meeting ......................................... Meeting Room 6B

Wednesday, October 17, 2007
7:30 a.m. – 8:30 a.m. Wisconsin Library Association Past Presidents’ Breakfast .......................... Meeting Room 6B
12:30 p.m. – 2:00 p.m. Association of Wisconsin Special Libraries Business Meeting ....................... Meeting Room 1
4:00 p.m. – 5:15 p.m. Burnout and YSS Annual Business Meeting ........................................... Meeting Room 3
5:30 p.m. – 6:30 p.m. Wisconsin Education and Curriculum Librarians Business Meeting ............. Meeting Room 7

Thursday, October 18, 2007
7:30 a.m. – 8:30 a.m. Circulation Services Round Table Business Meeting ............................. Meeting Room 1
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Resources Sharing Round Table Business Meeting ..................................................... Meeting Room 5A
Wisconsin Genealogy and Local History Round Table Business Meeting ....................... Meeting Room 6A

Friday, October 19, 2007
7:30 a.m. – 8:30 a.m. Readers Section Business Meeting ......................................................... Meeting Room 3
Technical Services Section Business Meeting ............................................................ Meeting Room 2

Exhibits
Exhibit Hall
Wednesday, 10:00 a.m. – 5:00 p.m.
Thursday, 8:30 a.m. – 4:30 p.m.

Breaks in the Exhibit Hall
Wednesday, 10:00 – 10:45 a.m., 3:15 – 4:00 p.m.
Thursday, 10:00 – 10:45 a.m., 3:15 – 4:00 p.m.

Internet Café
Ballroom A4
Wednesday, 10:00 a.m. – 5:00 p.m.
Thursday, 8:30 a.m. – 5:00 p.m.
Friday, 8:30 a.m. – 11:30 a.m.

Registration
KI Convention Center
Tuesday, 3:00 p.m. – 7:00 p.m.
Wednesday, 7:00 a.m. – 7:00 p.m.
Thursday, 7:00 a.m. – 5:00 p.m.
Friday, 7:00 a.m. – 10:00 a.m.

WLA Foundation Silent Auction
Ballroom A4
Wednesday, 10:00 a.m. – 5:00 p.m.
Thursday, 8:30 a.m. – 3:30 p.m.
Thursday, 4:00 p.m. pick up and pay
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- Burnidge Cassell Associates, Inc.
- Durrant Group, Inc.
- Engberg Anderson Design Partnership, Inc.
- Frye Gillan Molinaro Architects
- HGA Architects & Engineers
- Short Elliott Hendrickson, Inc.

####Associations
- Library Council of Southeastern WI

#### Audio Materials
- Baker & Taylor
- Books on Tape/Listening Library
- Brodart Company
- BWI
- Davidson Titles, Inc.
- Ingram Library Services Inc.
- Marshall Cavendish-Benchmark
- Recorded Books, LLC
- Unique Books, Inc.

#### Audio Visual Equipment/Systems
- Camera Corner/Connecting Point
- Sebco Books

#### Binding
- Houchen Bindery, Ltd.

#### Book Jobber/Wholesaler
- Brodart Company
- Davidson Titles, Inc.
- Emery-Pratt Company
- Ingram Library Services Inc.
- Learning Opportunities, Inc.
- The Penworthy Company
- Sebco Books
- SharpeReference/Salem Press/ABC CLIO

#### Books
- Alpine Book
- Baker & Taylor
- Bound To Stay Bound Books
- Brodart Company
- BWI
- Davidson Titles, Inc.
- Gale, part of Cengage Learning
- H.W. Wilson Company
- Ingram Library Services Inc.
- Learning Opportunities, Inc.
- Marshall Cavendish-Benchmark
- Mister Anderson’s Company
- The Penworthy Company
- Quality Books, Inc.
- Recorded Books, LLC
- Scholastic Classroom & Library Group
- Sebco Books
- SharpeReference/Salem Press/ABC CLIO
- Unique Books, Inc.
- University of Wisconsin Press
- Woodland Pattern Book Center

#### Children’s Books/Materials
- Brodart Company
- Davidson Titles, Inc.
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- Ingram Library Services Inc.
- Learning Opportunities, Inc.
- Marshall Cavendish-Benchmark
- Mister Anderson’s Company
- The Penworthy Company
- Quality Books, Inc.
- Sebco Books
- Unique Books, Inc.
- Upstart/UpstartBooks
- Woodland Pattern Book Center
- World Book Publishing

#### Children’s Programs
- AWE, Inc.
- Mister Anderson’s Company

#### Computer Software
- SirsiDynix

#### Consortium
- Auto-Graphics, Inc.
- Library Council of Southeastern WI
- ProQuest
- Wisconsin Library Services (WiLS)

#### Construction
- Management/Contractor
- Riley Construction Company, Inc.

#### Databases
- Auto-Graphics, Inc.
- Bowker
- EBSCO Information Services
- Gale, part of Cengage Learning
- H.W. Wilson Company
- Marshall Cavendish-Benchmark
- ProQuest
- Scholastic Classroom & Library Group
- Wisconsin Library Services (WiLS)

#### Digital Scanning & Preservation
- Auto-Graphics, Inc.
- MTM International, Inc.
- ProQuest

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- Baker & Taylor
- Emery-Pratt Company
- Ingram Library Services Inc.
- Sebco Books
- Unique Books, Inc.

#### DVDs & Videos
- NEWIST/CESA 7
- PBS Video
- Quality Books, Inc.
- Unique Books, Inc.

#### Education
- AWE, Inc.
- Camera Corner/Connecting Point
- H.W. Wilson Company
- Library Council of Southeastern WI
- ProQuest
- Scholastic Classroom & Library Group
- UW-Madison School of Library and Information Studies
- UW-Milwaukee School of Information Studies
- Wisconsin Library Services (WiLS)

#### Engineers
- Camera Corner/Connecting Point
- Durrant Group, Inc.
- Short Elliott Hendrickson, Inc.
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Buckstaff Company
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Embury, Ltd.
Highsmith Inc.

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Representatives: Cheryl Bradley, Sara Van Cleef
WiLS supports libraries in areas of shared bibliographic information, resource sharing, inservice training and other cooperative activities relating to information technology.

Wisconsin Women Library Workers
Booth 404
P.O. Box 1425
Madison, WI 53703
www.danenet.org/wwlw/index.htm
Representative: Mary Knapp
WWLW is a feminist organization committed to improving the status of women in the library field. Look for our annual quilt raffle in the exhibit hall.

Woodland Pattern Book Center*
720 East Locust
Milwaukee, WI 53212
(414) 263-5001
(414) 372-7636 (fax)
www.woodlandpattern.org
Representatives: Anne Kingsbury, Karl Gartung, Carolyn Elmer, Chuck Stebelton
Woodland Pattern--celebrating 27 years of specializing in contemporary literature, with special emphasis on poetry, small press and cross cultural titles.

World Book, Inc.
Booth 405
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Menomonee Falls, WI 53051
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* Thanks to these exhibitors for joining us in the Exhibit Hall every year for at least the last ten years.
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Madison, WI 53718-8345  
(608) 245-3640  
(608) 245-3646 (fax)

www.wla.lib.wi.us

Wisconsin Small Libraries Round Table (WISLR)  
Booth 412
Youth Services Section  
Inside Left of YSS Exhibit Hall Entrance

Wisconsin Library Association Foundation  
5250 East Terrace Drive, Suite A1  
Madison, WI 53718-8345  
(608) 245-3640  
(608) 245-3646 (fax)

www.wla.lib.wi.us

New Campaign for Wisconsin Libraries merchandise available!

With the support of Highsmith Inc., new Campaign for Wisconsin Libraries merchandise is now available! Watch for new merchandise and order form in your registration folder. There will also be additional merchandise available near the Silent Auction. Plus, don’t forget to pick up your Campaign for Wisconsin Libraries T-shirt at registration and join us for a photo shoot on Wednesday at 5:30 p.m. in the Regency Atrium.

Breaks in the Exhibit Hall
Wednesday, 10:00 – 10:45 a.m., 3:15 – 4:00 p.m.
Thursday, 10:00 – 10:45 a.m., 3:15 – 4:00 p.m.

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GREAT NEW WISCONSIN TITLES

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For pure spectacle, passion and tradition, nothing in sports beats a college football rivalry—and the Big Ten has some of the best. Learn about the history, ritual and color of some of football's oldest and greatest blood feuds.
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by Kelly Whitt
Learn about Wisconsin’s history, natural wonders, folklore and more with this collection of puzzles, games and trivia teasers. Hours of fun for puzzle lovers and trivia fanatics of every age!
Soft cover; 5.5 x 8.5; 152 pages; $12.95

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by Toni Brandeis
Discover great family recipes drawn from church and service group cookbooks throughout the Badger State.
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by Linda S. Godfrey
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For these and more than 100 other titles call 800-258-5830 or visit our website at www.trailsbooks.com.
Conference Hours

Exhibits
Exhibit Hall
Wednesday, 10:00 a.m. – 5:00 p.m.
Thursday, 8:30 a.m. – 4:30 p.m.

Breaks in the Exhibit Hall
Wednesday, 10:00 – 10:45 a.m., 3:15 – 4:00 p.m.
Thursday, 10:00 – 10:45 a.m., 3:15 – 4:00 p.m.

Internet Café
Ballroom A4
Wednesday, 10:00 a.m. – 5:00 p.m.
Thursday, 8:30 a.m. – 5:00 p.m.
Friday, 8:30 a.m. – 11:30 a.m.

Registration
KI Convention Center
Tuesday, 3:00 p.m. – 7:00 p.m.
Wednesday, 7:00 a.m. – 7:00 p.m.
Thursday, 7:00 a.m. – 5:00 p.m.
Friday, 7:00 a.m. – 10:00 a.m.

WLA Foundation
Silent Auction
Ballroom A4
Wednesday, 10:00 a.m. – 5:00 p.m.
Thursday, 8:30 a.m. – 3:30 p.m.
Thursday, 4:00 p.m. pick up and pay

Autograph Garden
Exhibit Hall (or as noted)

Wednesday
10:15 a.m. – 11:00 a.m.
David Maraniss
2:15 p.m. – 3:00 p.m.
Ann Bausum
3:30 p.m. – 4:30 p.m
Stuart Stotts

Thursday
12:30 p.m. – 1:30 p.m.
Jeff Russell
3:00 p.m. – 3:30 p.m.
Ann Bausum
3:30 p.m. – 4:30 p.m.
Michael Perry
5:15 p.m. – 6:00 p.m.
Ken Foster (Meeting Room 7)

Friday
11:45 a.m. – 12:30 p.m.
Staff Sergeant Joseph Streeter
(Ballroom A1)
12:00 p.m. – 12:30 p.m.
Ellen Kort (Meeting Room 3)

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Exhibits Showcase Drawing
Here’s your chance to win valuable prizes and to thank our exhibitors for our continued support for WLA and Wisconsin libraries. Here’s how to win:
✓ Find entry forms in your registration packet
✓ Fill out your forms and drop them in the Exhibit Hall
✓ Be in the Exhibit Hall during designated Exhibits Breaks on:
  Wednesday at 10:00 a.m. and 3:15 p.m.
  Thursday at 10:00 a.m. and 3:15 p.m.
Great prizes will be given at each drawing. YOU MUST BE PRESENT TO WIN!

GRAND PRIZE
The Marriott Madison West (location of the 2008 WLA Conference, November 4–7) has generously donated a Gift Certificate that entitles the recipient to one overnight stay in a deluxe room. Subject to advance registration and availability. Not valid on holidays and special events. Expires September 21, 2008. No extensions.

2007 Door Prize Contributors
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University of Wisconsin Press
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Wisconsin Historical Society Press

Internet room computers courtesy of South Central Library System.
This year’s keynote speaker is author and Pulitzer Prize Winner, David Maraniss, who promises to be extremely entertaining!

In 1993, he won the Pulitzer Prize for National Reporting at The Washington Post for his articles on the life and political record of candidate Bill Clinton. He was the Nominated Pulitzer Prize Finalist for National Reporting in 1996 with Michael Weiskopf for their accounts of the way the Republican takeover of the House of Representatives played out during 1995.

In 2002, David was the Nominated Finalist for the Feature Writing Pulitzer Prize for his moving and textured reconstruction of the tragic events of September 11th, described through the actions of several key participants. He was also the Pulitzer Prize Nominated Finalist in History for the book They Marched into Sunlight: War and Peace, Vietnam and America, October 1967. This book will become a feature film in 2008.

