Libraries: Create Adventure

2010 WLA CONFERENCE
November 2–5, 2010
Kalahari Resort & Convention Center
Wisconsin Dells
NEW FALL BOOKS FROM
THE WISCONSIN HISTORICAL SOCIETY PRESS

Penny Loafers & Bobby Pins:
Tales and Tips from Growing Up
in the ’50s and ’60s
Susan Sanvidge, Diane Sanvidge
Seckar, Jean Sanvidge Wouters,
and Julie Sandvidge Florence
Paperback: $18.95
240 pages, 150 b/w photos and illus., 7x8
ISBN: 978-0-87020-446-3

Wisconsin’s Own:
Twenty Remarkable Homes
M. Caren Connolly & Louis Wasserman
Photographs by Zane Williams
Hardcover: $45.00
320 pages, 380 color and b/w photos and illus., 11x10
ISBN: 978-0-87020-452-4

A Nation within a Nation:
Voices of the Oneida
in Wisconsin
Edited by
L. Gordon McLaren III
and Laurence M. Hampton
Hardcover: $34.95
300 pages, 19 b/w photos and 4 maps, 6x9
ISBN: 978-0-87020-454-8

To Order:
Chicago Distribution Center:
Call: 1-800-621-2736
Email: custserv@press.uchicago.edu
wiseninhistory.org/whspress

Badger Boneyards:
The Eternal Rest of the Story
Dennis McCann
Paperback: $16.95
160 pages, 22 b/w photos and map, 6x9

Barns of Wisconsin
Jerry Apps
Photographs by Steve Apps
Foreword by Richard (Dick) Cates Jr.
Hardcover: $29.95
244 pages, 140 color and b/w photos and illus., 1 map
8x10

Cindy Bentley:
Spirit of a Champion
Bob Kann and Caroline Hoffman
Paperback, $12.95
102 pages, 60 b/w photos and illus., 7x9
Welcome to the 2010 Wisconsin Library Association Conference. From Tuesday’s preconferences, Lessons to Lead By and The Magic, Power and Joy of Philanthropy, through the President’s Luncheon with Aldo Leopold’s biographer Curt Meine on Friday, the Kalahari Resort & Convention Center offers us the opportunity to experience Libraries: Create Adventure. Many thanks to the WLA Conference Planning Committee, chaired by Melissa McLimans and Linda Vincent, for their creative ideas and hard work. They have done an excellent job of pulling together a great schedule of presentations and activities for attendees.

So much to do, so much to hear and enjoy! Don’t miss Marilyn Johnson’s keynote address, This Book is Overdue and follow it up by joining the Wednesday afternoon One Conference, One READ, Book Discussion on her book.

Don’t miss the grand opening of the Exhibit Hall on Wednesday morning, and enjoy the Ho Chunk Wisconsin Dells Singers who will be accompanied by a large dance drum. Top off the day by helping the WLA Foundation help all of us by placing a bid at the Silent Auction.

Thursday maintains the fevered pace: a myriad of breakout sessions, exhibits and a tour of the library at the Circus World Museum in Baraboo.

Throughout the conference there will be many opportunities to mix, mingle and network with your colleagues, starting Tuesday night with the Meet and Mingle with Exhibitors, continuing Wednesday with Speed Networking and the WLA Foundation Fundraiser, Bowling and Boards, and on to Thursday’s SLIS and SOIS reunions and the WLA Awards Banquet.

Great opportunities for refueling are no-conflict Exhibit times, the YSS Luncheon with Gordon Kornman, OSRT Luncheon with Art Munin, WLTF Annual Meeting and Luncheon with Marcy Heim and the President’s Luncheon with Curt Meine.

Take home a treasure by bidding at the WLA Foundation Silent Auction, buy books authored by our speakers and get them signed at the Autograph Garden.

There is an Internet Room for communicating with those back home.

Most important of all, come learn, renew friendships with colleagues from all over the state and renew your energies. I’ll see you at the WLA and WLA Foundation Business Meeting on Thursday night. If I don’t yet know you, please say hello and introduce yourself.

Please remember to bring your non-perishable or canned food donations to the registration desk Tuesday to Friday during the conference. Donated food will go to the Wisconsin Dells-Lake Delton Community Food Pantry.

Thank you for attending the 2010 WLA Conference!
2010 WLA Board of Directors

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Winding Rivers Library System, La Crosse

WEMTA Representative
Allison Kaplan
UW-Madison SLIS
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 Wisconsin Dells area. There are many casual or fine dining options located within minutes of the Kalahari. The downtown Wisconsin Dells area also boasts several unique dining establishments. For restaurant selections, please check the local arrangements table for area guide books and brochures.

Join us Wednesday and Friday for a continental breakfast; on Thursday, enjoy the hot breakfast buffet.

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. White name badges are required to gain entrance to conference programming. Yellow badges indicate speaker-only or exhibit-only attendees. If you would like to attend programs, please return to the registration desk to pay the conference fee.

Free Internet access is available in our Internet Café, Tuesday through Friday.
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See us at Booth #301
http://www.e-imagedata.com
### Conference at a Glance

#### Tuesday, November 2, 2010

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<tr>
<td>9:00 a.m. – 3:00 p.m.</td>
<td>Lessons to Lead By: WeLead Pre-Conference</td>
<td>Marula</td>
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<td></td>
<td>The Magic, Power and Joy of Philanthropy: WLAF Pre-Conference</td>
<td>Portia</td>
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<tr>
<td>3:00 p.m. – 7:00 p.m.</td>
<td>Registration</td>
<td>North Atrium</td>
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<tr>
<td>4:00 p.m. – 6:00 p.m.</td>
<td>Vendor Reception/Meet WeLead Protégés</td>
<td>North Atrium</td>
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#### Wednesday, November 3, 2010

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<th>Time</th>
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<td>7:00 a.m. – 7:00 p.m.</td>
<td>Registration</td>
<td>North Atrium</td>
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<tr>
<td>7:00 a.m. – 8:30 a.m.</td>
<td>Continental Breakfast</td>
<td>North Atrium</td>
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<tr>
<td>7:30 a.m. – 8:30 a.m.</td>
<td>Past President’s Breakfast</td>
<td>Ironwood</td>
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<tr>
<td>8:45 a.m. – 10:00 a.m.</td>
<td>Keynote Address: Marilyn Johnson, <em>This Book Is Overdue!</em></td>
<td>Convention A/B/G/H</td>
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<tr>
<td>10:00 a.m. – 5:00 p.m.</td>
<td>WLAF Silent Auction</td>
<td>Exhibit Hall</td>
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<td>exhibits</td>
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<tr>
<td>10:00 a.m. – 10:45 a.m.</td>
<td>Badger Boneyards: The Eternal Rest of the Story</td>
<td>Marula</td>
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<td>10:45 a.m. – 12:00 p.m.</td>
<td>BadgerLink: Striving to Evolve</td>
<td>Aloeswood</td>
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<td>Books: Bridges to the World</td>
<td>Tamboti</td>
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<td>Can You Hear Me Now? Shhhhh!: Mobile Devices</td>
<td>Cypress</td>
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<td>Creating a Successful Facebook Fan Page</td>
<td>Tamarind</td>
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<td>Elizabeth Burr/Worzalla Children’s Book Award</td>
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<td>How We Hacked WordPress</td>
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<td>Speed Networking</td>
<td>Exhibit Hall</td>
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<td>Student Research Forum</td>
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<td>Wisconsin Humanities Council: A Great Resource</td>
<td>Mangrove</td>
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<td>12:00 p.m. – 12:30 p.m.</td>
<td>YSS Luncheon – Gordon Korman</td>
<td>Convention A/H</td>
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<td>12:00 p.m. – 2:00 p.m.</td>
<td>Badger Boneyards: Autograph Garden: Marilyn Johnson, Dennis McCann</td>
<td>Exhibit Hall</td>
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<tr>
<td>2:00 p.m. – 2:30 p.m.</td>
<td>Badger Boneyards: Gordon Korman</td>
<td>Exhibit Hall</td>
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<td>2:00 p.m. – 3:15 p.m.</td>
<td>BadgerLink: Striving to Evolve</td>
<td>Aloeswood</td>
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<td>Building the Future: Libraries and BadgerNet Fiber Grant</td>
<td>Aralia</td>
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<td>Can Children’s Books Save the World?</td>
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<td>Digital (and Free!) Tools in Your Library</td>
<td>Portia</td>
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<td>One Conference, One READ Book Discussion</td>
<td>Convention G</td>
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<td>Online Data à la Carte: Web-based Tables</td>
<td>Mangrove</td>
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<td>Raiders of the Lost ARCs: Adventures in Local Digitization</td>
<td>Tamarind</td>
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<td>Testing RDA: How Will It Really Work?</td>
<td>Marula</td>
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<td>What’s New With the Wisconsin Talking Book/Braille Library</td>
<td>Guava</td>
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<td>Yes We Can! Creating Effective Partnerships</td>
<td>Tamboti</td>
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<td>3:15 p.m. – 4:00 p.m.</td>
<td>Exhibits – No Conflict</td>
<td>Exhibit Hall</td>
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<td>Badger Boneyards: Autograph Garden: Marilyn Johnson, Kathleen Horning, Jerry Apps</td>
<td>Exhibit Hall</td>
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<td>4:00 p.m. – 5:15 p.m.</td>
<td>Books, Authors, Literature…BadgerLink!</td>
<td>Cypress</td>
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<td>Graphically Speaking</td>
<td>Guava</td>
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<td>Stories of Rural Life: Horse-Drawn Days and Barns</td>
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<td>MacGyver Library vs. Have You Heard About…?</td>
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<td>Notable Books Marathon</td>
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<td>Sharing the Library Adventure in Your Community</td>
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<td>Vocera – Instant Voice Communication</td>
<td>Tamarind</td>
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<td>5:15 p.m. – 5:45 p.m.</td>
<td>Badger Boneyards: Autograph Garden: Jerry Apps</td>
<td>Mangrove</td>
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<td>5:30 p.m. – 6:30 p.m.</td>
<td>3rd Annual Book Cart Drill Team Competition</td>
<td>Exhibit Hall</td>
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<td>New Member Round Table Social</td>
<td>Kahunaville Restaurant &amp; Bar</td>
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<td>6:30 p.m. – 7:30 p.m.</td>
<td>UW-Madison SLIS Reunion</td>
<td>Wisteria</td>
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<td>UW-Milwaukee SOIS Reunion</td>
<td>Portia</td>
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<td>8:00 p.m. – 11:00 p.m.</td>
<td>WLA Foundation Fundraiser – Bowling and Boards!!</td>
<td>Kalahari Bowling Center</td>
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<td>7:00 a.m. – 7:00 p.m.</td>
<td>Registration.</td>
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<td>7:00 a.m. – 9:00 a.m.</td>
<td>Hot Breakfast Buffet.</td>
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<td>8:30 a.m. – 3:30 p.m.</td>
<td>WLAF Silent Auction.</td>
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<td>8:30 a.m. – 4:30 p.m.</td>
<td>Exhibits.</td>
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<td>8:30 a.m. – 5:00 p.m.</td>
<td>Internet Café.</td>
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<td>8:45 a.m. – 10:00 a.m.</td>
<td>Best Fiction for Young Adults: 2011 Nominees.</td>
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<td>Cataloging in a Public Library System.</td>
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<td>Making Tortillas Dance.</td>
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<td>Outreach at the Library: A Win-Win for Staff and Patrons.</td>
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<td>Pirates, Patrons and You: Themes for Self-Checkout.</td>
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<td>PowerPoint as a Marketing Tool.</td>
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<td>WISCAT 2010: A Year of Significant Change.</td>
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<td>WLA Literary Award.</td>
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<td>10:00 a.m. – 10:45 a.m.</td>
<td>Discover – No Conflict.</td>
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<td>Iluminar: Exciting New Look and Feel of WISCAT.</td>
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<td>Knowledge Journaling.</td>
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<td>Learning the Latest Technology @ the Library.</td>
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<td>Leaving the Comfort Zone: Advocacy by Friends of the Library.</td>
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<td>Performing Arts in Libraries: Live!</td>
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<td>Skype-Based Reference: A Study and a Pilot Project.</td>
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<td>Using Media to Market Libraries.</td>
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<td>12:00 p.m. – 2:00 p.m.</td>
<td>OSRT Luncheon with Art Munin: White Privilege 101.</td>
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<td>WLTF Luncheon and Annual Meeting with Marcy Heim.</td>
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<td>2:00 p.m. – 3:15 p.m.</td>
<td>Customer Service For Those With Special Needs.</td>
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<td>Dewey or Don’t We?: BISAC v. Dewey.</td>
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<td>Library Staff &amp; Trustees Communication/Open Records Law.</td>
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<td>Penny Loafers &amp; Bobby Pins: Growing up in the ’50s and ’60s.</td>
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<td>Résumé Review Session.</td>
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<td>Staff Training at a Combined Services Desk.</td>
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<td>Stealth Marketing &amp; Clip Art: Doing a Lot with a Little.</td>
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<td>What’s New Under the Domes: Post Election Strategy.</td>
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<td>The Wisconsin Farm Center and Public Libraries.</td>
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<td>2:00 p.m. – 4:00 p.m.</td>
<td>Tour of Robert L. Parkinson Library and Research Center.</td>
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<tr>
<td>3:15 p.m. – 4:00 p.m.</td>
<td>Exhibits – No Conflict.</td>
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<td>Autograph Garden: Jean Sanvidge Wouters, Diana Sanvidge Seckar.</td>
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<td>3:30 p.m. – 4:30 p.m.</td>
<td>WLAF Silent Auction Pick-up and Pay.</td>
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<td>4:00 p.m. – 5:15 p.m.</td>
<td>Being Safe and Secure in the Library.</td>
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<td>BISAC and Beyond: Adapting Retail Practices.</td>
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<td>Bylaws and Operational Manuals.</td>
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<td>Low-Hanging Fruit or Sour Grapes?</td>
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<td>Making the Connection: Online, Email and IM Reference.</td>
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<td>A Short History of Wisconsin.</td>
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<td>YSS Book Discussion.</td>
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<td>5:15 p.m. – 5:45 p.m.</td>
<td>Autograph Garden: Erica Janik.</td>
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<td>7:00 p.m. – 9:00 p.m.</td>
<td>Awards &amp; Honors Banquet.</td>
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Thursday, November 4, 2010
### Friday, November 5, 2010

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<tr>
<td>7:00 a.m. – 11:00 a.m.</td>
<td>Registration</td>
<td>North Atrium</td>
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<tr>
<td>7:00 a.m. – 9:00 a.m.</td>
<td>Continental Breakfast</td>
<td>North Atrium</td>
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<tr>
<td>8:30 a.m. – 11:30 a.m.</td>
<td>Internet Café</td>
<td>Empress</td>
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<tr>
<td>8:45 a.m. – 10:00 a.m.</td>
<td>10 Questions Before Building or Renovating Your Library</td>
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<td>Accessing/Promoting Spanish Language Children’s Literature</td>
<td>Suite III</td>
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<td>The Changing Landscapes of Wisconsin: A Digital Archive</td>
<td>Marula</td>
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<td>Communication: An Everyday Adventure!</td>
<td>Suite VI</td>
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<td>GUS (Grammar, Usage and Style) for Librarians and Reluctant Writers.</td>
<td>Guava</td>
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<td>Flock to the Library for a Raptor Encounter</td>
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<td>Wisconsin Libraries Say Cheese – Again!</td>
<td>Aralia</td>
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<td>Social Tagging in the Library</td>
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<td>10:45 a.m. – 12:00 p.m.</td>
<td>Adventures in Space Design</td>
<td>Marula</td>
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<td>Circuit Rider: Julia Wright Merrill.</td>
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<td>Fun with FD Sys: A New Way to Find Federal Information</td>
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<td>Get to Know the Wisconsin Center for the Book</td>
<td>Mangrove</td>
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<td>In the Trenches: Media Wards with Jay Rath</td>
<td>Cypress</td>
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<td>The LINKcat Raft on the Koha River Rapids</td>
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<td>Managing Your Online Identity</td>
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<td>Resource Sharing Among Wisconsin’s Public Libraries</td>
<td>Aloeswood</td>
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<td>Take This Job and LOVE It!</td>
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<td>12:00 p.m. – 12:30 p.m.</td>
<td>Autograph Session: Jay Rath</td>
<td>Cypress</td>
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<td>12:00 p.m. – 2:00 p.m.</td>
<td>President’s Luncheon with Curt Meine</td>
<td>Suite II</td>
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<td>2:00 p.m.</td>
<td>Autograph Session: Curt Meine</td>
<td>Suite II</td>
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### Board, Business & Committee Meetings

**Tuesday, November 2, 2010**

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<td>1:00 p.m. – 4:00 p.m.</td>
<td>System and Resource Library Administrators Association of Wisconsin Meeting ........................................ Aloeswood</td>
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<tr>
<td>4:00 p.m. – 6:00 p.m.</td>
<td>Wisconsin Public Library Association Board Meeting .................. Mangrove</td>
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<tr>
<td>6:00 p.m. – 8:00 p.m.</td>
<td>Wisconsin Library Association Board Meeting ................................ Guava</td>
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**Wednesday, November 3, 2010**