Author of the critically acclaimed and bestselling book First In His Class: A Biography of Bill Clinton, he has also written The Clinton Enigma and co-authored The Prince of Tennessee: Al Gore Meets His Fate and Tell Newt to Shut Up! In addition, David received praise for his lengthy account of the shootings on the Virginia Tech campus in an April 2007 article for The Washington Post entitled “That Was the Desk I Chose to Die Under.”

David is the author of last year’s best-selling book, Clemente: The Passion and Grace of Baseball’s Last Hero, which has been selected for one of this year’s Outstanding Achievement Awards by a Wisconsin author by the Literary Awards Committee of the WLA Readers Section.

What should really endear him to all who attend the Green Bay Conference is his award-winning book, When Pride Still Mattered: A Life of Vince Lombardi.

David divides his time between a home in Washington, D.C., where he is an editor for The Washington Post, and one in Wisconsin. He and his wife, Linda, have two grown children.

Keynote
David Maraniss
Wednesday, October 17, 8:45 – 10:00 a.m.
Ann Bausum writes about U.S. history for young people from her home in Beloit, Wisconsin. Two new titles by her will be released in 2007: Our Country’s First Ladies and Muckrakers. Other recent books examine issues of social justice – the fight for women’s voting rights (With Courage and Cloth, 2004) and the Civil Rights struggle (Freedom Riders, 2006). She has also written about Our Country’s Presidents (2005) and the explorer Roy Chapman Andrews (Dragon Bones and Dinosaur Eggs, 2000).

Her books consistently earn awards and recognition, including a Sibert Honor designation for Freedom Riders and a Jane Addams Children’s Book Award for With Courage and Cloth. Both titles were named notable books by the American Library Association. In addition, Booklist named Freedom Riders “Top of the List” as the Best Youth Nonfiction Book of 2006.

Ann graduated from Beloit College in 1979. She and her husband have two teenaged sons.

Ken Foster is the author of the bestselling memoir, The Dogs Who Found Me, and a collection of stories, The Kind I’m Likely to Get, which was a New York Times Notable Book of the Year. He is also the editor of two anthologies: The KGB Bar Reader and Dog Culture. His work has appeared in The New York Times, The Bark, The Believer, Urban Dog, Salon, Fence, Flaunt, and other publications. He has appeared as a guest on National Public Radio’s “Fresh Air” program with Terry Gross, WGBH’s “Morning Stories,” and dozens of other radio and television shows.

Currently a visiting assistant professor of creative writing at Tulane University, he lives in New Orleans with his three dogs, Brando (a Dane/Pit Bull), Zephyr (a Rottweiler/Shepherd) and Sula (American Pit Bull Terrier).

Joan F. Gillman is the Director of Special Industry Programs, Executive Education, for the University of Wisconsin-Madison School of Business. In her role as a conduit between University resources and the business community, Joan co-hosts a daily radio show focusing on local business issues.

Joan’s duties span Executive Education from small business and entrepreneurship to teaching managers and designing executive programs. She has taught in both the Small Business Development Center and Executive Education for the Supervisory Management Series. As founder of The Family Business Center, a regional membership program which addresses the special needs of the family business, she successfully completed succession planning for the center. Joan also speaks internationally on business development and leadership topics. She is the second woman ever to publicly address men in Saudi Arabia.

A native of Pittsburgh, she received her B.S. from Indiana University in art education and radio and TV. Since coming to Madison in 1968, she has worked for the departments of Preventive Medicine, Psychology and Waisman Center. She completed her Masters Degree in business in 1986. She has been Program Coordinator, then Director of Madison’s Small Business Development Center until 1996. The Madison-SBDC serves 15,000 businesses and offers one-on-one counseling as well as courses in marketing, management, finance and business feasibility/strategic planning.

Gillman has two children and enjoys traveling whenever possible. She is active in many local organizations.

Note: WLA members who are conference presenters are not included in this listing unless they are featured at luncheon events. Nevertheless, their participation is critical to the success of our conference, and we thank them. For contact information, please consult your WLA Membership Directory & Handbook.
Ellen Kort was named Wisconsin’s first poet laureate in 2000. She is the author of *Wisconsin Women and Their Quilts: Stories in the Stitches*, produced in association with the Wisconsin Quilt History Project and, among other awards has received the Pablo Neruda Literary Prize for Poetry. The author of a number of books on poetry, Ellen has been featured in a wide variety of journals and anthologies. Her poems have been architecturally incorporated in downtown Milwaukee’s Midwest Express Center, the Green Bay Botanical Garden and the Fox River Mall in Appleton, Wisconsin.

Ellen believes poetry is a “healing art” and has facilitated poetry workshops at medical conventions for physicians and psychologists.

Judith Krug has been Director, American Library Association, Office for Intellectual Freedom, since it was founded in 1967. Ms. Krug continues to remain unparalleled in her commitment to educating the public about their rights to free access of all expressions and ideas. She strongly opposes the notion that libraries ought to censor the material that they provide to patrons and has advised countless librarians and trustees in dealing with challenges to library materials.

Krug helped to found the Freedom to Read Foundation and has served as its Executive Director since 1969. She also helped found Banned Books Week, an annual celebration of the right of individuals to choose their own reading materials. Now entering its 25th year, the program serves to raise awareness about censorship and remind Americans that our freedoms can be fragile if we’re not vigilant in protecting them.

In 1998, Krug received the Joseph P. Lippincott Award, in recognition of the leadership and support she has provided to the American Library Association. Further honors include the Irita Van Doren Award, presented by the American Booksellers, and the Harry Kalven Freedom of Expression Award, presented by the American Civil Liberties Union to the ALA’s Office for Intellectual Freedom. In May 2005, she received an honorary doctorate, Doctor of Humane Letters, from the University of Illinois, Urbana-Champaign.

Michael Perry is the author of the bestselling memoir *Population 485: Meeting Your Neighbors One Siren at a Time*, and the essay collection *Off Main Street*. Perry has written for *Esquire*, *The New York Times Magazine*, *Outside*, *Backpacker*, *Orion* and Salon.com and is a contributing editor to *Men’s Health*. His essays have been heard on NPR’s “All Things Considered” and he has performed and produced two live audience recordings, “I Got It From the Cows” and “Never Stand Behind a Sneezing Cow.”

Raised on a dairy farm, Perry graduated from nursing school in 1987. He equates his writing career to cleaning calf pens — just keep shoveling, and eventually you’ve got a pile so big, someone will notice. His latest book, *Truck: A Love Story*, won the 2007 Banta Award.

Perry lives in rural Wisconsin, where he remains active as a volunteer firefighter and emergency medical responder.
**Dr. Kevin Reilly** began his tenure as the sixth president of the University of Wisconsin System on September 1, 2004. His vision for the state’s public university system is that it should be Wisconsin’s premier developer of advanced human potential, of the jobs that employ that potential, and of the flourishing communities that sustain it.

Through the Wisconsin PK-16 Leadership Council, the Committee on Baccalaureate Expansion and other partnerships, Dr. Reilly also collaborates with the Wisconsin Technical College System, the Wisconsin Department of Public Instruction, and the Wisconsin Association of Independent Colleges and Universities.

Dr. Reilly has served as Chancellor of UW-Extension and as Provost and Vice Chancellor of Extension, Chair of the American Council on Education’s Commission on Adult Learning and Educational Credentials, as a member of the Board of Directors for the University Continuing Education Association, Vice Chair of its Commission on Leadership and Management, and on the Board of the Learning Institute for Nonprofit Organizations. He was also a member of the Steering Committee for the four statewide Wisconsin Economic Summits and a founding member of the UW System Federal Relations Council.

Dr. Reilly earned his B.A. at the University of Notre Dame, and his M.A. and Ph.D. at the University of Minnesota. A native of New York City, Reilly came to Wisconsin from the State University of New York System, where he was Associate Provost for Academic Programs and then Secretary of the University. He has authored and edited books and articles on higher education policy, accreditation, biography, and Irish studies. He and his wife, Kate, reside at Brittingham House in Madison, Wisconsin. They are the parents of three children.

**Jeffrey Russell** has been developing leadership programs to help organizations and businesses increase the capacity of their leaders and employees to identify and better understand the challenges and opportunities in their organizations since 1987. Jeff has worked to design programs that define these leadership roles for every level of organizational structure and build competencies to fulfill those roles.

Jeff is a frequent presenter at local, state, regional and international conferences, including a two-day “Leading Change” seminar in China in which participants from Thailand and China were very receptive to many applications for the program in the growing Chinese economy.

**Stuart Stotts** is a songwriter, storyteller and author from Wisconsin. He has worked as a full-time performer since 1986, and he gives over 200 shows a year around the Midwest.

Stuart has released several award-winning recordings, and is also the author of *The Bookcase Ghost: A Collection of Wisconsin Ghost Stories* and *Books in a Box: Lutie Stearns and the Traveling Libraries of Wisconsin*. His latest book is a biography of Curly Lambeau, the father of the Green Bay Packers, published in September of 2007. He is currently at work on a book about the song “We Shall Overcome” and another about musicians and the growth of their art form.

Stuart is married to Heather Terrill, the love of his life, and has three daughters, Cerise, Calli, and Celeste, and one son, Simon. They live in Deforest, Wisconsin.

**Staff Sergeant Joseph Streeter** has been a member of the Wisconsin Army National Guard for over twelve years. While deployed in Iraq, he served as a squad leader in the 2-127th’s C Company. He also works as the system administrator at the Wisconsin Joint Force Headquarters and runs a sports photography business. He lives in Madison.
12:30 p.m. – 4:30 p.m.

“Interesting” Times of Intellectual Freedom: an IFRT Pre-conference
Meeting Rooms 5A-5B
Judith Krug, Director, American Library Association, Office of Intellectual Freedom
Find out about important legal and ethical topics affecting the library community today, and reflect on how they can impact your role as a librarian, library staff member, library educator or trustee.

1:00 p.m. – 4:00 p.m.

Living Your Life on Purpose: Developing a Personal Mission
Meeting Room 7
Joan Gillman, Director, Special Industry Programs, Executive Education, UW-Madison School of Business
The WeLead Task Force invites all WLA members to participate in this leadership pre-conference, featuring Joan Gillman, Director of the Small Business Development Center at the UW-Madison. Joan speaks internationally on business development and leadership topics and will share one of her most popular programs, on developing a life of purpose and satisfaction. Small group discussions, where you can share your own experiences and learn from your peers, follow Joan’s presentation.

3:00 p.m. – 7:00 p.m.

Registration
KI Convention Center

4:00 p.m. – 6:00 p.m.

Vendor & WeLead Reception
Exhibit Hall
Join us for a kickoff reception with hors d’oeuvres and a cash bar, and take some time to meet and greet your colleagues and WLA members, especially our valued vendors and leadership program participants.

Wisconsin Association of Public Libraries Board Meeting
Meeting Room 6A

6:00 p.m. – 8:00 p.m.

Wisconsin Library Association Board Meeting
Meeting Room 6B
Program Schedule — Wednesday

6:30 a.m. – 9:30 a.m.
Conférence Breakfast
Regency Suites Hotel Atrium

7:00 a.m. – 7:00 p.m.
Registration
KI Convention Center

7:30 a.m. – 8:30 a.m.
Wisconsin Library Association Past Presidents’ Breakfast
Meeting Room 6B

8:45 a.m. – 10:00 a.m.
Keynote Address: A Writer’s Life
Meeting Rooms B1-B2-B3
David Maraniss, Pulitzer Prize-winning Author, Storyteller, Journalist, Historian and Editor

10:00 a.m. – 10:45 a.m.
No-Conflict Exhibits Grand Opening with Refreshments
Exhibit Hall
Join your colleagues by welcoming our exhibitors as they display their products and services for libraries of all types.

10:15 a.m. – 11:00 a.m.
Autograph Garden: David Maraniss
Exhibit Hall
When Pride Still Mattered: A Life of Vince Lombardi
They Marched Into Sunlight: War and Peace, Vietnam and America in 1967
Clemente: The Passion and Grace of Baseball’s Last Hero

10:00 a.m. – 5:00 p.m.
Exhibits
Exhibit Hall

Internet Café
Ballroom A4

WLA Foundation Silent Auction
Ballroom A4
Bid on items to benefit the Campaign for Wisconsin Libraries, such as art works, collectibles/antiques and much more. Auction ends at 3:30 p.m. on Thursday.