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<th>Time</th>
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<tr>
<td>7:00 a.m. – 8:30 a.m.</td>
<td>Ethnic and Multicultural Information Exchange Round Table (EMIERT) Business Meeting ........................................ Tamarind</td>
</tr>
<tr>
<td></td>
<td>New Member Round Table Business Meeting (NMRT) .......................... Portia</td>
</tr>
<tr>
<td></td>
<td>Wisconsin Small Libraries Section (WISL) Business Meeting ............ Tamboti</td>
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<tr>
<td></td>
<td>Youth Services Section (YSS) Board Meeting .............................. Guava</td>
</tr>
<tr>
<td>12:00 p.m. – 2:00 p.m</td>
<td>Association of Wisconsin Special Librarians (AWSL) Business Meeting ............ Ironwood</td>
</tr>
<tr>
<td>5:30 p.m. – 6:30 p.m.</td>
<td>Wisconsin Education &amp; Curriculum Librarian Business Meeting .......... Ironwood</td>
</tr>
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**Thursday, November 4, 2010**

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<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>7:00 a.m. – 8:30 a.m.</td>
<td>Government Information Round Table (GIR1) Business Meeting ............. Suite E</td>
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<tr>
<td></td>
<td>Intellectual Freedom Round Table (IFRT) Business Meeting ............. Suite F</td>
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<tr>
<td></td>
<td>Readers Section (READ) Business Meeting .................................. Suite F</td>
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<tr>
<td></td>
<td>Reference and Adult Services Section (RASS) Business Meeting .......... Aralia</td>
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<tr>
<td></td>
<td>Technical Services Section (TSS) Business Meeting ........................ Marula</td>
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<tr>
<td></td>
<td>WLA Foundation Board Meeting .............................................. Desert Rose</td>
</tr>
<tr>
<td>5:30 p.m. – 6:30 p.m.</td>
<td>WLA/WLAF Business Meeting .................................................. Suite F</td>
</tr>
</tbody>
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**Friday, November 5, 2010**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>7:00 a.m. – 8:30 a.m.</td>
<td>Outreach Services Section (OSRT) Business Meeting ........................ Suite III</td>
</tr>
<tr>
<td>8:45 a.m. – 10:00 a.m.</td>
<td>Koha User Group Meeting .................................................. Aloeswood</td>
</tr>
</tbody>
</table>

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### Registration

**Kalahari Convention Center – North Atrium**
- **Tuesday, 3:00 p.m. – 7:00 p.m.**
- **Wednesday, 7:00 a.m. – 7:00 p.m.**
- **Thursday, 7:00 a.m. – 7:00 p.m.**
- **Friday, 7:00 a.m. – 11:00 a.m.**

### Exhibits

**Kalahari Convention Center Exhibit Hall**
- **Wednesday, 10:00 a.m. – 5:00 p.m.**
- **Thursday, 8:30 a.m. – 4:30 p.m.**

### Breaks in 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

**Empress**
- **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.**
WE LEAD
Wisconsin Emerging Librarians Exploring and Developing

CLASS of 2010-2012

Mentor:
Karen Jander
Head of Services Department, University of Wisconsin-Milwaukee

Cynthia Bachhuber
Green Lake Public Library

Mentor:
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Coordinator, Access Services
University of Wisconsin-Stevens Point

Molly Hamm
C Ngstel Spencer Librarian

Mentor:
Marge Loch-Wouters
Youth Services Coordinator, La Crosse Public Library

Jennifer McNaughton
Green Lake Public Library

Mentor:
Sue Riehl
Public/Technical Services Librarian, Carroll University, Waukesha

Cheryl Nessman
Mantzow Public Library

Mentor:
Carolyn Anderson
Library Director, Spring Green Community Library

Teresa Schmidt
Merton Public Library

Mentor:
Leah Langby
Library Development and Youth Services Coordinator, Indiana Library Federation

Kelly Wochinske
Mukwonago Public Library

Please welcome these emerging leaders!

WLA would like to thank the supporters of the WeLead program:
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- AAA Wisconsin
- Wisconsin Women Library Workers

### Architecture & Design
- Durrant
- Engberg Anderson, Inc.
- HGA Architects & Engineers
- PSA-Dewberry

### Audio Books/Materials
- Baker & Taylor
- BBC Audiobooks America
- Blackstone Audio, Inc.
- Books on Tape/Listening Library
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- Sebco Books
- Sharpe Reference/Salem Press
- Show Me Books, Inc.
- University of Wisconsin Press
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- BWI
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- Emery-Pratt Company
- Ingram Library Services
- Penworthy Company, The
- Sebco Books
- Sharpe Reference/Salem Press
- Show Me Books, Inc.

### CD/DVD Repair Machines
- RTI-ECO CD/DVD Repair Machines

### Ceiling Hanging System
- Hang-Mate Products, LLC

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- BBC Audiobooks America
- Baker & Taylor
- Book Farm, The
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- BWI
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- Davidson Titles, Inc.
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- Ingram Library Services
- Maris Associates
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- Rainbow Book Company
- Sebco Books
- Upstart/Upstart Books
- Woodland Pattern, Inc.

### Children’s Programs
- AWE, Inc.

### Computer Software
- SirsiDynix

### Consortium
- Wisconsin Library Services (WiLS)

### Databases
- Career Cruising
- EBSCO Information Services
- Facts On File
- GALE Cengage Learning
- H.W. Wilson
- LexisNexis
- Mango Languages
- National Network of Libraries of Medicine
- ProQuest
- Wisconsin Dept of Public Instruction - Resources for Libraries & Lifelong Learning
- Wisconsin Library Services (WiLS)

### Display Fixtures
- 3Branch Products

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- Quality Books Inc.
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- Sebco Books

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- Mango Languages
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- Recorded Books, LLC
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- UW-Milwaukee SOIS
- Voyageur Magazine
- Wisconsin Public Television

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- HGA Architects & Engineers

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- Brodart Co.
- DEMCO
- Embury, Ltd.
- Highsmith
- Moss Designs, Ltd.

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### Government Information
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AAA Wisconsin

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National Network of Libraries of Medicine
Organic Arts Ltd.

Promotional Materials
National Network of Libraries of Medicine

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GALE Cengage Learning
H.W. Wilson
Recorded Books, LLC
University of Wisconsin Press
Upstart
Voyageur Magazine
Wisconsin Historical Society Press

Puppets/Puzzles
Book Farm, The
Penworthy Company, The

Reference Materials
Career Cruising
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GALE Cengage Learning
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(608) 263-5380 (fax)
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Create your “Virtual Branch.” OverDrive enables you to deliver bestselling eBooks, audiobooks and other digital content from your library’s Web site. 10,000 libraries worldwide rely on OverDrive’s distribution platform with 350,000 titles available from more than 1,000 publishers. You can also upload and share local digital content -- www.overdrive.com/dlr.

Penworthy Company, The*  
219 North Milwaukee Street  
Milwaukee, WI 53202  
(414) 287-4600  
(414) 287-4602 (fax)  
www.penworthy.com  
Representatives: Ron Schindel, Rick Ziebart  
Penworthy makes buying children’s books the pleasure it ought to be® with an exceptional selection, sturdy Penworthy Prebound Books and personal service you can trust.

PortalWisconsin.org  
821 University Avenue, Room 7047  
Madison, WI 53706  
(608) 263-2166  
www.portalwisconsin.org  
Representative: Tammy Kempfert  
Portal Wisconsin.org is a nonprofit Web site promoting culture, arts, humanities and history in Wisconsin. The Cultural Coalition of Wisconsin sponsors the site.

Organic Arts, Ltd.  
P.O. Box 070646  
Milwaukee, WI 53207-0646  
(414) 486-1694  
www.organicarts.info  
Representatives: David HB Drake, Wildflower, Jean-Andrew  
Organic Arts is a collaboration of artists who perform music, storytelling, history and science to celebrate heritage, family, social justice, environment and grassroots arts.

Breaks in Exhibit Hall

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* Thanks to these exhibitors for joining us in the Exhibit Hall every year for at least the last ten years.
Exhibitors

ProQuest*

789 East Eisenhower Parkway
Ann Arbor, MI 48108
(734) 761-4700
(734) 997-4224 (fax)
www.proquest.com
Representative: Mike Peters
ProQuest creates specialized information resources and technologies that propel successful research and learning. ProQuest is an information partner, creating indispensable solutions that connect people and information.

PSA-Dewberry

25 South Grove Avenue, Suite 500
Elgin, IL 60120
(847) 659-5840
(847) 695-6579
www.dewberry.com
Representative: Stacie Kuta
PSA-Dewberry provides full-service architectural/engineering, programming, design and planning services for libraries. We have been involved in over 220 library projects, specializing in innovative, creative design solutions for all types and sizes of libraries.

Quality Books, Inc.*

1003 West Pines Road
Oregon, IL 61061
(800) 323-4241
(815) 732-4499 (fax)
www.qbibooks.com
Representatives: Rob Zimmers, Matthew Kopyar
Quality Books, Inc. specializes in distributing small press print and non-print materials to libraries. We offer approval, annotation, standing order plans and shelf-ready library processing.

Rainbow Book Company

500 East Main Street
Lake Zurich, IL 60047
(800) 255-0965
(847) 726-9935 (fax)
www.rainbowbookcompany.com
Representative: Dan Charpentier
Rainbow Book Company is a distributor of fiction and non-fiction children’s books, K to 12; bilingual books available.

Recorded Books*

270 Skipjack Road
Prince Frederick, MD 20678
(800) 638-1304
(410) 535-0257 (fax)
www.recordedbooks.com
Representative: Craig Mears
Recorded Books produces and distributes unabridged audiobooks and audio courses direct to public and university libraries. The company also distributes independent films and audio lectures.

Resources for Libraries & Lifelong Learning*

Wisconsin Department of Public Instruction
2109 South Stoughton Road
Madison, WI 53716
(608) 224-6179
(608) 224-6178 (fax)
www.dpi.state.wi.us/rll/index.htm
Representatives: David Sleasman, Lisa Weichert, Martha Berninger, Vickie Long, Christine Barth

RTI - ECO CD/DVD Repair Machines

4700 West Chase Avenue
Lincolnwood, IL 60712-1689
(847) 677-3000
(847) 677-1311 (fax)
www.discchek.com
Representative: Scott Jahnke
Professional industrial machines are precision computer controlled to automatically perform maintenance through deep scratch repairs on CDs, DVDs, game discs and books-on-disc.

Sebco Books

2001 SW 31st Avenue
Pembroke Park, FL 33009
(800) 223-3251
(954) 987-2200 (fax)
www.sebcobooks.com
Representatives: Larry Case
Sebco Books is a distributor of fiction, nonfiction and audiobooks for pre-K through adult.

Breaks in 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.
Sharpe Reference  Booth 212
Salem Press
N8W31219 Salem Court
Delafiel, WI 53018
(414) 254-1227
Representative: Pete Merryfield
Reference books and databases for public libraries, high schools and colleges.

Show Me Books, Inc.  Booth 309
1401 Main Street
P.O. Box 305
Bethany, MO 64424
(888) 425-6532
(660) 425-3747 (fax)
www.showmebooks.com
Representative: Ryan Eddis
Overstock, library bound books for 50–75% off publisher's list.

SirsiDynix*  Booth 216
400 West Dynix Drive
Provo, UT 84604
(801) 223-5200
(801) 223-5202 (fax)
www.sirsidynix.com
Representative: Jim Schwieters
SirsiDynix is the world's leading provider of library technology solutions, connecting more than 300 million people with information and resources at 20,000 library facilities, worldwide.

Tech Logic Corporation  Booth 113
1818 Buerkle Road
White Bear Lake, MN 55110
(651) 747-0492
(651) 747-0493 (fax)
www.tech-logic.com
Representative: Steve Day
Tech Logic is the leading provider of innovative Automated Sorting Technologies (AST), circulation staff support tools and patron self services for libraries.

TLC - The Library Corporation  Booth 111
Research Park
Inwood, WV 25428
(304) 229-0100
(304) 229-0295 (fax)
www.tlcedelivers.com
Representative: Gerry Davies
Whatever the library, whatever the size, whatever the need, TLC delivers automation solutions for all.

University of Wisconsin Press*  Booth 305
1930 Monroe Street, Third Floor
Madison, WI 53711-2059
(608) 263-1136
(608) 263-1132 (fax)
www.uwpress.wisc.edu
Representatives: Fred Lauing, Andrea Christoferson
Publisher and distributor of regional, scholarly and general interest books.

UW-Madison School of Library Information Studies  Booth 204
600 North Park Street, Room 4217
Madison, WI 53706
(608) 263-2909
(608) 263-4849 (fax)
student-services@slis.wisc.edu
www.slis.wisc.edu
Representatives: Tanya Cobb, Meredith Lowe, Debra Shapiro, Michele Besant, Jane Pearlmuter
Graduate and continuing education for the library and information professions.

UW-Milwaukee School of Information Studies*  Booth 214
P.O. Box 413
Milwaukee, WI 53201-0413
(414) 229-5409
(414) 229-6699 (fax)
www.uwm.edu/SOIS
Representative: Sharon Lake
UWM SOIS is an internationally recognized research faculty that provides a comprehensive range of educational programs at the undergraduate, MLIS and doctoral levels.

* Thanks to these exhibitors for joining us in the Exhibit Hall every year for at least the last ten years.

Indicates WLA member
Exhibitors

Voyageur Magazine
Booth 308
P.O. Box 8085
Green Bay, WI 54308-8085
(920) 465-2446
(920) 465-2890 (fax)
www.uwgb.edu/voyageur
Representative: Bill Meindl

Voyageur, first published in 1984, is a national award-winning magazine devoted to Wisconsin history. Each 64-page issue highlights people, places and events from Wisconsin’s past.

Wisconsin Historical Booths 406/408
Society Press
816 State Street
Madison, WI 53706
(608) 264-6465
(608) 264-6486 (fax)
www.wisconsinhistory.org
Representatives: Melanie Roth, Susan Tierney
Publishing the best in Wisconsin history and culture.

Wisconsin Library Services (WiLS)*
Booth 513
728 State Street
Madison, WI 53706
(608) 263-5051
(608) 262-6067 (fax)
www.wils.wisc.edu
Representatives: Allen Wenzel, Tom Zillner, Shirley Schenning
Cooperative resource sharing, consulting and training.

Wisconsin Public Television Booth 108
975 Observatory Drive
Madison, WI 53706
(608) 263-6311
(608) 265-5039 (fax)
www.wpt.org/outreach
Representative: Lynne Blinkenberg

Reel-to-Real is a collaboration of libraries and Wisconsin Public Television, featuring films and discussions about topics that matter.

Wisconsin Women Library Workers
Booth 107
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 and to eliminating gender role stereotyping and bias.

Woodland Pattern Booths 514/516
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 is a nonprofit literary arts center that specializes in contemporary literature with a special emphasis on poetry, small press and cross-cultural titles.

World Book Publishing* Booths 312
233 North Michigan Avenue, Suite 2000
Chicago, IL 60601
(800) 975-3250
(888) 922-3766 (fax)
www.worldbook.com/

World Book is the number-one selling print encyclopedia in the world and a leader in the production of award-winning encyclopedias, references and digital products.

Wisconsin Library Association
4610 South Biltmore Lane, Suite 100
Madison, WI 53718-2153
(608) 245-3640
(608) 245-3646 (fax)
www.wla.lib.wi.us

Wisconsin Small Libraries Section
The mission of the Wisconsin Small Libraries Section is to connect librarians of small libraries, regardless of type, and offer information and support.

Youth Services Section Booth 506
Provides a forum and resource for people who share a commitment to serving children and young adults, their parents, caregivers and teachers by focusing on quality library service and encouraging literacy and library use.

Wisconsin Library Association Foundation
4610 South Biltmore Lane, Suite 100
Madison, WI 53718-2153
(608) 245-3640
(608) 245-3646 (fax)
www.wla.lib.wi.us/wlaf/
**Autograph Garden**

Meet the authors at the WLA conference and enjoy an opportunity to touch base on a personal level and have the authors sign a book.

**Wednesday, November 3**

10:00–10:45 a.m.
Marilyn Johnson: This Book is Overdue! How Librarians and Cybrarians Can Save Us All; The Dead Beat: Lost Souls, Lucky Stiffs, and the Perverse Pleasure of Obituaries

**Tom Lichtenheld:** Yes Day!, Shark vs. Train, Duck! Rabbit!, Bridget’s Beret, What Are You So Grumpy About?, Everything I Know About Pirates, The OK Book, Everything I Know About Cars, Everything I Know About Monsters, It’s Not Fair!, What’s With This Room?

12:00–12:30 p.m.
Tom Lichtenheld: Yes Day!, Shark vs. Train, Duck! Rabbit!, Bridget’s Beret, What Are You So Grumpy About?, Everything I Know About Pirates, The OK Book, Everything I Know About Cars, Everything I Know About Monsters, It’s Not Fair!, What’s With This Room?

**Dennis McCann:** Badger Boneyards: The Eternal Rest of the Story; Rough Stuff: The Golf Columns of Dennis McCann

2:00–2:45 p.m.

**Thursday, November 4**

3:15–4:00 p.m.
Jean Sanvidge Wouters and Diane Sanvidge Seckar: Apple Betty and Sloppy Joe: Stirring Up the Past with Family Recipes and Stories; Penny Loafers and Bobby Pins: Tales and Tips from Growing Up in the ’50s and ’60s

5:15–5:45 p.m.
Erika Janik (following her presentation in Aloeswood): A Short History of Wisconsin

**Friday, November 5**

12:00–12:30 p.m.
Jay Rath (following his presentation in Cypress): The W-Files: True Stories of Wisconsin’s Unexplained Phenomena

2:00–2:30 p.m.
Curt Meine (following the President’s Luncheon in Suite II): Aldo Leopold: His Life and Work

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**Registration**

Kalahari Convention Center – North Atrium
Tuesday, 3:00 p.m. – 7:00 p.m.
Wednesday, 7:00 a.m. – 7:00 p.m.
Thursday, 7:00 a.m. – 7:00 p.m.
Friday, 7:00 a.m. – 11:00 a.m.