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Applying Survey Methodology in the Real World
Meeting Room 2
Thomas Walker, Associate Dean, UW-Milwaukee, SOIS
This session will introduce managers and others to fundamentals of research methods involving surveys. Long a staple data-gathering technique among librarians who want to learn more about their communities or to evaluate their services, surveys can be deceptively simple tools. Topics covered will include general applications of this kind of instrument, how to identify a population to study, sampling methods, administering surveys, aligning the purpose of the research need and the instrument, question wording, and analysis. Resources for advice or further consultation will also be provided.

Grants: Finding Out “Where Do I Get the Money?”
Meeting Room 6B
Nikki Busch, Grants Librarian, Memorial Library, UW-Madison
Join Nikki Busch as she explains what you need to know to apply for a grant, how to identify funding and grant opportunities that match your library or project needs, and sources and resources for funding research. She will discuss how to use these resources effectively and how grants differentiate.

Intellectual Freedom Issues: Hot Off the Presses
Auditorium
Judith Krug, Director, Office of Intellectual Freedom, ALA
Judith Krug is a dynamic speaker who will present a program on important intellectual freedom issues that are prominent in Fall 2007. With her knowledge of issues that are in the news media, she will share the most recent developments from across the nation. Patriot Act II, censorship, privacy, and the internet are topic areas to be addressed. She will talk about how these things affect us, challenges we face in the library profession and what we can do in our library communities.

Library Conference Planning 101: Backs to the WAAL
Meeting Room 6A
Jim Buckett, Head, Collections, Access and Technical Services, Steenbock Library; UW-Madison; Sylvia Contreras, Library Director, Oscar Rennebohm Library, Edgewood College; Julie Schneider, Information Resources Coordinator, Ebling Library, UW-Madison; Debra Duncan, Technical Services Librarian, Forrest R. Polk Library, UW-Oshkosh; Eric J. Robinson, Wisconsin Library Services, Memorial Library, UW-Madison
Have you ever wondered how much work goes into planning a library conference? Did you know that planning starts with conference hotel selection several years in advance of the event? Would you ever imagine that agreeing to help plan a library conference would have a positive impact on your regular job? If you find any of these questions intriguing come join us as a panel of members from the WAAL 2007 Conference Planning Committee talk about their experiences over the course of a year’s meetings, discussions and planning. We’ll answer these questions and talk about what we think makes a good (or not so good) library conference. Questions and discussion about what has worked or not worked for others that have planned conferences will be encouraged from program attendees.

Open Holds — a Win-Win Solution!
Meeting Room 3
Susan Hedrick, Library Director, Verona Public Library; Jane Grogan, Circulation Supervisor, Madison Public Library; Pearl Mosier, Circulation Manager, Sun Prairie Public Library
Do you have long lines of patrons waiting to pick up the items they’ve placed on hold? Wondering if there’s a better way to handle this, and maybe free up staff for other projects in the process? Have you heard about libraries placing these items on “open holds” shelves for patrons to retrieve themselves? Would you like to know how it’s working out? Come hear from several libraries about their experience with self-service open holds, and how it has enhanced customer service.

Rural Library Sustainability Reunion
Meeting Room 5B
Bob Bocher, Technology Consultant, Division for Libraries, Technology and Community Learning; John DeBacher, Public Library Administration Consultant, Division for Libraries, Technology and Community Learning
Bob Bocher and John DeBacher will facilitate a discussion of successes and challenges for small and rural libraries following the “Greener Pastures Rural Sustainability Workshops.”
WISCAT Update
Meeting Room 5A
Mary Clark, WISCAT Coordinator, Reference and Loan Library, Division for Libraries, Technology and Community Learning; Vicki Long, WISCAT Training and Technical Support, Reference and Loan Library, Division for Libraries, Technology and Community Learning; Terry Wilcox, Interlibrary Loan Services Librarian, Reference and Loan Library, Division for Libraries, Technology and Community Learning
WISCAT staff will provide information and demonstrations related to the WISCAT project, including updating serial holdings, interlibrary loan, the Z39.50 gateway, and new features.

Youth Issues in Mental Health
Meeting Room 7
Joan Helbing, Special Education Diagnostician, Appleton Area School District
This workshop will offer information on the impact that mental illnesses have on youth. The importance of early identification and intervention will be discussed from the perspective of a parent and educator as well as from a young person who has faced such challenges.

11:45 a.m. – 1:30 p.m.
Box Lunches Available in Exhibit Hall
(pre-registration required)

12:30 p.m. – 2:00 p.m.
Association of Wisconsin Special Librarians Business Meeting
Meeting Room 1

Author Luncheon with Ann Bausum
Ballroom A1, 2, 3
The Beloit resident and award-winning author of Freedom Riders: John Lewis and Jim Zwerg on the Front Lines of the Civil Rights Movement will give a presentation titled “Armed with Nonviolence: Two Stories from the Fight for Human Rights.”

2:00 p.m. – 3:15 p.m.
The Changing Face of Reference
Meeting Rooms 5A–B
Ken Hall, Director, Fond du Lac Public Library; Lori Burgess, Information Services Librarian, Fond du Lac Public Library; Mary Leb, Information Services Librarian, Fond du Lac Public Library; Tina Potter, Executive Director, Fond du Lac Area United Way; Nan Baumgartner, Department Head, UW-Extension Service for Fond du Lac County
In May of 2007, the Fond du Lac Public Library released L.I.F.E. in Fond du Lac County, a 140-page statistical snapshot of the quality of life in the county. The Fond du Lac County United Way and UW-Extension were editorial participants in the process. The idea to create the document came from the FDL Safe and Stable Families Coalition. Learn how the FDL Public Library leveraged the professional expertise of their Information Services Section to create a new paradigm for reference service in the community.
Learning Games and Simulations: What Librarians Need to Know
Meeting Room B1
Ulrike Dieterle, Distance Services and Outreach Coordinator, Ebling Library, UW-Madison
As the wired generation of “digital natives” storms the portals of higher education, “digital immigrants” frantically search for innovative approaches that will actively engage learners, encourage critical thinking and produce measurable learning outcomes. Learning games and simulations are receiving increased attention for real-world problem solving, collaborative endeavors, social networking spaces and as enhancements to existing learning systems. As these technologies become more accessible and affordable, they are proving to be both practical and effective for many learning communities, including the military, health care, K-12 and higher education. This presentation will demonstrate a selection of active virtual learning environments, and describe their scope and impact to date.

Lutie Stearns and Her Library Legacy
Meeting Room 4
Stuart Stotts, Storyteller
Lutie Stearns was a pioneer librarian from 1895 to 1914 in Wisconsin. Driven by a passion for social justice and sharing information, she single-handedly brought traveling libraries to hundreds of rural communities while working for the Wisconsin Free Library Commission. In this presentation, her story and the larger story of the role of traveling libraries in American history is told through anecdote, primary material and slides. This presentation includes a hands-on personal reflection about library work, and a brief discussion of the curriculum guide that accompanies her biography, Books in a Box.

Parents’ Toolkit to Using Badgerlink
Meeting Room 2
Kate Bugher, Education Consultant in School Library Media, Instructional Media and Technology Team, Division for Libraries, Technology and Community Learning; Donna Steffan, Instructional Technology Consultant, Instructional Media and Technology Team, Division for Libraries, Technology and Community Learning
A BadgerLink Toolkit is here! The purpose of this BadgerLink Toolkit is to provide parents/caregivers, school and public librarians, teachers and community members as well as students of all ages with guides that they can use to learn about BadgerLink resources as 21st century learning tools. This kit includes tools for adults and youth of all ages to learn how to use each database of full text magazines, newspapers, and digital media located on BadgerLink. These tools range from scavenger hunts, video tutorial, games, topical searches, PowerPoint demos, science fair projects and home-school or in the classroom or library lessons. There is a print and online version of this BadgerLink Toolkit.

Podcasting as a Library Tool: A Way to Spread Literature and Promote Local Culture
Auditorium
Keith Schroeder, Library Media Specialist, Howard-Suamico School District
Podcasts are a remarkably efficient system. Imagine your patrons setting up their software to “build” their own newscast, talk program or another show from selected library feeds for their ipod or other mp3 player. If someone is talking about a subject they care about, it doesn’t need the highest production values with all the bells and whistles. For them, listening to people talk about board games might be more interesting than anything they can find on the 200 digital cable channels available to them. Imagine your library partnering with the schools, the local historical organization or with the local public TV and radio stations. Learn how to get started now!

Putting Library Services Where Our Users Live and Work: Future of the OPAC
Meeting Room 7
Matt Goldner, Executive Director, Cooperative Collection Services, Columbus, OH
The future of the library OPAC as an information portal is shaky at best. In today’s web environment, people have changed how and where they find information. What should libraries do to address these changes? How do we move toward exposing our resource collections in this new environment? Join us in looking at some of the ways OCLC is reaching out to library users (and non-users) as it considers one scenario for libraries’ futures.
Reaching Out to the Spanish-Speaking Community
Meeting Rooms 6A–6B

René Bue, Bilingual Outreach Coordinator, Hedberg Public Library; Karla Frost, Children’s Librarian, Brown County Library – East Branch; Gabriela Langholff, Library Assistant, Fond du Lac Public Library; Jean Yeomans, Reference/Outreach Coordinator, Hedberg Public Library

The members of the panel will discuss ways to attract Spanish speakers to the library and how to work with the Spanish-speaking community. They will focus on collection development, resources for children and adults, programming, outreach and marketing.

2:15 p.m. – 3:00 p.m.

Autograph Garden: Ann Bausum, Burr/Worzalla Award Winner
Exhibit Hall

Freedom Riders: John Lewis and Jim Zwerg on the Front Lines of the Civil Rights Movement; Muckrakers: How Ida Tarbell, Upton Sinclair and Lincoln Steffens Helped Expose Scandal, Inspire Reform, and Invent Investigative Journalism; Our Country’s First Ladies

2:00 p.m. – 4:00 p.m.

Reel Librarians: Connecting Librarians & Film
Meeting Room 3

Jennifer Snoek-Brown, Reference Librarian, Karrmann Library, UW-Platteville

Librarians in the spotlight! Have you ever moaned at Mary turning into a spinster librarian in “It’s a Wonderful Life”? Sung along with Marian the Librarian? Jennifer Snoek-Brown will highlight how librarians are portrayed in movies. This program, complete with film clips, will shine the spotlight on stock characters and stereotypes for both female and male librarians. We can all identify and laugh (or groan!) at how we are portrayed in the reel world.

Tour of the St. Norbert Abbey Library and Archives

The Association of Wisconsin Special Libraries presents a tour of the library and archives of the St. Norbert Abbey in De Pere. Meet at the Regency Hotel Front Entrance and enjoy a ride on the Double-Decker Bus! Comfortable shoes are recommended for this walking tour.

With more than 35 years of experience and expertise, 3M provides innovative solutions that can be found in thousands of libraries the world over. And not just in one area of the library but everywhere. From securing and processing materials to managing inventory to scheduling computers, 3M leads the industry in meeting the needs and challenges of today’s libraries.