**WLA Silent Auction**

Kalahari Convention Center
Exhibit Hall
Wednesday, 10:00 a.m. – 5:00 p.m.
Thursday, 8:30 a.m. – 3:30 p.m.
Thursday, 3:30 p.m. pick up and pay

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**Exhibits**

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

**Breaks in 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**

Empress
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.
Special Thanks & Exhibits Showcase Drawing

Special Thanks to Our Conference Partners and Advertisers
We gratefully acknowledge and thank the following for their event sponsorships, equipment loans and booklet advertisements.

Special Thanks to Our Partners
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Highsmith Inc.  South Central Library System  WLA Foundation

Thank You to Our Advertisers for Their Continued Support of Wisconsin’s Library Community
E-Image Data Corporation  Marleys  UW-Milwaukee School of Information Studies
Engberg Anderson  The Science Alliance  Wisconsin Historical Society Press
Frye Gillan Molinaro Architects

Special Thanks to Our Fundraiser Partners

We gratefully acknowledge Steve Platteter’s skills behind the photo lens!
See various WLA highlights on the Web and in the next issue of the newsletter.

Exhibits Showcase Drawing
Here’s your chance to win valuable prizes and to thank our exhibitors for their continued support of 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 Hilton Milwaukee Center (location of the WLA Conference, November 1–4, 2011) has generously donated a Gift Certificate that entitles the recipient to one night’s accommodation for two in a deluxe room, along with a $100 gift certificate toward food and beverage at The Milwaukee Chophouse. Both certificates expire February 5, 2011.

2010 Door Prize Contributors
Blackstone Audio, Inc.  Hilton Milwaukee City Center  Paper Orchid
Brodart Co.  Ho-Chunk Casino  Quality Books
Clear Image Solutions, LLC  INGRAM Library Services  Rainbow Book Company
Davidson Titles  Laser Excel  Recorded Books
DEMCO  Marquette University Press  Sebco Books
Friends of Sequoya Public Library  The Milwaukee Chophouse  Tanger Outlet Malls
Hang-Mate Products, LLC  Moose Jaw  University of Wisconsin Press
Keynote
Marilyn Johnson: This Book Is Overdue!
Wednesday, November 3, 8:45 – 10:00 a.m., Empire

The 2010 WLA conference keynote speaker is acclaimed author Marilyn Johnson whose recent publication, This Book Is Overdue!: How Librarians and Cybrarians Can Save Us All, has been garnering rave reviews from readers inside and beyond our profession. “What is it like to be a librarian in a world of too much information? Constant change, exploding technology, shrinking budgets, growing numbers of the baffled... could there be a better spot than behind the librarians’ desk to watch the digital age unfold?”

President’s Luncheon
Curt Meine: Green Fire: The Living Legacy of Aldo Leopold
Friday, November 5, 12:00 – 2:00 p.m., Suite II

More than 20 years after publishing the first biography of Wisconsin’s famed conservationist, Aldo Leopold, Curt Meine remains involved in the continuing story of Leopold’s impact on literature, history, conservation and environmental thought. Meine will share his thoughts on Leopold’s enduring legacy — and how it continues to grow and change in response to the environmental challenges of the 21st century. Meine will also discuss his work on the first full-length documentary on Leopold, which is set to premiere this fall. He adds, “And don’t be surprised if cranes somehow show up in my presentation!”

We are delighted to host Marilyn Johnson for what is sure to be an enlightening and humorous keynote address! For more information about the author and her works, see her Web site at http://marilynjohnson.net.

A revised edition of Aldo Leopold: His Life and Work, which includes a new preface by Curt and an appreciation by acclaimed Kentucky writer and farmer Wendell Berry, was released on October 19, 2010. Curt will be available to sign copies of his work after the luncheon.
Speakers

Rasha Abdulhadi
Growing up somewhere between Damascus, Syria and rural Georgia, Rasha came of age on the south side of Chicago. She has worked as an academic educator and practitioner of sustainable agriculture and community technology for the last eight years. Rasha cares about making technical knowledge and hands-on skills accessible for people of all ages, with a strong emphasis on developing tools for self-sufficiency. She is currently pursuing a self-designed fellowship, driving a vegetable-oil-powered truck named Admiral Decency on a nationwide tour in search of radical futurism.

Daniel Martinez Ávila
Becario FPU / Doctoral Student, Universidad Carlos III de Madrid
Daniel is a doctoral student in the FPU program of the Spanish Ministry of Education. He worked for four years in a library and three years in one of the main bookstores in Madrid. His research interests include the adoption of bookstore and customer-driven practices in libraries.

Hugh Anderson
Hugh Anderson has been representing architects, engineers, contractors, and project owners for more than twenty-five years. His experience includes litigation, mediation, and arbitration of a wide variety of construction and design disputes, including cases arising from functional failures, cost overruns, delays, warranty breaches, and terminations. His practice currently emphasizes providing strategic advice to clients regarding project delivery systems, contractual risk allocation and management, and contractor/consultant selection; on-going development, drafting, and revisions of standard published design and construction contracts; custom drafting of bidding and contract documents; and claims avoidance and resolution. Hugh is legal counsel for the Engineers Joint Contract Documents Committee (EJCDC), which publishes standard contract documents and reference materials for use on construction projects across the United States.

Jerry Apps
Jerry is professor emeritus at the UW-Madison and the author of several nonfiction and fiction books on rural history and country life, including Old Farm: A History, Horse Drawn Days, Barns of Wisconsin (3rd ed.) and the recently published novels, Blue Shadows Farm and Cranberry Red. He received the Council for Wisconsin Writers’ 2007 Major Achievement Award, the Wisconsin Library Association’s 2007 Notable Wisconsin Author Award, and the UW-Madison, College of Agricultural and Life Sciences’ 2010 Distinguished Service Award. Jerry was born and raised on a small farm in Waushara County, where he spent countless hours working in a barn, milking and feeding cows, driving horses, helping to store hay in the haymow, and appreciating the barn and the horses’ importance to life on the farm.

Joe Bollman
Agriculture Agent, University of Wisconsin-Extension, Columbia County
Joe has been with the University of Wisconsin-Extension for nearly three years. Prior to his current position, he earned his Master’s degree in Agronomy from the UW-Madison. Joe’s work primarily focuses on crop production, pest management, and nutrient management. Within each of these areas, Joe uses university research as well as on-farm research to address management issues specific to agriculture in Columbia County.

Clay Busker
When the self-check machines arrived at the Sequoya branch of the Madison Public Library, Clay used his extensive experience with computers to figure out how the self-check machines worked. And, in an effort to improve the self-check experience for patrons, he developed a humorous pirate theme. Numerous other themes followed. He has over ten years of experience helping non-techie people make their computers work better, and he’ll use that experience to show ways to make self-checkout a highlight of a library visit. A long-time library employee in Madison, he now lives in Minnesota, but still publishes themes at checkout-themes.com.
Beth A. M. Dailey, PhD
Faculty Development Specialist, Education Management Corp.
Beth has 30 years of experience as a teacher and a leader in higher education. Her Ph.D. is in higher education administration. She has facilitated leadership training for business and industry, professional groups, and aspiring leaders in the Wisconsin Technical College System through the National Chair Academy. For Beth, becoming a leader is a continuous journey; requiring the spirit of an effective beginner. That is, a willingness to navigate continuous change and to constantly grow and adapt to meet new challenges.

Michael Exum
Mike joined the Wisconsin Farm Center in 2008 as the agency’s newest Community Services Specialist. He comes to the Farm Center with a diverse background, well suited to meeting the needs of farmers and their families. In addition to his work with farmers, Mike also teaches sociology at the Madison Area Technical College and has experience in program development, administration and evaluation. Mike grew up on a family farm in Green County, and continues to raise beef cattle with his brother and parents. He holds a Bachelor of Science degree in Sociology and a Master’s degree in Continuing Education Management from the UW-Madison.

Edie Felts-Podoll
After 33 years of service, Edie recently retired from the UW-Extension as a Family Living Agent. She learned early in her career that in order to teach parents, it’s often vital to engage their children in the process. Edie found that programs which used children’s books to teach basic concepts held a family’s interest. A colleague, Theresa Wimann, encouraged Edie to get involved in the creative development and use of reading materials to enhance learning such as Diversity Reading Kits and the Federal Correction Institute Oxford Literacy Program for Fathers. Edie holds a Bachelor of Science degree in Home Economics Education and an MS in Continuing Adult Vocational Education from the UW-Madison.

Rachel Fewell
Collection Development Manager, Anythink Libraries, Colorado
Throughout her career, Rachel has sought to provide excellent services to library customers by testing the boundaries of library conventions through innovation. In December 2009, Rachel and her Collection Development team completed a complete conversion of the Anythink Library collection from Dewey Decimal classification to Wordthink, a classification system based on BISAC. She’s always excited to share the process, successes, and challenges of the project.

Marcy Heim
CFRE, Principal, The Artful Asker, LLC
With over two decades of advancement experience, Marcy brings a sincere respect and energy for the transforming impact philanthropy can have on our organizations and throughout our communities. Recognized as an excellent and entertaining presenter, she combines her experience with a large, public research university, a small independent school and a variety of clients into thoughtful workshops, seminars and consulting on topics including fund raising, personal accountability, board development, non-profit management and creative donor relations. Her specialties include non-profit coaching in major gifts, staff motivation and retention programs, board development, fundraising planning.

Linda Heisler
As the Training Director for the Wisconsin Department of Health Services, Linda and her staff provide non-programmatic and computer learning opportunities for employees department-wide. In addition, Linda chairs the UW-Madison Certified Public Manager Advisory Board and has served as chair of the Wisconsin State Training Council. She has owned her own consulting business specializing in organizational development and conflict resolution and has served as President of La Crosse Common Council and as a member of the La Crosse Public Library Board of Trustees. Currently, in addition to her training responsibilities, Linda is pastor of Bethany Presbyterian Church in Randolph. Linda holds a Master’s degree in Education and Professional Development.
Speakers

Paula Rogers Huff
Since 1999, Paula has worked for the UW-Extension as the 4-H Youth Development Agent in Oconto County. Prior to that, she served as the Director of the Natural Resources Program at the College of the Menominee Nation. Paula’s programming in her county focuses on Youth Leadership and Community Engagement and includes the Oconto County Teen Court program.

Erika Janik
Erika grew up in Redmond, Washington, but now knows more about Wisconsin history than she ever thought possible. After earning Master’s degrees in American History and Journalism from the UW-Madison, she served as editor of the Wisconsin Historical Society’s newsletter. Erika is the recipient of the 2009 North American Travel Journalists Association award for historical travel writing as well as the 2007 William B. Hesseltine Award. She is the author of the books A Short History of Wisconsin and Old Wisconsin. Erika’s work has appeared in Mental Floss, The Isthmus, The Onion, MyMidwest, Wisconsin Trails Magazine, On Wisconsin, The Wisconsin Magazine of History, and the Wisconsin State Journal, as well as in the book, Renewing the Countryside: Wisconsin.

Gail Johnson
Face to Face Communications and Training, Oswego, Illinois
Gail founded Face to Face in 1997 to fill the need for customized training in the increasingly competitive workforce. She has designed and delivered thousands of communication-related workshops throughout the United States. She also taught college-level speech communication courses prior to founding her company. Gail earned her Bachelor of Arts degree in Journalism and Master of Arts in Communication Studies from Northern Illinois University. She is a member of the Association for Training and Development and recently the Illinois Chamber of Commerce named Face to Face a designated training provider for its ITP grant program.

Marilyn Johnson
Author, This Book Is Overdue!
In her recently published book, Marilyn mounts a spirited defense of librarians and the many important roles they play in our society, everything from educators, curators, researchers, to tech geeks, social workers, and defenders of the First Amendment. As Jed Lipinski notes in his interview for Salon.com, “Marilyn delights in refuting our assumptions about librarians, while making a rock-solid case for their indispensability. Librarians, she argues, are one of our most underappreciated natural resources.” Earlier in her career, Marilyn worked as a staff writer for Life, where she specialized in writing obituaries of celebrities who weren’t quite dead. This effort led to her first book, The Dead Beat: Lost Souls, Lucky Stiffs, and the Perverse Pleasures of Obituaries, which was selected as a Borders Original Voices title in 2007. She lives with her husband and their family in the Hudson Valley in New York.

Barbara Jones
Director of ALA’s Office for Intellectual Freedom and Executive Director, Freedom to Read Foundation
In December 2009, Barbara succeeded the founding director, Judith Krug, as the second-ever director of the Office for Intellectual Freedom. Deeply committed to the cause, she is the author of Libraries, Access, and Intellectual Freedom and Protecting Intellectual Freedom in Your Academic Library, among other books. From 2003 to 2009, Barbara served as the library director at Wesleyan. Before that she held library directorships at Union College, the University of Northern Iowa, and the Fashion Institute of Technology (SUNY), as well as administrative positions at the University of Illinois (Urbana-Champaign), Minnesota Historical Society, and New York University. Along with an MLS, an M.A.T. in English, and an M.A. in History, Archival Management, and Historical Editing, Jones holds a Ph.D. in U.S. Legal History.

Margaret E. I. Kipp
Margaret is an assistant professor in the School of Information Studies, UW-Milwaukee. She has also worked as a Systems Librarian and as a programmer/analyst. Her research interests include social tagging, Web 2.0, natural language and controlled vocabulary indexing and structures in information organization systems.
Gordon Korman
Gordon is the author of more than seventy novels for kids and teens, most recently *Frame It*, *Pop* and two books in the multi-author series, *The 39 Clues*. Gordon’s writing career began at the age of twelve when his seventh grade English assignment became his first published novel. Now, more than three decades later, he is a full-time writer and speaker, with over 18 million copies of his novels in print in 25 languages. A native of Ontario, Canada, he lives with his family in Long Island, New York. Gordon will talk about his signature style of humor and adventure, and relate his experiences growing up writing for kids.

Dennis McCann
Dennis is a Wisconsin native and longtime explorer of the state’s nooks, crannies, and, yes, its burial grounds. A UW-Madison journalism graduate, he worked at several smaller newspapers before joining the *Milwaukee Journal* (later the *Milwaukee Journal Sentinel*) in 1983 as a farm writer and state rover, a beat that eventually led to a career of traveling nearly every Wisconsin highway and most of its byways in pursuit of stories and travel columns. His previous books include *The Wisconsin Story: 150 Stories / 150 Years, Dennis McCann Takes You for a Ride*, and *Rough Stuff*, a collection of his columns from *Wisconsin Golfer* magazine. Now a freelance writer, he spends most of his time with his wife Barb, a retired teacher, at their home on Lake Superior in Bayfield.

Scott McFadden
Head of Serials Cataloging, Ball State University
A graduate of Indiana University’s School of Library and Information Science, Scott has worked with serials and government publications for most of his career. He is currently Chair of the Technical Services Division Executive Committee for the Indiana Library Federation. In 2003, Scott became a trainer for the Serials Cataloging Cooperative Training Program (SCCTP), a division of CONSER. His research interests include social tagging and other aspects of social networking in relation to the library catalog.

Kendall McWilliams
A graduate of the UW-Platteville with a Bachelor of Science in Civil Engineering, Kendall received a Master’s degree in Business Administration from the UW-Whitewater. He has worked in the construction industry for 15 years and is known as an expert in many facets of the construction process. Kendall is a Leadership in Energy and Environmental (LEED) Accredited Professional from the United States Green Building Council and an expert in Building Information Modeling (BIM), the newest construction technology that detects cost savings and accelerates schedules while bringing an entire team under one umbrella. He also works with communities as a referendum specialist, helping them enlist fundraising support and implement grassroots efforts to locate funding for projects.

Curt Meine
More than 20 years after publishing the first biography of Wisconsin’s famed conservationist Aldo Leopold, Curt Meine remains involved in the continuing story of Leopold’s impact on literature, history, conservation and environmental thought. Curt will share his thoughts on Leopold’s enduring legacy — and how it continues to grow and change in response to the environmental challenges of the 21st century. Curt will also discuss his work on the first full-length documentary on Leopold, which is set to premiere this fall. He adds, “And don’t be surprised if cranes somehow show up in my presentation!”

*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, members may consult the online directory at http://my.memberclicks.com/WLA.
John Meissner
John has been an Independent Living Specialist for 17 years with Options for Independent Living. Options is a non-profit organization that works with individuals, their families, and the community to ensure that clients with special needs can determine their goals and work to achieve them. John advocates for individuals in all areas of daily life including housing, transportation, individual rights, adaptive equipment, peer counseling, etc. He and his colleagues offer suggestions, information and choices to help individuals either become or maintain their independence.

Art Munin
Deeply committed to higher education and social justice, Art continually strives to create a more inclusive and just society. At DePaul University he serves as the Assistant Dean of Students, working extensively with student advocacy, education, and conduct, in addition to being an adjunct professor in the Counseling Program and Liberal Studies Program. Art is also an adjunct professor at Chicago’s Loyola University in their Higher Education program teaching a course entitled “Social Justice in Higher Education.” Lastly, he has worked with higher education institutions, not-for-profits, and municipalities all over the country through his company, Art Munin Consulting (www.artmunin.com). He earned a Ph.D. in Higher Education and M.Ed. in Community Counseling at Loyola as well as a M.A. in Multicultural Communication at DePaul.