Call 1-800-328-0067 or visit www.3M.com/us/library for more information.
## Program Schedule – Wednesday

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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</thead>
<tbody>
<tr>
<td>3:15 p.m. – 4:00 p.m.</td>
<td><strong>Break in the Exhibits Area</strong>&lt;br&gt;Exhibit Hall</td>
<td></td>
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<tr>
<td>3:30 p.m. – 4:30 p.m.</td>
<td><strong>Autograph Garden: Stuart Stotts</strong>&lt;br&gt;Exhibit Hall&lt;br&gt;<em>Books in a Box: Lutie Stearns and the Traveling Libraries of Wisconsin</em></td>
<td></td>
</tr>
<tr>
<td>4:00 p.m. – 5:15 p.m.</td>
<td><strong>The Best of WEB 2.0: How to Make It Work for You in Your Library and Life</strong>&lt;br&gt;<em>Keith Schroeder, Library Media Specialist, Howard-Suamico School District</em>&lt;br&gt;How can you collaborate effectively and at the same time improve your productivity? There are tons of WEB 2.0 tools available for you to use, but how do you know which ones? This session will take a look at the best WEB 2.0 collaborative tools you can use.</td>
<td>Auditorium</td>
</tr>
<tr>
<td>4:00 p.m. – 5:15 p.m.</td>
<td><strong>Bookmaking 101</strong>&lt;br&gt;<em>Bev Schumacher, President, Learning Props</em>&lt;br&gt;Creating books can generate excitement about reading. In the process of developing books, families and/ or children can be encouraged to share ideas and build writing skills. “Authors” become motivated to read and write while engaging creative talents. This session will explore construction methods and book styles to enhance program activities. Come learn how you can make books for your program in this “hands-on” session.</td>
<td>Ballroom A1</td>
</tr>
<tr>
<td>4:00 p.m. – 5:15 p.m.</td>
<td><strong>Burnout and YSS Annual Business Meeting</strong>&lt;br&gt;<em>Barbara Viste-Johnson, Counselor, Family Services of Northeast Wisconsin</em>&lt;br&gt;A speaker from Family Services will do a one-hour program on burn out. The program would follow a short YSS business meeting which will take up the additional programming time slot.</td>
<td>Meeting Room 3</td>
</tr>
<tr>
<td>4:00 p.m. – 5:15 p.m.</td>
<td><strong>FLASH! The Digital Future of Talking Books</strong>&lt;br&gt;<em>Marsha Valance, Management Librarian, Wisconsin Regional Library for the Blind &amp; Physically Handicapped</em>&lt;br&gt;This session will introduce the new Library of Congress flash memory cartridges and players.</td>
<td>Meeting Room 1</td>
</tr>
<tr>
<td>4:00 p.m. – 5:15 p.m.</td>
<td><strong>Library 2.0: The Movement Explained</strong>&lt;br&gt;<em>Tasha Saecker, Library Director, Menasha Public Library</em>&lt;br&gt;Everyone has heard the term Library 2.0, but what does it really mean for public libraries? Take a tour through the movement and its core philosophies at this program. We will explore the meaning of the term, find out what is different with Library 2.0 vs Library 1.0 and learn about what it means to be a Librarian 2.0.</td>
<td>Meeting Rooms 6A and 6B</td>
</tr>
<tr>
<td>4:00 p.m. – 5:15 p.m.</td>
<td><strong>NAMI’s In Our Own Voice</strong>&lt;br&gt;<em>Jennifer Lowenberg, Advocacy and Training Specialist, NAMI Wisconsin, Inc.</em>&lt;br&gt;This workshop will highlight the In Our Own Voice (IOOV) program developed by the National Alliance on Mental Illness. The personal educational component of this program dispels many myths surrounding mental illnesses and increases understanding as we openly talk about our experiences.</td>
<td>Meeting Room 2</td>
</tr>
<tr>
<td>4:00 p.m. – 5:15 p.m.</td>
<td><strong>Providing Health Reference on a Budget</strong>&lt;br&gt;<em>Julie Schneider, Head, Information Resources &amp; Collection Development, Ebling Library, UW-Madison; Michael Venner, Health Sciences Librarian, Ebling Library, UW-Madison</em>&lt;br&gt;With a small collection and an understanding of available resources, patrons can still count on receiving excellent health information from a well-prepared librarian. What to buy, where to look for answers, and how to communicate health information will be discussed in this session.</td>
<td>Meeting Room 5B</td>
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—Dick Nelson, Director, North Shore Library, Glendale WI.

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Real World RSS: Developing a Current Awareness Service for Your Patrons
Meeting Room 5A
Rebecca Holz, Health Sciences Librarian, Ebling Library, UW-Madison; Stephen Johnson, Health Sciences Librarian, Ebling Library, UW-Madison; Andrew Osmond, Health Sciences Librarian, Ebling Library, UW-Madison

You might have heard about RSS. Maybe you’ve set up a feed reader. But have you explored the possibilities of using RSS as the foundation of a valuable service for your patrons? Learn how the Ebling Library has cut through the hype and hassle of RSS and developed a current awareness service that has involved gathering and categorizing journal feeds, developing subject categories and feed “bundles,” and providing marketing and educational programs for helping patrons keep in touch with developments in their areas of interest.

5:30 p.m.

Campaign for Wisconsin Libraries
T-Shirt Photo Shoot
Regency Suites Atrium
Wear your Campaign T-shirt you received at Registration. Pause for a photo, then enjoy the Regency Suites’ complimentary happy hour with your red-shirted friends. (Attendees not staying at the Regency Suites may buy Happy Hour at the hotel registration desk.)

5:30 p.m. – 6:30 p.m.

Wisconsin Education & Curriculum Librarians Business Meeting
Meeting Room 7

6:00 p.m. – 7:00 p.m.

UW-Madison School of Library Information and Studies — Reunion
Meeting Room A3

UW-Milwaukee School of Information Studies — Reunion
Meeting Room A2

6:00 p.m. – 7:30 p.m.

Book Discussion:
One Thousand White Women
Auditorium
Gary Warren Niebuhr, Director, Greendale Public Library
Join Gary Niebuhr and READ for a discussion of One Thousand White Women by Jim Fergus. This book begins with May Dodd’s journey west, into the unknown. Committed into an insane asylum by her blueblood family for the crime of loving a man beneath her station, May finds that her only hope of freedom is to participate in a secret government program whereby women from the “civilized” world become the brides of Cheyenne warriors. What follows is the story of May’s breathtaking adventures: her brief, passionate romance with the gallant young army captain John Bourke; her marriage to the great chief Little Wolf; and her conflict of being caught between two worlds, loving two men, living two lives.

8:00 p.m. – 11:00 p.m.

WLA Foundation Fundraiser:
“WLAF Irish Fest”
Ballrooms A1-A2-A3
Celebrate the green on the 17th! Ok – we know it’s only Green Bay on October 17th, but anything Irish is always fun! Come listen to Celtic party music by Druid’s Table, while you enjoy “a pint” with statewide colleagues. Your ticket of $20 helps the Foundation in fundraising efforts and also entitles you to one drink and light snacks. There’ll be some great raffle items and a cash bar available. So come join us! As an Irish blessing says… “...the best ships are friendships and may they always be.”

Support your WLA Foundation and the Campaign for Wisconsin Libraries at the Silent Auction!

Stroll through and bid on great items at the WLA Foundation’s Silent Auction. Held Wednesday, from 10:00 a.m. – 5:00 p.m. and Thursday from 8:30 a.m. – 3:30 p.m. in Ballroom A4. Where else can you find such an array of goodies, including jewelry, scarves, afghans, a pontoon ride on the Fox River, “Gifts from the East” basket, dinner theatre tickets, a traveling desk…and so much more?! Don’t forget to pick up and pay for your items on Thursday at 4:00 p.m. Thank you for your support!

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What the movie “Sideways” did for wine, “Living on the Wedge” does for cheese!

Nominated for the James Beard Award, "Living on the Wedge" is a fun and fanciful, hour-long documentary roadtrip with food writer, Mariana Coyne.

Traveling from creamery to creamery, Mari not only interviews Wisconsin’s award-winning cheesemakers but she pitches in and helps make the cheese. She’s soon up to her elbows in curds, feeding goats and needling blue cheese rounds.

The result is an intimate account of these artisans’ relationship to their products. After all cheese, like wine, is a living thing.

$19.95 including shipping and handling
Order online @ http://livingonthewedge.com

KIDS GET KIDS COOKING!

Get out your aprons, spatulas, and cooking pans! James Beard Award winners, Liv & Belle Gerasole, teach readers of all ages how to prepare healthy meals, with exciting artistic twists.

50 yummy recipes! Full color, high gloss pages resist stains and spills. How perfect for happy chefs in the kitchen!

Only $22.99 including shipping and handling
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<table>
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<tr>
<th>Time</th>
<th>Event</th>
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| 6:30 a.m. – 9:30 a.m. | Conference Breakfast  
Regency Suites Hotel Atrium                                           |
| 7:00 a.m. - 5:00 p.m. | Registration  
KI Convention Center                                                   |
| 7:30 a.m. – 8:30 a.m. | Circulation Services Round Table  
Business Meeting  
Meeting Room 1                                                        |
|               | Government Information Round Table  
Business Meeting  
Meeting Room 2                                                         |
|               | Library User Education Round Table  
Business Meeting  
Meeting Room 7                                                          |
|               | Media and Technology Section  
Business Meeting  
Meeting Room 3                                                          |
|               | Resource Sharing Round Table  
Business Meeting  
Meeting Room 5A                                                        |
|               | Wisconsin Genealogy and Local History  
Round Table Business Meeting  
Meeting Room 6A                                                        |
| 8:00 a.m. – 10:00 a.m. | Continental Breakfast and “Show & Tell”  
of Brown County Library’s New  
Parent/Teacher Centers  
Brown County Library                                                   |
|               | Visit the Brown County Central Library (515 Pine Street) for a mini tour and presentation of the new Parent/Teacher Center, established through an LSTA grant project. The Center builds upon existing library resources to improve and better publicize library collections related to parenting, child development and early education. This 2007 LSTA project, available at the Brown County Central Library and two small branch libraries, ties into Brown County’s broad-based Community Partnership for Children. |
| 8:00 a.m. – 10:00 a.m. | WLA Foundation Board Meeting  
Meeting Room 4                                                          |
| 8:30 a.m. – 3:30 p.m. | WLA Foundation Silent Auction  
(4:00 p.m. pick up and pay)  
Ballroom A4                                                              |
| 8:30 a.m. – 4:30 p.m. | Exhibits  
Exhibit Hall                                                            |
| 8:30 a.m. – 5:00 p.m. | Internet Café  
Ballroom A4                                                              |
9:00 a.m. – 10:15 a.m.

**Academic Podcasting – Costs, Benefits and Outcomes at UW-Washington County**

Auditorium

*Marc Boucher, Library Director, UW Washington County; Jim Stevens, IT Manager, UW Washington County; Mark Robson, Network Administrator, UW Washington County*

UW-Washington County’s Library and IT Departments have created a solution to offer course content and community lectures through an openly accessible podcasting portal. The presenters explain the process and demonstrate how a library can offer such a service themselves with minimal time and cost. Among the items to be discussed are pitfalls that were encountered on the way and possible improvements in the future.

**How Do I Manage Series Authorities Now That LC Is Not?**

Meeting Room 3

*Michael Cohen, Head, Copy Cataloging & Catalog Maintenance Units, General Library System, UW-Madison; Susan Foran, Authority Control Librarian, UW-Milwaukee Libraries; Holly Ledvina, Catalog Librarian, Outagamie Waupaca Library System*

In June of 2006, the Library of Congress stopped tracing series and creating/updating series authority records. Many libraries relied on LC to do this and had even structured cataloging departments around it. Three Technical Services Librarians will discuss how the absence of LC’s previous series work has affected their department workflows. What changes had to be made? Is there now more work for original catalogers? Have PCC libraries felt increased pressure to do more?

**Leadership and Resilience: Strategies for Personal and Organizational Renewal**

Meeting Room B1

*Jeffrey Russell, Co-Director, Russell Consulting, Inc.*

Leading people toward accomplishing important work isn’t easy. It takes clarity of purpose and vision, passion for the cause, a willingness to challenge the status quo, and a capacity to enlist others toward the vision. In this workshop, you’ll learn what it takes to become a leader, how to find the common purpose and language to communicate your ideas, and strategies for creating commitment in others toward the vision. We will also explore the importance of resilience to the work of leadership and its role in personal and organizational renewal. You will leave this session with a fresh perspective on your leadership and resilience and the beginnings of a personal plan to translate this perspective into results for your library.

**Litera Scripta Manet: How to Inspire and Cultivate Booklust in your Patrons**

Meeting Rooms 6A-6B

*Erica Reynolds, Web Content Manager, Johnson County Library, Overland Park, KS*

*Litera Scripta Manet* is Latin for “the written word endures.” Even as we provide more services to patrons online, books remain the library’s brand. We should celebrate books online as well as in person. Discover how libraries around the country are using OPAL (Online Programming for All Libraries) as a medium for providing online programs, such as book discussions, for patrons. With experience in public, special, and academic libraries, Erica Reynolds currently serves as the Web Content Manager for Johnson County Library. The Johnson County Library was one of the first public libraries to join OPAL in 2004 and has hosted a number of regional and national programs for patrons as well as for librarians.

Be the first Wisconsin library to host an OPAL program for your patrons!