Lisa M. Murphy, MSE
Lisa has been the Community Education and Collaboration Coordinator for The Arc Fox Cities for over five years. Arc Fox Cities is a non-profit organization that provides social, recreational, and educational programs for participants of all ages with developmental disabilities. Lisa is also the advisor for the Appleton Chapter of People First Wisconsin, a group of adult self-advocates with disabilities who educate themselves and others about their rights. People First activities include charitable projects that enhance the lives of other underserved populations in their community.

Sue Nagelkerk
Sue has been the Family Living Educator at the University of Wisconsin Cooperative Extension for 13 years. During that time she has taught a number of classes which emphasize literacy to child care providers. Sue is trained in "Motheredread" and "Motheredread for Infants and Toddlers." She is also the Sauk County HCE Advisor and as part of the Bookworms program, HCE members read to over 200 Head Start children every year. These children receive copies of the eight books read to them to start their own personal libraries. She’s delighted to report that her youngest son, Andrew, is pursuing a Master’s degree in Library Science from the UW-Milwaukee.

Hope A. Olson, Ph.D.
Professor and Associate Dean, SOIS, UW-Milwaukee Dr. Olson has analyzed and critiqued the Dewey Decimal Classification system in journal articles, conference presentations, and her book, The Power to Name. Her research, which builds on 15 years of professional experience in cataloging and even longer in research, focuses on the cultural origins and social ramifications of developing and applying classifications.

Pam Parr
Face to Face Communications and Training, Oswego, Illinois
Pam joined Face to Face in 2005. Having attended the University of Iowa as a theater major with a pre-law minor, she owned her first business at the age of 23. She was a founder and partner in Fox Valley Trophy and Awards for twenty years, an icon in the recognition industry. She brings 30+ years of business management and customer service experience to Face to Face. According to her colleague, Gail Johnson, “Pam’s insights as a team leader and business manager, as well as business owner, are invaluable to our clients. She brings real world perspectives and a refreshing sense of humor to the programs we present together.”

Jay Rath
Jay is a Madison-based writer and reporter who has worked in radio, television and independent film. He served on the founding staff of The Onion, and has written on a variety of media issues. He’s also created the world’s first Facebook novel.

Melissa Rice
A graduate of the University of Illinois at Urbana-Champaign’s Graduate School of Library & Information Science, Melissa Rice has been head of Adult Services at
the Frankfort Public Library District since 2004. Prior to this position, Melissa worked as a reference, reader’s advisory and teen librarian. Her commitment to public service began in 1989 when working as a student page at her hometown library. Most recently, Melissa was named one of Library Journal’s 2010 Movers and Shakers.

**Shai Robkin**  
President and Chief Executive Officer, Integrated Technology Group  
Shai is ITG’s founder and visionary. In 1984, he, together with his wife, Judy, acquired ITG’s parent company, Vernon Library Supplies, Inc. (founded in 1973) that, under their stewardship, has compiled an impressive track record for customer service excellence and innovative products. In 1990, Shai began steering the company towards the development of material flow management technology solutions for the library industry, leading to the creation of ITG in 2004. Because of his expertise on the subject of RFID in libraries, Shai is often a featured speaker at library conferences across the United States. Along with two librarians whose libraries are customers of ITG, Shai co-authored the first book on Library RFID technology, Radio Frequency Identification Handbook for Librarians, published by Libraries Unlimited in March 2007.

**Diane Sanvidge Seckar and Jean Sanvidge Wouters**  
The Sanvidge sisters, Diane and Jean, co-authors of Penny Loafers & Bobby Pins, along with their sisters, Susan and Julie, grew up in Oshkosh, Wisconsin, during the baby boom years. Their first book, Apple Betty & Sloppy Joe: Stirring Up the Past with Family Recipes and Stories was published in 2007. Their mother, Helen Noffke Sanvidge, co-founder of a historical society in northern Wisconsin — and the heart of both books — encouraged her daughters to write more stories. They took her advice and Penny Loafers & Bobby Pins was published in 2010.

**Mary Schanning**  
City attorney Mary Schanning has worked for the city of West Bend since January 2001. She obtained her law degree in 1997 from the College of William & Mary in Williamsburg, Virginia, and received her undergraduate degree from the University of Miami in Coral Gables, Florida. As the city attorney, Mary handles a wide variety of legal issues including open meetings and public records. She serves as legal counsel for the city’s Common Council and all city boards and committees, including the Library Board.

**Ellen Schneiderman**  
Raptor Educator & Trainer, Schlitz Audubon Nature Center  
As a child, when asked what she wanted to be when she grew up, Ellen always said she wanted to work with animals. Although it wasn’t exactly a straight path, she eventually reached her goal and found that it was definitely worth the wait. Working with amazing birds of prey allows Ellen to engage children and adults in an interactive format. The birds act as educators in their own right, inspiring audiences to be more environmentally aware and proactive.

**Duncan Smith**  
Vice-President, NoveList Division, EBSCO Publishing  
Duncan is the creator and founder of NoveList, EBSCO’s electronic readers’ advisory service. He is currently the vice-president for the division whose products include NoveList Plus, NextReads and NoveList Select. Duncan is a nationally recognized trainer and researcher in the area of readers’ advisory service. He has published widely in this field. In 1997, he received the Margaret E. Monroe Award for Library Adult Services from ALA’s Reference and User Services Division for his teaching and writing in this area. His latest article, “Your Brain on Fiction,” appeared in the Fall 2009 issue of Reference and User Services Quarterly. Smith earned a Master of Science in Library Science from the University of North Carolina at Chapel Hill. Prior to NoveList and his work in continuing library education, Smith served in public libraries in North Carolina and Georgia.
Tom Squillace  
Director of Library Sales at Tutor.com  
With over twenty-five years of relationship-based direct sales experience, Tom works with libraries to help establish partnerships with school systems, corporations, utilities, etc., to bring the Tutor.com Learning Suite to library patrons all over the country. Tom loves showing local school officials how the Learning Suite can help students progress towards graduation, build skills for the next educational level and gain entrance into better colleges and universities.

Cheryl Rew Stapleton  
In keeping with her love of children’s books, Cheryl enjoys quilting with fabric inspired by The Very Hungry Caterpillar, Brown Bear Brown Bear, Winnie the Pooh, and Dr. Seuss. After 31 years as a Family Living Educator in Marquette and Columbia counties, she retired from the University of Wisconsin-Extension. As an educator, Cheryl advised the HCE Bookworm program for ten years and developed literacy kits for many of the books in the program. She also taught programs for child care providers. Cheryl has relied on children’s books in many of her adult family living education programs to highlight major themes and lessons. Cheryl has passed her love of reading onto her two daughters who are also voracious readers. In addition to quilting, she collects children’s books, continually adding to her collection.

Carl Thompson  
President, Counting Opinions (SQUIRE) Ltd.  
Carl is an IT professional and entrepreneur with over 30 years of technology development, deployment, and management experience across small and local to large-scale, multi-national projects. As a founding partner in Counting Opinions, Carl leverages his now 15 years of Web application development with his drive for continuous improvement in the customer value proposition. Leading a team of dedicated, like-minded professionals, Counting Opinions currently offers solutions for libraries and other organizations around the globe. Carl is a graduate of the University of Waterloo, Waterloo, Ontario, Canada, with an Honours B. Math degree and a dual major in Statistics and Business.

Kay Elmsley Weeden  
Bilingual storyteller Kay Elmsley Weeden has been telling stories world-wide for more than 15 years. Her interactive programs promote literacy and second-language learning through the art of storytelling and are well-suited for both children and adults. Originally from England, Kay has also lived in several Latin countries and the United States. Storytelling was a tool she discovered while she was teaching Spanish in the public schools. Kay works with others who wish to incorporate stories and/or Spanish into their work.

Gina Wilson, Laura Wichert and Michelle Kramer  
Second Harvest Foodbank of Southern Wisconsin  
Gina, Director of Agency Services and Programs, brings more than 25 years of experience in nonprofit management, community organizing and creating partnerships with private and public organizations. Laura, FoodShare Outreach Specialist, is working toward her Masters of Library Science degree and has practical experience with FoodShare outreach at various libraries. She is also a circulation page at the Sequoya branch of the Madison Public Library. Michelle, FoodShare Outreach Manager and a former Peace Corps volunteer, has experience in partnership building and civic involvement.