**Net Neutrality and Internet Surveillance: An Update on Federal Actions and Activities**

Meeting Room 7

*Bob Bocher, Technology Consultant, Division for Libraries, Technology and Community Learning*

What is “Net Neutrality” and why is it important to libraries? Does a neutral Internet require Congressional action? And what are the latest attempts by some in federal law enforcement and Congress to track everyone’s Internet activities? This program will review these topics and other related issues, like pending Congressional bills to require filtering of social networks.
Open Meetings Law and You
Meeting Room A2
Krista Ross, Director, Southwest Wisconsin Library System
When does the Open Meeting Law apply? What is required if it does, and when can you meet in a closed session? Who enforces the law and what are its penalties? Krista Ross will discuss all of this and more at this informative session.

The Smooth, Bumpy and Zigzagged Road to Making the Masters of Story Time
Meeting Room 1
Susan B. Santner, Outreach Program Manager, Continuing Education Services, School of Library and Information Studies, UW-Madison; Anna Palmer, Outreach Specialist, Continuing Education Services, School of Library and Information Studies, College Library, UW-Madison
Watch librarians in action! Librarians on screen and behind the scenes contributed to make this unique training DVD. It was designed to help librarians instruct staff and day care providers on the importance of incorporating early literacy techniques into their story times. Learn how the DVD was funded, planned, and produced. DVD highlights (and silly outtakes) will be shown. Funding to produce the DVD was provided by the Ira and Ineva Reilly Baldwin Wisconsin Idea Endowment.

Those Who Can, Teach: Becoming a More Effective “One Shot” Trainer (and Explainer)
Meeting Room 2
Michele Besant, Director, School of Library and Information Studies Library, UW-Madison; Carrie Nelson, Associate Academic Librarian, UW-Madison; Pamela O’Donnell, Academic Librarian, UW-Madison
What do you know about yourself as a learner? Does it affect how you present information to others? What about the tenth time you present a workshop? How can you keep the material fresh and yourself engaged? This program will model integrating material for different learning styles, demonstrate how to “own” material and keep it interesting, and offer tips to make user education, staff training, and service desk interactions more successful (and pleasurable) for all.

Uncomfortable with Your Discomfort?
Meeting Rooms 5A-5B
Clare Ann Jacobsmeier, Clinical Coordinator/Director of Community Support Programs, Department of Human Services Door County
This is an opportunity to deal with the discomfort that comes with dealing with others’ unpredictable and unusual behavior. Clare will discuss a variety of types of mental illness and the behavior that may result in a public setting, as well as service needs of this population. She will include OCD (Obsessive Compulsive Disorder) and PTSD (Post Traumatic Stress Disorder) as these issues are increasing in our communities. The format will be interactive with Clare responding to scenarios and incidents provided from the audience. You will leave with some concrete tools to use in your own setting.

10:00 a.m. – 10:45 a.m.

No-Conflict Break in the Exhibit Hall
Exhibit Hall
Take a break and stretch your legs! Quench your thirst with a tasty beverage while you visit the exhibit area. Pick up useful information about products and services for your library, and say hello to our fantastic lineup of exhibitors.

11:00 a.m. – 12:15 p.m.

CCBC
(Children’s Cooperative Book Center)
Meeting Room 4
Megan Schliesman, Librarian, Children’s Cooperative Book Center, School of Education, UW-Madison; Merri V. Lindgren, Librarian, Children’s Cooperative Book Center, School of Education, UW-Madison
Librarians from the CCBC will present a program on Best Books for Young Adults nominees.

It’s Hard to Read When You’re Hungry:
Food Drive for Paul’s Pantry in Green Bay
We encourage all attendees to bring food items or a personal hygiene product to the conference food pantry. Suggested items include canned goods (tuna, soup, fruits, vegetables), rice, peanut butter, shampoo, soap, toothbrushes, toothpaste, etc. Collection points will be located in the registration area for your donations.
You know this is true, and so do your patrons! Encourage them to transform their passion for libraries into meaningful action on your behalf.

Vocal public input about the value of library services, resources and programs is vital, and all libraries benefit when patrons share these stories with elected officials and community leaders. Most patrons just need an invitation to speak up!

Libraries are one way communities give back to residents, helping shape the quality of life for everyone. And who better to tell of that positive impact than library users?

Give voice to the passion!
Encourage your patrons to speak up.

Campaign materials, available courtesy of LD&L and SCLS, can be ordered by calling (608) 246-5612.

This message is brought to you by the South Central Library System.
Fighting Fraud: We Can Do It — Together!
Auditorium
Jeanne I. Benink, State Program Coordinator, AARP Wisconsin; Susan Schilz, Regulatory Specialist, Wisconsin Department of Agriculture, Trade & Consumer Protection; Patricia D. Struck, Administrator, Division of Securities, Wisconsin Department of Financial Institutions
Hear clear and concise examples from Jeanne, Susan and Patricia illustrating why all of us need to be disseminators of financial security information whenever possible. You will learn how fraud impacts individuals (e.g., did you know it takes the average fraud victim more than 40 hours to get their finances back in order?). You will also learn how to spot different types of fraud, how to talk to people about it and which authorities/agencies can help the most in each situation. Gain excellent (and free) resources and literature to display at your libraries for the public to take home.

Managing Your Library for GREAT Customer Service: Ensuring Your Library’s Success through Strong Customer Partnerships
Meeting Room B1
Jeffrey Russell, Co-Director, Russell Consulting, Inc.
In this Internet age — at a time when people have unlimited choices over how they will spend their time — how can you ensure that the people in your community continue to choose your library as their primary resource for information and learning? A central ingredient of the answer to this question is customer service. The most successful libraries have created strong partnerships with their customers by organizing their work around their customers. In this workshop, you’ll learn the foundations of GREAT customer service and leave with specific ideas of what you can do to create staff commitment to a customer-driven library.

Non-Profit Marketing: What I Should Know About Marketing That My Mother Wouldn’t Tell Me
Meeting Room 3
Don McCartney, Senior Lecturer of Business Administration, UW-Green Bay
Through presentation and discussion, discover what marketing really is for your library group. Learn to identify exchange factors, market segmentation, and social identification. Explore membership and participation expectations and strategies to enhance both. The speaker has led successful retreats for UWGB’s Friends of the Cofrin Library. He’ll help you feel enthusiastic and energized for your next marketing project!

Notable Book Marathon
Meeting Room 7
Gary Warren Niebuhr, Director, Greendale Public Library; James A. Gollata, Director, Miller Memorial Library, UW-Richland; Helene Androski, retired Reference Librarian, Memorial Library, UW-Madison; Beverly DeWeese, retired Deputy City Librarian, Milwaukee Public Library
An annual event offering thoughtful, inspiring, humorous and fast-paced reviews of notable titles selected from the ALA Notable Books list and the WLA Literary Awards Committee’s notable books. Our presenters are all experienced, knowledgeable book talk and discussion leaders.

Training 2.0: Bringing Order to Chaos
Meeting Rooms 5A-5B
Renee Ettinger, Reference and Instructional Services Librarian, Cofrin Library, UW-Green Bay; Emily Rogers, Coordinator of Access Services, Cofrin Library, UW-Green Bay; Leah Smith, Library Services Assistant, Cofrin Library, UW-Green Bay
Tired of answering the same questions with each new employee or volunteer? Finding it difficult to schedule time to go over policies and procedures? Learn how to incorporate wikis, blogs, screen capture software, and other tools to keep training consistent and manageable. By utilizing an online training program, we were able to reach employees during all hours, even if a supervisor was not available. This program increased training efficiency for everyone involved, bringing order to the chaos.

The New Media Ecology: How the Growth of the Internet and Cell Phones Have Changed the Way People Deal with Each Other, Receive Information, and Create and Share Media
Meeting Rooms 6A-6B
Lee Rainie, Director of the Pew Internet and American Life Project, Washington D.C. (http://www.pewinternet.org/)
Lee Rainie will discuss the Project’s latest findings about how different people use the Internet and other technology to gather, share, and create information. He will explore the implications for these changes on the role of libraries. Further, he will look at how today’s trends in technology development and Internet use might evolve in the future.
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Using Digital Collections for K-12 Education
Meeting Room 1

Melissa McLimans, Digital Services Librarian, UW-Madison; Vicki Tobias, Digital Services Librarian, UW-Madison

Learn about a little known, yet extensive resource available to you for free through the University of Wisconsin Digital Collections Center (UWDCC). Find out how UWDCC may be used to enhance K-12 education. Use our existing lesson plans created by WI state educators to supplement technology-based learning in the classroom. Partner with us to create new lesson plans based on the materials already available for free. Join us for a concluding discussion focusing on how we can further work with you to meet your needs in the classroom.

Using WISCAT as a Resource Sharing Tool
Meeting Room 2

Charles Clemence, Interlibrary Loan Librarian, Winding Rivers Library System; Mary Ann Blahnik, High School/Middle School Librarian, Sturgeon Bay Schools; Nilla Sjoberg, Interlibrary Loan Librarian, Rhinelander District Library; Kathy Wegner, Children’s Librarian, Neillsville Public Library

This panel will discuss how WISCAT is used for their primary resource sharing tool. The focus will be on how the program functions for them in their library or system, how they use it, and what features they like or don’t like about the software. WISCAT users will get ideas they can apply to their own libraries, and others will understand what WISCAT users are doing.

What’s My Role?
A Mini Trustee Workshop
Ballroom B3

Krista Ross, Director, Southwest Wisconsin Library System

Krista Ross will lead participants in a mini-trustee workshop that will include the responsibilities of the library board, the library director and the municipality.

12:30 p.m. - 1:30 p.m.

Autograph Garden: Jeffrey Russell
Exhibit Hall
Change Basics; Strategic Planning 101

President’s Luncheon
The UW Educational Growth Agenda: How the Library Community Can Help
Ballroom A1-A2

Kevin Reilly, UW-System President

Librarians are accustomed to assisting persons in locating information sources and gaining knowledge about many subjects. Libraries of all types factor into the continuing educational needs of their users. Kevin Reilly, UW-System President, will speak to us about what Wisconsin needs to be a successful state in the knowledge economy. We will hear an overview of the university system’s Growth Agenda, and why Wisconsin needs to prepare high school students to earn some kind of postsecondary credential. Kevin will also share with us a bit of his Irish studies knowledge. Come and discover how libraries and librarians can assist the next generation in their quest for knowledge.

WLTA Luncheon and Business Meeting: Trustees and Friends Working Together for Library Excellence
Ballroom A3

Barbara Arnold, Student Services Coordinator Senior, UW-Madison School of Library and Information Studies (and Board member, Friends of the Madison Public Library)

Enjoy a light and lively talk about the distinctions between the Friends and Trustees and their recommended roles. How can they work best together, collaborate or complement each other? You’ll hear some specific examples of friends/trustees working in a collaborative venture or partnership and come away with ideas to invigorate the relationship back at your library.
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- Presentation Systems
- Surveillance Systems
- Video Conferencing

**Business Solutions**
- Document Management
- Education Solutions
- Enterprise Storage
- IP Telephony

**Camera, Video & Photo**
- Camcorders
- Cameras
- Digital Photo Cafe
- Home Entertainment
- LCD & DLP Projectors
- Online Photo Processing
- Photo & Video Processing

**IT Services**
- Business Continuity
- Internet Hosting Services
- Managed Services
- Networking
- On-Demand Services

**Services**
- Camera & Video Repair
- Computer Services
- Events & Seminars
- Product/System Rentals
- Training & Education

**Computers**
- Home & Business
- Pendl Toner
- Printers

If you haven’t seen us lately...you haven’t seen us. Come in and visit.

Home of the one and only
Program Schedule – Thursday

2:00 p.m. – 3:15 p.m.

Appreciative Inquiry (AI) – Now That We Know About It, How Do We Use It At Our Library?
Meeting Room B2
Gerald Campbell, Professor – UW- Madison
A refresher course and further exploration of how to practically apply the organizational theory on positive change (AI), especially as it applies to circulation, frontline staff, customer service, staff relationships, and library visioning. Introduced at the 2006 Conference, AI recognizes and celebrates what’s right in the world. Results are positive energy and imaginative changes never thought possible. Professor Campbell is part of a group in the University of Wisconsin system that does presentations on Appreciative Inquiry. He is the co-leader of a Systems Thinking and Organizational Learning team and an active member of a Community Leadership team. He has been working with others in UW-Extension and at UW-Madison using Appreciative Inquiry and other learning approaches in organizational change.

Everyone’s Retiring! What Will Wisconsin’s Workforce Look Like In Ten Years?
Meeting Room 7
Jeanne I. Benink, State Program Coordinator, AARP Wisconsin
We will discuss current trends in the workforce, such as the boomers getting ready to retire, and the labor shortage due to the small population of Gen Xers. Other topics will include why we need to work together across the generations, how the employers need to change existing practices to keep experienced workers in their employment (and why the employers are not listening to the experts when it comes to this entire issue) and what we as individuals can do together to ease this unavoidable transition in our country. Retired librarians will also discuss some of their experiences!

Genealogy 101
Meeting Room 1
Karen Weston, University Archivist, UW-Whitewater
The program introduces basic genealogical concepts. It gives ideas on how to handle common genealogical queries (i.e. the Boy Scout genealogy merit badge) when a library does not have a knowledgeable staff member and when the collection is limited in resources.

Just Keep Shoveling
Meeting Room B1
Michael Perry, Author and 2007 RR Donnelley Award Winner for Truck: A Love Story
Join author Michael Perry as he reads from his works, talks about the realities of this freelance life, what happens behind the scenes and the process he uses to write. Michael will happily answer questions at the conclusion of his program. Michael Perry is also the author of Population 485 and Off Main Street.

Library and Community Involvement
Meeting Room 2
Audrey Ascher, Chair, WLTA; Jim Backus, Vice-Chair, WLTA
Audrey Ascher and Jim Backus will talk about innovative ways you can make your library a community center and a key functionary in your community’s development.

Taking the Non out of Non-User: Increase Your Library’s Reach with Creative Marketing Strategies
Auditorium
Jill S. Stover, Undergraduate Services Coordinator, James Branch Cabell Library, Virginia Commonwealth University, Richmond, VA
Your library’s merits are evident to your loyal patrons, but what about those who have never used your services? Drawing in non-users requires creative approaches to service design and delivery as well as promotion. Learn about marketing theories and practical tactics that will help you create real value for non-users to get them in the door and keep them coming back.

Teen Time
Meeting Room 3
Amber McCrea, Librarian, Beloit Public Library; Ruhama Kordatsky, Librarian, Burlington Public Library
Teen Librarians will present panel discussion on issues surrounding teen/YA programming.

UW-Madison Libraries/Google Partnership
Meeting Rooms 5A-5B
Ed Van Gemert, Deputy Director, General Library System, UW-Madison; Irene Zimmerman, Head, Cataloging Department and Google Project Manager, UW-Madison
UW-Madison and Google are partnering to expand access to hundreds of thousands of books and documents from the holdings of the UW-Madison Libraries and the Wisconsin Historical Society. The primary goals of the project are storage, preservation and access. The presentation will cover what has occurred in between the time the agreement was signed one year ago to the present.
We Are the Very Model of a Modern Staff Training Program: Involving All Staff in Preparing, Leading and Learning Information Service Competencies

Meeting Rooms 6A-6B

Thomas Adeetuk, Library Services Assistant-Advanced Lead, UW-Madison; Jane Bannerman, Senior Academic Librarian, UW-Madison; Sharon Drugan, Library Services Assistant-Advanced/Lead, UW-Madison, Pamela O’Donnell, Academic Librarian, College Library, UW-Madison; Carrie Kruse, Director, College Library, UW-Madison

Using training teams, inventive techniques, and a model of inclusion, the Staff Development Committee at College Library, UW-Madison, recently implemented a library staff training program. Their unique approach empowers all staff members to take leadership roles in establishing and meeting competencies for reference, circulation, security, and facility management. This model, which includes a “training toolkit” and Web-based training archive, is applicable for libraries of all sizes and types.

3:00 p.m. – 3:35 p.m.

Autograph Garden: Ann Bausum

Exhibit Hall

Freedom Riders: John Lewis and Jim Zwerg on the Front Lines of the Civil Rights Movement

3:15 p.m. – 4:00 p.m.

No-Conflict Break in the Exhibit Hall

Exhibit Hall

Cure that afternoon energy slump with a soda and walk through the Exhibit Hall! Our exhibitors have the resources you need for your library. Plus, don’t miss your last chance to sign up for door prizes. Must be present to win at 4:00 p.m.

3:30 p.m. – 4:30 p.m.

Autograph Garden: Michael Perry

Exhibit Hall

Truck: A Love Story; Off Mainstreet; Music CDs; Population 485: Meeting Your Neighbors One Siren at a Time

4:00 p.m. – 5:15 p.m.

Bibliotherapy with Pet Books—Nonfiction Reads for Animal Lovers

Meeting Room 7

Ken Foster, Author, New Orleans, LA; Kirsten Houtman, OCLC Member Services Librarian

Join Kirsten as she discusses the nonfiction pet books that have been published in the last seven years. Bestsellers, recommended reads, and some children’s titles, will be discussed. Ken Foster, author of The Dogs Who Found Me, will end the session with a lively talk about the books he has written about dogs, their behaviors and their resulting effect on the humans who love them.

Kitchen... Stitchin’: Places for Women to Express Self and Community

Meeting Rooms 5A-5B

Traci Kelly, PhD, Technical Communication, Department of Engineering Professional Development (EPD), UW-Madison

Whether for pleasure or out of duty, women often cook or sew for their families. For many years in the US and around the world, women were expected to be the center of homemaking duties. For most of us, that has changed; we are no longer expected to work “only” in the home. For many years, women were expected to toil daily in this realm, with little time or opportunity to carve out any means of creative self-expression. However, we know that every human needs creative expression, and that’s where quilts and cooking come into play. We will look at examples of how recipes, community cookbooks, quilts, and other marginalized media provided women the opportunity for creativity, memoir, history, and storytelling. If you’d like, please bring a community cookbook, a church cookbook, quilts (or a picture of one) or recipes that document stories, trends, family life. Traci will also bring plenty of examples of cookbooks and recipes to pass around!
Life in a Consortium: A Balancing Act
Ballroom A1

Vicki Teal Lovely, Software Applications Supervisor, South Central Library System; Louise Diodato, Coordinator of Technical Services, Cardinal Stritch University; Gerri Moeller, Library Automation Manager, Outagamie Waupaca Library System

Being a member of a consortium means balancing the need for uniformity with the desire for autonomy. This balancing act will be discussed from three viewpoints. Administration involves getting people to agree on basic issues, and includes decision-making, communication, and training. Catalogers strive for consensus in providing data base information that will make it easy for their customers to find what they want. Finally, circulation addresses issues such as loan periods, fines and holds.

Presentation by the 2008 Burr Worzalla Award Winner — Ann Bausum
Meeting Room 4

Travel with Ann Bausum on the research trails that led to Freedom Riders: John Lewis and Jim Zwerg on the Front Lines of the Civil Rights Movement. Visit the back roads of Alabama, the office of a U.S. Congressman, and newly discovered photo archives, among other research highlights. The author will explore the personal influences she brought to this history, too, from her childhood in Virginia, to adult experiences in Wisconsin, to her lifelong interest in social justice issues.

Reel to Real: Films and Discussion About Topics That Matter
Auditorium

Lynne Blinkenberg, Director of Community Outreach, Wisconsin Public Television; Shawn Brommer, Youth Services and Outreach Coordinator, South Central Library System; Cheryl Becker, Public Library Administrative Consultant, South Central Library System

Come and learn how to build community programs around the abundance of thought-provoking films available on Wisconsin Public Television (WPT). After viewing a WPT film together at the library, participants can engage in a discussion about the content and what it means for their particular community. Presenters will walk you through the steps that will help make your efforts successful. You’ll learn how to choose a film and guidelines for partnering with other organizations. You’ll also learn how to plan and promote an event and tips for facilitating the discussion or selecting a facilitator from your community. WLA and WPT recently agreed to a partnership to better promote this program to Wisconsin libraries.

Student Research Forum
Meeting Room 1

With two schools with ALA-accredited programs preparing future librarians in Wisconsin, UW-Madison and UW-Milwaukee, the profession has an excellent opportunity to benefit from new, creative, and energetic talent that manifests itself in practice and in research. This session will present four graduate students, two from each university, who will summarize their research. To be chosen by the respective schools, the students are masters or doctoral students who have completed significant course projects, theses, or dissertations.

Successful ILL Practices for Distance Education Students
Meeting Room 2

John Leonard Berg, Coordinator of Public Services, Karrmann Library, UW-Platteville

John will discuss the various ILL services available to distance education students attending UW-Platteville. This presentation will highlight ILLiad and Odyssey, Universal Borrowing and SFX. Relevant operating policies and web pages will be reviewed. Librarians attending this show-and-tell session will be invited to share their own experiences in providing ILL service to DE students.

What’s New Under the Dome — Legislative Update Session
Meeting Rooms 6A-6B

Rick Grobschmidt, Administrator, Division for Libraries, Technology, and Community Learning; Jessica MacPhail, Director, Racine Public Library, WLA Federal Legislative Advocate; Paul Nelson, Director, Middleton Public Library, WLA Library Development and Legislation Committee Chair

This is an opportunity to learn the current status of library legislation at the state and federal levels, and review progress and assess efforts needed on behalf of the 2007 WLA library legislative agenda. State legislative initiatives and issues and the budget for libraries, including the 2007-2009 state budget, will be discussed, as will the federal budget and federal library legislative issues.

Frances de Usabel Award
Jail Library Group, UW-Madison SLIS
Michele Besant, Angela Milock and Amanda Schnirring
Meeting Room 3
Joshua H. Morrill, PhD, Owner, Morrill Solutions Research
This presentation will address the outcomes of a 2007 statewide survey of Wisconsin public library users and non-users. This is a replication of a 2003 scientific survey of Wisconsin residents, and results will look at comparisons from the 2003 to the 2007 data. Some interesting attitudinal questions that will be addressed include: participants’ perception of their local public libraries, technology usage and new technology initiatives, areas of interest in library collections and much more.

5:15 p.m. – 6:00 p.m.

Autograph Session: Ken Foster
Meeting Room 7
Dogs I Have Met: and the People They Found
The Dogs Who Found Me
Dog Culture: Writers on the Character of Canines

5:30 p.m. – 6:30 p.m.
WLA and WLA Foundation Annual Business Meeting
Auditorium

6:30 p.m. – 7:00 p.m.
West DePere High School Chamber Choir
Directed by Laura Rollin
Ballrooms 1-2-3

7:00 p.m. – 9:00 p.m.

Awards Banquet
Ballrooms 1-2-3
Please join us for this annual celebration in recognition of those professionals who symbolize the best in librarianship and support of libraries. Dinner will be followed by presentation of the following awards: RR Donnelley Award, Elizabeth Burr/Worzalla Award, WLA/DEMCO Librarian of the Year Award, Library of the Year Award, WLA/Highsmith Award, Trustee of the Year Award, Muriel Fuller Award, Special Service Award, Citation of Merit Award, and the WLA/ProQuest Intellectual Freedom Award. There will also be acknowledgement of the winners of the Media & Technology Section’s Webbies and Outreach Services Section Frances de Usabel Award.

Third Annual MATS Webbies Awards

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<tr>
<th>Best Reference Site</th>
<th>Most Accessible Site</th>
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<tr>
<td>InfoSoup</td>
<td>L.E. Phillips Memorial Public Library</td>
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<td><a href="http://www.infosoup.org/">http://www.infosoup.org/</a></td>
<td>“Fun and Games” Page</td>
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<tr>
<td>Best Site for Kids</td>
<td>Webmaster: Jeff Burns</td>
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<tr>
<td>Menasha Public Library</td>
<td>Best of the Best</td>
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<td>Menasha Public Library</td>
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<td>“Fun and Games” Page</td>
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Wisconsin Library Association
2007 Awards Recipients

WLA/ProQuest Intellectual Freedom Award
Helen Adams, Online Instructor, Mansfield University

Citation of Merit Award
Frank Fiorenza, President, Village of Potosi

WLA/Highsmith Award
Carthage Family Fun Night, a program of Hedberg Library, Carthage College in Kenosha

Trustee of the Year Award
Lowell Wilson, Lakeshores Library System

WLA/DEMCO Librarian of the Year Award
Alice Sturzl
Laona School District

Library of the Year Award
Middleton Public Library
Paul Nelson, Director

Muriel Fuller Award
Bea Lebal, Director
T.B. Scott Free Library, Merrill

2007 Book Awards
Literary Awards Committee Honors

RR Donnelley Award
Michael Perry
_Truck: A Love Story_

Notable Authors
Jerold W. Apps
Russel B. Nye
George Vukelich

Outstanding Achievement
Sean B. Carroll ............................... _The Making of the Fittest: DNA and the Ultimate Forensic Record of Evolution_
Maggie Dietz .................................. _Indefensible: One Lawyer’s Journey Into the Inferno of American Justice_
David Feige ................................. _Perennial Fall_
Jane Hamilton ............................... _When Madeline was Young (a novel)_
David Maraniss ......................... _Clemente: The Passion and Grace of Baseball’s Last Hero_
Patricia B. McConnell ..................... _For the Love of a Dog: Understanding Emotion in You and Your Best Friend_
John Nichols ................... _The Genius of Impeachment: The Founder’s Cure for Royalism_
Sam Savage ............................. _Firmin: Adventures of a Metropolitan Lowlife_
Kerry A. Trask ............................... _Blackhawk: The Battle for the Heart of America_
Danielle Trussoni ........................... _Falling Through the Earth: A Memoir_

Elizabeth Burr/Worzalla Award
Ann Bausum
_Freedom Riders: John Lewis and Jim Zwerg On the Front Lines of the Civil Rights Movement_

Notable Author
Jim LaMarche

Outstanding Achievement
Alden Carter ............................ _Love, Football and Other Contact Sports_
Kathleen Ernst ............................ _Hearts of Stone_
Pete Hautman .............................. _Rash_
Kevin Henkes ............................ _Lilly’s Big Day_
Jim LaMarche ............................. _Up_
MaryBeth Lorbiecki, Author; Brian Pinkney, Illustrator ........... _Jackie’s Bat_
David McLimans ...................... _Gone Wild: An Endangered Animal Alphabet_
Mark Kurlansky, Author; S. D. Schindler, Illustrator ............ _Story of Salt_
George Shannon, Author; Sam Williams, Illustrator ........... _Busy in the Garden_
David Wiesner ........................... _Flotsam_
Wisconsin Library Association
and
WLA Foundation
Annual Business Meeting

Thursday, October 18, 2007
Regency Suites & KI Convention Center Auditorium
Green Bay, Wisconsin
5:30 p.m. – 6:30 p.m.

AGENDA

I. Call to Order, Becca Berger, President
II. Approval of the Minutes of the 2006 Annual Business Meeting, Genevieve Foskett, Secretary
III. Report of the President, Becca Berger
IV. Report of the Executive Director, Lisa K. Strand
V. Report of the Treasurer, Janis Berg
VI. Recess the WLA Business Meeting for the Purpose of Conducting the WLA Foundation Business Meeting, Becca Berger
   I. Convene the WLA Foundation Business Meeting, Rick Krumwiede, WLAF President
      Approval of Minutes of 2006 Business Meeting
      Campaign for Wisconsin’s Libraries
      Scholarship Report
      Other Business
VII. Reconvene the WLA Business Meeting, Becca Berger
VIII. Report of the American Library Association Councilor, Phyllis Davis
IX. Committee Reports
   A. Nominations & Elections
   B. Other
X. Resolutions, Peter Gilbert
XI. Vice President’s Report, Pat Chevis
XII. New Business
XIII. Adjournment
6:30 a.m. – 9:30 a.m.

**Conference Breakfast**  
Regency Suites Hotel Atrium

7:00 a.m. – 10:00 a.m.

**Registration**  
KI Convention Center

7:00 a.m. – 8:30 a.m.

**Bird Watching and Nature Hike at the Bay Beach Wildlife Sanctuary**  
Meet at the front of Regency Suites to board Bus at 7:00 a.m.; bus will return by 8:30 a.m. (preregistration required)

*Ty Baumann, Director, Bay Beach Wildlife Sanctuary; Ida Baumann, Animal Handler, Bay Beach Wildlife Sanctuary*

Join us for an early morning stroll with field guides through Green Bay’s Bay Beach Wildlife Sanctuary, a beautiful 700-acre urban wildlife refuge and one of Wisconsin’s largest Wildlife Rehabilitation Sites. Participants will enjoy bird and animal watching on a short hike through scenic nature trails and exhibits escorted by the director of the sanctuary, Ty Baumann and his wife, Ida, both professional birdwatchers and life-long nature enthusiasts. Bring binoculars for a close up look at the Sanctuary’s wildlife.

7:30 a.m. – 8:30 a.m.

** Readers Section Business Meeting**  
Meeting Room 3

**Technical Services Section Business Meeting**  
Meeting Room 2

8:30 a.m. – 11:30 a.m.

**Internet Café**  
Ballroom A4

**View Webbie Award Winners**  
Ballroom A4
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Manga and Anime: It’s All Japanese to Me
Meeting Room 7
Rachel Strehlow, Circulation Librarian/Graphic Novel Selector, Brown County Library; Jeanne Heuer, Young Adult Librarian, Brown County Library
Does all Manga look alike to you? What makes it different from Anime? Why is it so popular? Which are appropriate for a library collection? Rachel Strehlow, who has a personal collection of 1,000+ Manga, has selected these materials for the Brown County Library for the last two years. She will focus on the differences between Manga and Anime, terminology, genres, boy vs. girl Manga, core titles, notable authors, budgeting for Manga and several resources. Examples will be abundant!

Tracing Your Ancestors Through Genealogy Tips and Tricks
Meeting Room 5A
John Leonard Berg, Coordinator of Public Services, Karrmann Library, UW-Platteville
Genealogical research has expanded beyond the scope of my particular ancestor to our shared immigrant standing in a new and evolving world. Discover not only a “how-to” on grafting a few additional branches onto the traditional family tree, but also discover the rich ethnic and historical context of our pioneer heritage. This presentation will summarize years of genealogical research on a German immigrant family who settled in New Ulm, Minnesota. A “show & tell” format will be frequently employed, so come prepared to share your own unique research stories! The presentation will wrap up with ideas for practical and unconventional strategies and approaches.

What’s Toxic in Your Neighborhood?
Meeting Room 3
Michael Watkins, Head of Government Documents, Polk Library, UW-Oshkosh
The EPA has been closely monitoring toxic emissions into our local environments for several decades. This program will provide a demonstration on how to access that information using the Landview 6 DVD, a joint publication of the Census Bureau and the EPA, and the Toxic Release Inventory, which is an annual report released by the EPA. There are concerns whether this information will continue to be gathered as the current administration is cutting back on EPA’s information services. Will several EPA libraries be closed? Will the Toxic Release Inventory be discontinued?

The Wisconsin Court System’s Self-Help Family Law Site — An Overview
Meeting Room 1
Jane Colwin, State Law Librarian, Wisconsin State Law Library; Judge Gary Carlson, Taylor County Circuit Court
In over 65 percent of Wisconsin family law cases, at least one of the parties is unrepresented by counsel. This “Home Depot” phenomenon led the Wisconsin Court System to create statewide standard family law forms and instructions which can be accessed and completed online. Take a tour of the website, see a demonstration of the family law forms generation program and learn about additional resources and tips to help you help your patrons with their day in court.

Wisconsin Public Library Standards and Certification, Here and Now — Mapping the Future
Meeting Rooms 6A-6B
Barbara Arnold, UW-Madison SLIS, Council on Library and Network Development—COLAND (Moderator); Jane Pearl-mutter, Associate Director, Director of Continuing Education, UW-Madison SLIS; David Polodna, Director, Winding Rivers Library System; Linda Bendaix, Director, Frank L. Weenewnan Library, Mequon-Thiensville; Elizabeth Timmins, Director, Muehl Public Library, Seymour; Ellen Connor, Director, Sturm Memorial Library, Manawa
The scope and purpose of this program is to evaluate current public library standards and certification in Wisconsin, mapping the future for the next generation of librarians today by giving perspectives on the changing roles of public libraries and librarianship.

Thank you to our advertisers for their continued support of Wisconsin’s Library Community:

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- St. Norbert College
- Short Elliott Hendrickson, Inc.
- South Central Library System
- Trails Books, a division of Big Earth Publishing
- Trillium (Wedge/Spatulatta)
- UW-Madison SLIS
- UW-Milwaukee SOIS
- Userful
- Waltco
The 411 on Mashups
Meeting Rooms 6A-6B
Julie Fricke, Reference and Web Resource Librarian, Seeley G. Mudd Library, Lawrence University
Choose, create and host your own mashup! Learn how to “mash” data together from two content sources. Julie Fricke will discuss what mashups are and why you would want to use them. Examples will be shown!

Bay Beach Wildlife Sanctuary
Live Animal Program
Auditorium
Ty Baumann, Director, Bay Beach Wildlife Sanctuary;
Additional animal handlers: Ida Baumann, Shannon McCarthy
Animal experts and naturalists from Green Bay’s Bay Beach Wildlife Sanctuary, a beautiful 700-acre urban wildlife refuge and one of Wisconsin’s largest Wildlife Rehabilitation Sites, offer a hands-on learning experience involving live animals. These live animals are shared up close with the opportunity for touching. Featured animals presented are reptiles, mammals, birds of prey, and owls. These educational sessions can be scheduled at local libraries to encourage children and families to visit.

The Effects of Intervention on Students’ Information and Communication Technology Literacy (ICT) Skills at the University of Wisconsin-Green Bay
Meeting Room 4
Dave Dettman, Head of Library Instruction / Reference Librarian, Cofrin Library, UW-Green Bay
Using an assessment instrument created by the Educational Testing Service we undertook a study to determine if library instruction and additional ICT related exercises throughout the semester allowed students to demonstrate a higher degree of mastery of the seven proficiencies measured: Define, Access, Evaluate, Manage, Integrate, Create, and Communicate. Details of the test and results of the study will be shared.

Helping Patrons Understand Environmental Issues:
An Introduction to Internet Map Tools and Related Resources
Meeting Rooms 5A-5B
Adam Mednick, Natural Resource Educator, Wisconsin Department of Natural Resources; Dreux J. Watermolen, Chief, Science Information Services, Wisconsin Department of Natural Resources
A number of on-line resources can help library patrons in Wisconsin better understand environmental issues facing their communities. We will highlight several library-maintained environmental sites. We also will demonstrate free, intuitive Internet tools that patrons can use to map and understand natural resources features (soil type, location within a watershed, air quality advisories, etc.) and evaluate some of the impacts of local land use decisions.

Hiring Tips to Strengthen Your Workforce
Meeting Room 1
Fred Gantz, Quarles & Brady LLP
What is appropriate to ask and not to ask on job applications? How does one conduct reference and background checks, as well as post-offer considerations? What is permissible under ADA guidelines? Learn about these issues and laws applicable to the hiring process.

The Original Information Highway
Meeting Room 7
Bruce Smith, Delivery Coordinator, South Central Library System
How do we improve the Physical Delivery Support of Library Resource Sharing with the increases in Inter-Library Loans and Intra-Library Loans due to state grants for more shared automation systems in Wisconsin? As resource discovery tools continue to improve, libraries must be equipped to provide delivery fulfillment of patron requested materials. Bruce Smith has worked in the delivery industry for 19 years, including 13 with South Central Library System. Bruce coordinates all aspects of both providing delivery to member public libraries within SCLS and managing the Wisconsin Libraries' Delivery Network. This program will explore practical delivery alternatives, best practices, and building/equipment changes to improve efficiency.
Poets as Peacemakers, Poets as Healers
Meeting Room 3

Ellen Kort, Wisconsin’s First Poet Laureate
Poetry is the language of the heart. Ellen Kort, Wisconsin’s first poet laureate, invites us to explore the many ways the act of poetry, peace making and healing can help us find peace in our relationships with one another, other living things and with the earth. She’ll share the work she does as a poetry advocate in workshops, at medical conventions for physicians and psychologists, and with poetry students of all ages. She is intent on creating the awareness that we can all make our presence felt by words and deeds for a peaceful world.

Private Soldiers: A Year in Iraq with Wisconsin’s 2-127th
Ballroom A1

Staff Sergeant Joseph Streeter
In April 2005, the Wisconsin Army National Guard’s 2-127th Infantry Battalion received word of their mobilization. The 620 soldiers would serve in Operation Iraqi Freedom on a mission that would take them into the most dangerous regions of Iraq, withstanding hundreds of attacks, see dozens wounded and three members killed in action. Get an inside look at the war when a battalion member and one of the authors and photographers of the new book, Private Soldiers (Wisconsin Historical Society Press, 2007) shows photos and discusses the battalion’s experiences in Iraq and in putting together these stories for publication. This fall, a traveling exhibit will be in libraries throughout the state.

Reaching Out to Homeschoolers
Meeting Room 2

Leah Langby, Library Development and Youth Services Coordinator, Indianhead Federated Library System
Learn about ways to reach out to elusive homeschoolers, find out about resources for homeschooling families, discuss some of the advantages of working with this group, and brainstorm solutions to some of the challenges of serving homeschoolers. Leah Langby has worked with homeschooling families at libraries for over ten years and her family is in its fifth year of learning at home.

11:45 a.m. – 12:30 p.m.

Autograph Garden: Ellen Kort
Meeting Room 3

12:00 p.m. – 12:30 p.m.

Autograph Garden: Staff Sergeant Joseph Streeter
Ballroom 1A

See you at the
WLA 2008 Conference
at Marriott Madison West
Middleton, Wisconsin
November 4–7, 2008
2007 WLA Program Sponsors and Partners

Awards and Honors Committee
Awards Banquet

AWSL – Association of Wisconsin Special Librarians
Appreciative Inquiry (AI): Now That We Know About It, How Do We Use It at Our Library?
Association of Special Librarians Business Meeting
Learning Games and Simulations: What Librarians Need to Know
Providing Health Reference on a Budget
Real World RSS: Developing a Current Awareness Service for Your Patrons
Tour of the St. Norbert Abbey Library and Archives

Brown County Library
Continental Breakfast for “Show & Tell” on Brown County Library’s New Parent/Teacher Centers

CSRT – Circulation Services Round Table
Appreciative Inquiry (AI): Now That We Know About It, How Do We Use It at Our Library?
Circulation Services Round Table Business Meeting
Life in A Consortium: A Balancing Act
Original Information Highway
Putting Library Services Where Our Users Live and Work: Future of OPAC

DEMCO, Inc.
Awards Banquet (Partner)

DPI – Department of Public Instruction
BadgerLink: Best Practices for Branding and Access
FLASH: Digital Future of Talking Books
Rural Library Sustainability Reunion
What’s New Under the Dome: Legislative Update Session
WISCAT Update

Friends of Brown County Library, Inc.
Continental Breakfast and “Show & Tell” on Brown County Library’s New Parent/Teacher Centers

GIRT – Government Information Round Table
Government Information Round Table Business Meeting
What’s Toxic in Your Neighborhood?

Highsmith Inc.
Awards Banquet (Partner)

IFRT – Intellectual Freedom Round Table
Intellectual Freedom Issues: Hot off the Presses
“Interesting” Times of Intellectual Freedom: An IFRT Pre-conference

Literary Awards Committee
RR Donnelley Award Winner Session: Just Keep Shovelin’ with Michael Perry
Poets as Peacemakers, Poets as Healers

LRRT – Library Research Round Table
Applying Survey Methodology in the Real World
New Media Ecology: How the Growth of the Internet and Cell Phones Have Changed the Way People Deal with Each Other, Receive Information, and Create and Share Media
Student Research Forum

LUERT – Library User Education Round Table
Library User Education Round Table Business Meeting
Those Who Can, Teach: Become More Effective “One Shot” Trainer (and Explainer)

MATS – Media and Technology Section
Library 2.0: The Movement Explained
Litera Scripta Manet: How to Inspire and Cultivate Booklust in Your Patrons
Media and Technology Section Business Meeting
Net Neutrality and Internet Surveillance: An Update on Federal Actions and Activities
New Media Ecology: How the Growth of the Internet and Cell Phones Have Changed the Way People Deal with Each Other, Receive Information, and Create and Share Media
Webbie Award Winners

OSRT – Outreach Services Round Table
Burnout and YSS Business Meeting
CCCB (Children’s Cooperative Book Center)
Grants: Finding Out “Where Do I Get the Money?”
NAMI’s In Our Own Voice
Reaching Out to Homeschoolers
Reaching Out to the Spanish Speaking Community
Taking the Non Out of Non-User: Increase Your Library’s Reach with Creative Marketing Strategies
Uncomfortable With Your Discomfort?
Youth Issues in Mental Health
P2C2 – Personnel and Professional Concerns Committee (WAPL)
Hiring Tips to Strengthen Your Workforce
We Are the Very Model of a Modern Staff Training Program — Involving All Staff in Preparing, Leading and Learning Information Service Competencies

RASS – Reference and Adult Services Section
Appreciative Inquiry (AI): Now That We Know About It, How Do We Use It At Our Library
Changing Face of Reference
Non-Profit Marketing: What I Should Know About Marketing That My Mother Wouldn’t Tell Me
Original Information Highway
Reaching Out to the Spanish Speaking Community
Taking the Non Out of Non-User: Increase Your Library’s Reach With Creative Marketing Strategies
We Are the Very Model of a Modern Staff Training Program — Involving All Staff in Preparing, Leading and Learning Information Service Competencies

READ – Readers Section
RR Donnelley Award Winner Session — Just Keep Shovelin’ with Michael Perry
Bibliotherapy with Pet Books — NonFiction Reads for Animal Lovers
*Litera Scripta Manet*: How to Inspire and Cultivate Booklust in Your Patrons
Notable Book Marathon
*One Thousand White Women*: Book Discussion
Poets as Peacemakers, Poets as Healers
Read Section Business Meeting
Reel to Real: Films and Discussion About Topics That Matter

RR Donnelley Foundation
Awards Banquet (Partner)

RSRT – Resource Sharing Round Table
Genealogy 101
Life In a Consortium: A Balancing Act
Open Holds — A Win Win Solution!
Original Information Highway
Putting Library Services Where Our Library Users Live and Work: Future of OPAC
Reel to Real: Films and Discussion About Topics That Matter
Resource Sharing Round Table Business Meeting
Successful ILL Practices for Distance Education Students
Tracing Your Ancestors Through Genealogy Tips and Tricks
Using WISCAT as a Resource Sharing Tool

SOIS – School of Information Studies, UW-Milwaukee
UW-Milwaukee School of Information Studies Reunion

SLIS – School of Library and Information Studies, UW-Madison
UW-Madison School of Library and Information Studies Reunion
Smooth, Bumpy, Zigzagged Road to Making the Masters of Story Time

SRRT – Social Responsibilities Round Table
Bookmaking 101

SSS – Support Staff Section
Lutie Stearns and Her Library Legacy

TSS – Technical Services Section
How Do I Manage Series Authorities Now that LC is Not?
Life in a Consortium: A Balancing Act
Putting Library Services Where Our Users Live and Work: Future of OPAC
Technical Services Section Business Meeting
WAAL – Wisconsin Association of Academic Librarians

411 on Mashups
Academic Podcasting - Costs, Benefits and Outcomes at UW-Washington County
Effects of Intervention on Student’s Information and Communication Technology Literacy (ICT) Skills at the University of Wisconsin-Green Bay
How Do I Manage Series Authorities Now That LC is Not?
“Interesting” Times of Intellectual Freedom: An IFRT Pre-Conference
Library Conference Planning 101: Backs to the WAAL
Life in a Consortium: A Balancing Act
How to Weed Your Library Without Losing Your Mind
“Interesting” Times of Intellectual Freedom: An IFRT Pre-Conference

WAPL – Wisconsin Association of Public Libraries

Changing Face of Reference
Hiring Tips to Strengthen Your Workforce
Library 2.0: The Movement Explained
Litera Scripta Manet: How to Inspire and Cultivate Booklust in Your Patrons
New Media Ecology: How the Growth of the Internet and Cell Phones Have Changed the Way People Deal with Each Other, Receive Information, and Create and Share Media
Open Holds: A Win Win Solution!
Reaching Out to the Spanish Speaking Community
Rural Library Sustainability Reunion
Taking the Non Out of Non-User: Increase Your Library’s Reach With Creative Marketing Strategies
Wisconsin Association of Public Libraries Board Meeting
Wisconsin Public Library Standards and Certification, Here and Now - Mapping the Future

WECL – Wisconsin Education & Curriculum Librarians

Wisconsin Education and Curriculum Librarians Business Meeting

WeLEAD
Living Your Life on Purpose: Developing a Personal Mission

WEMTA – Wisconsin Educational Media and Technology Association

Best of Web 2.0 and How to Make It Work for Your Library
Podcasting as a Library Tool: A Way to Spread Literature and Promote Local Culture
Using Digital Collections for K-12 Education

WIGLHR – Wisconsin Genealogy and Local History Round Table

Genealogy 101
Wisconsin Genealogy and Local History Round Table Business Meeting

WHSLA – Wisconsin Health Science Library Association

Providing Health Reference on a Budget

WISLR – Wisconsin Small Libraries Round Table

Appreciative Inquiry (AI): Now that We Know About It, How Do We Use It at Our Library?
Grants: Finding Out “Where Do I Get the Money?”
How to Weed Your Library Without Losing Your Mind
Non-Profit Marketing: What I Should Know About Marketing that My Mother Wouldn’t Tell Me
Reel to Real: Films and Discussion About Topics That Matter
Rural Library Sustainability Reunion
Taking the Non Out of Non-User: Increase Your Library’s Reach With Creative Marketing Strategies
Wisconsin Court System’s Self-Help Family Law Site — An Overview
WLA – Wisconsin Library Association
Wisconsin Library Association and Wisconsin Library Association Foundation Annual Business Meeting
Wisconsin Library Association Board Meeting
Wisconsin Library Association Past Presidents’ Breakfast

WLAC – Wisconsin Library Association Conference Committee
Bay Beach Wildlife Sanctuary Live Animal Program
Bird Watching and Nature Hike at the Bay Beach Wildlife Sanctuary
Conference Food Drive to Benefit Paul’s Pantry
Everyone’s Retiring! What Will Wisconsin’s Workforce Look Like in Ten Years?
Fighting Fraud: We Can Do It – Together!
Helping Patrons Understand Environmental Issues: An Introduction to Internet Map Tools and Related Resources
In the “Palm” of Your Hand
Keynote Address: David Maraniss, Author
Leadership and Resilience: Strategies for Personal and Organizational Renewal
Managing Your Library for GREAT Customer Service: Ensuring Your Library’s Success Through Strong Customer Partnerships
President’s Luncheon: Kevin Reilly, UW-System President
Private Soldiers: A Year in Iraq with Wisconsin’s 2-127th
Tracing Your Ancestors Through Genealogy Tips and Tricks
Using WISCAT as a Resource Sharing Tool
Vendor and WeLead Reception

WLTAs – Wisconsin Library Trustees Association
Intellectual Freedom Issues: Hot Off the Presses
“Interesting” Times of Intellectual Freedom: An IFRT Pre-Conference
Library and Community Involvement
Open Meetings Law and You
Reel to Real: Films and Discussion About Topics That Matter
What’s My Role? A Mini Trustee Workshop
Wisconsin Library Trustees Association Luncheon and Business Meeting

Worzalla Publishing Company
Award Banquet (Partner)

WWLW – Wisconsin Women Library Workers
Kitchen... Stitchin’: Places for Women to Express Self and Community

YSS – Youth Services Section
Author Luncheon with Ann Bausum
Burnout and YSS Annual Business Meeting
CCBC (Children’s Cooperative Book Center) Grants: Finding Out “Where Do I Get the Money?”
Manga and Anime: It’s All Japanese to Me
Parents’ Toolkit to Using BadgerLink
Presentation by the 2008 Burr Worzalla Award Winner – Ann Bausum
Teen Time

WLAF – Wisconsin Library Association Foundation
Awards Banquet (Partner)
Non-Profit Marketing: What I Should Know About Marketing That My Mother Wouldn’t Tell Me
Wisconsin Library Association Foundation Board Business Meeting
Wisconsin Library Association Foundation Fundraiser: “WLAF Irish Fest”
Wisconsin Library Association Foundation Silent Auction
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Back row, left-right: Elizabeth Timmins, Julie Fricke, Jason Shirley, Michael Nitz
Middle row: Felice Maciejewski, Rita Schiesser, Jo Mellen, Glenice Klestinski, Jamie Matczak, Terrie Howe, Michael Kenney
Front row: Maggie Waggoner, Mark Merrifield, Brigitte Rupp Vacha
Not pictured: Paula Ganyard

WLA President .................. Becca Berger

Conference Committee
Conference Chair ............................................. Terrie Howe, Nicolet Federated Library System
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Jo Mellen, NEWIST/CESA 7
Jason Shirley, Ingram Library Services
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A special thanks to Steven Platteter, Mid-Wisconsin Federated Library System and Michael Kenney, Appleton Public Library, for taking photos at the conference. Smile and say “cheese” when you see them.
School of Information Studies

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