Theresa Wimann  
A lifelong reader and book lover who attempted to abscond with two library books at the age of five by hiding them under her bed, Theresa holds a Bachelor of Arts in Scandinavian Studies from Augsburg College in Minneapolis, and a Bachelor of Science in English Education from the UW-Whitewater. She spent a summer prowling the library at the University of Oslo International Summer School and carted children’s books across Europe in her backpack. Theresa is a Reading Specialist and holds an MS in Curriculum and Instruction Reading from the UW-Madison along with coursework in instructional technology. She has taught with Extension for sixteen years, the last ten as a Nutrition Program Coordinator. In this position, she encourages staff to use children’s books to teach nutritional concepts.
Pre-Conferences

10:00 a.m. – 4:00 p.m.

Lessons to Lead By: Assessing and Building Your Leadership Skills
Marula

Sponsored by WeLead
Pamela O’Donnell, College Library, UW-Madison; Paul Nelson, Adjunct Assistant Professor, SLIS, UW-Madison; Peter Gilbert, Director, Seeley G. Mudd Library, Lawrence University; Beth Dailey, Faculty Development Specialist, Education Management Corporation

The morning session focuses on the Campbell Leadership Descriptor, an evaluation tool designed to help users identify both effective and ineffective leaders, and to determine their own leadership strengths and weaknesses. Those registered for the entire day will receive a workbook to complete before the conference, and Pamela O’Donnell will facilitate a discussion on the insights gained from this reflective activity. Participants will then strategize ways to improve such leadership qualities as vision, diplomacy, entrepreneurialism, personal energy and management.

The afternoon session begins at 1:00 p.m. with Beth Dailey’s program “Creating the Future Together.” This hands-on, interactive session will explore the skills that middle managers need to “lead up” and influence others within their organizations. Participants will be introduced to concepts such as deep listening, dialogue and skillful discussion, balancing advocacy and inquiry, and systems thinking, and then have the opportunity to practice one or two of these skills. Applied in a real-world setting, these tools can help build consensus, resolve conflict, create shared visions and solve problems from multiple perspectives.

The afternoon will conclude with a presentation by Paul Nelson and Pete Gilbert, who will provide insights on leadership in both public and academic libraries, discuss challenges facing libraries today and candidly answer questions from pre-conference participants.

The Magic, Power and Joy of Philanthropy – Embracing and Enhancing the Role of Private Gifts in Managing Your Library Budget
Portia

Sponsored by the WLA Foundation
Marcy Heim, CFRE, President, The Artful Askers, LLC

Whether you’ve never pursued raising private gifts or if you have had a successful fundraising campaign, you will benefit from this intensive workshop designed to deepen your understanding of the power and joy of philanthropy. Embrace this opportunity to improve your financial picture with artful and thoughtful practices that make this work a highlight instead of a dreaded piece of your job. Join Marcy Heim, a professional speaker and trainer with over 25 years of successful major gift fundraising success, in creating a development plan for your library. Friends groups, annual appeals, naming options and major gift campaigns will be covered – along with a philosophy of development that will leave you feeling comfortable having the conversations needed to secure support.

3:00 p.m. – 7:00 p.m.

Registration
Kalahari Conference Center — North Atrium

4:00 p.m. – 6:00 p.m.

Meet and Mingle with Exhibitors
North Atrium

Join us for a kickoff reception with hors d’oeuvres and a cash bar; take some time to meet and greet your colleagues, WLA members and the new class of WeLead protegés.

Wisconsin Association of Public Libraries Board Meeting
Mangrove

6:00 p.m. – 8:00 p.m.

Wisconsin Library Association Board Meeting
Guava
Wednesday

7:00 a.m. – 7:00 p.m.

Registration
Kalahari Convention Center — North Atrium

7:00 a.m. – 8:30 a.m.

Deluxe Continental Breakfast
North Atrium

Past President’s Breakfast
Ironwood

Ethnic and Multicultural Information Exchange Round Table Business Meeting
Tamarind

New Member Round Table Business Meeting
Portia

Wisconsin Small Libraries Section Business Meeting
Tamboti

Youth Services Section Board Meeting
Guava

8:45 a.m. – 10:00 a.m.

Keynote Address: Marilyn Johnson
Convention ABGH

Marilyn Johnson’s research for the past four years has focused on the ingenuity and creativity of librarians as they deal with the transition to the digital age in the face of mounting pressure on their library budgets. In her talk to the Wisconsin Library Association, Johnson will update the stories of some of the information professionals in This Book Is Overdue! and share new stories of resourcefulness and heroism among the librarians she has observed while crossing the country as a library speaker and activist.

We are delighted to host Marilyn Johnson for what is sure to be an enlightening and humorous keynote address! For more information about the author and her works, please see her Web site marilynjohnson.net.

10:00 a.m. – 5:00 p.m.

Exhibits
Exhibit Hall

Internet Café
Empress

WLA Foundation Silent Auction
Exhibit Hall

Your chance to win from the many donated items, including artwork, tasty food, valuable services and more, while benefiting the WLA Foundation! All bids close at 3:30 p.m. on Thursday.

10:00 a.m. – 10:45 a.m.

Exhibits – No Conflict
Exhibit Hall

Join us for the grand opening of the Exhibit Hall and visit our many new and returning vendors. Entertainment provided by the Wisconsin Dells Singers.

Autograph Garden
Exhibit Hall

Marilyn Johnson
Dennis McCann

10:45 a.m. – 12:00 p.m.

Badger Boneyards: The Eternal Rest of the Story
Marula

Dennis McCann, Author

The bodies are buried, but the stories are not. From the ornate tombs of Milwaukee beer barons to the displaced graves of the Chippewa, Badger Boneyards: The Eternal Rest of the Story unearths tales of Wisconsin’s dead. Football great John Heisman is buried here, as is a woman whose tombstone names her murderer. But even in a graveyard, peace can prove hard to come by. Wisconsin’s Native American tribes have long fought for undisturbed burial grounds, while a patch of Belgian graves remain buried beneath a parking lot in Door County. In one of the more dramatic examples, the inhabitants of a Bayfield cemetery were actually disinterred by a raging flood in 1942. Following
clues from readers, unusual epitaphs and well-worn stones, Dennis McCann finds the melancholy, the humorous, the tragic and the universal in Wisconsin’s cities of the dead.

Books: Bridges to the World
Tamboti
Theresa Danielson Wimann, Nutrition Education Program Coordinator, University of Wisconsin-Extension Adams County; Edie Felts-Podoll, Family Living Educator, University of Wisconsin-Extension Adams County (retired); Sue Nagelkerk, Family Living Educator, University of Wisconsin-Extension Sauk County; Cheryl Rew-Stapleton, Professor Emeritus, Department of Family Development, University of Wisconsin-Extension

Learn about Gardening with Books, Multicultural Kits, Fun with Food, Bookworms, Mother Goose Read and G’Day Mate! in this lively session. Extension agents in Adams, Columbia and Sauk counties use local and state libraries to collect data and choose books that provide a bridge to the world of learning for clients. The presenters will highlight several successful, innovative programs that started as library/Extension collaborations and participants will discover how to build partnerships between University of Wisconsin-Extension staff and their communities.

Can You Hear Me Now? Shhhhh!: Mobile Devices in the Library
Aloeswood
Beth Carpenter, Director, Kimberly/Little Chute Public Library; Adam Brisk, LRC Technician, Wisconsin Indianhead Technical College

The use of mobile devices (e.g. smart phones, portable games, PDAs, the iPod Touch, etc.) is no longer the exception, it is the norm. Should libraries address the needs of their mobile device users? Are library resources usable on these smaller platforms? Learn about mobile technology and the current applications designed for those on the go. The presenters will showcase examples of how libraries and the world at large are addressing the needs of the mobile community. Attendees are encouraged to bring along their favorite mobile device and to share why they find it so addictive!

Creating a Successful Facebook Fan Page for Your Library: Tips and Tricks for Establishing a Vibrant Community
Tamarind
Judith E. Pinger, Coordinator of Business and Technology, Milwaukee Public Library

As Facebook continues to grow in popularity, it can transform how libraries connect with their users. The presenter will share her experience in creating a Facebook fan page for the Milwaukee Public Library. Attendees will discover how to utilize Facebook applications to track fan usage and interaction, integrate RSS feeds from other sites, create notes and interact with Twitter. There are also simple applications to create an OPAC tab, as well as upload video content and images. Judy will also discuss security settings and simple daily maintenance. Discover how to connect with library fans in a powerful way!

Elizabeth Burr/Worzalla Wisconsin Children’s Book Awards
Cypress
Linda Jerome, La Crosse Public Library; Pat Freitag, Graham Public Library, Union Grove; Barbara Huntington, Department of Public Instruction – Division for Libraries, Technology & Community Learning; Ruhamah Kordatzky; Susan Pesheck, River Falls Public Library; Dawn Wacek, Rice Lake Public Library

The Children’s Book Award Committee of the WLA Youth Services Section carefully examined and evaluated more than seventy titles by authors and illustrators with a connection to the state of Wisconsin. Come and hear committee members discuss this year’s winning book Yes Day! written Amy Krouse Rosenthal and illustrated by Tom Lichtenheld and the other titles they selected to honor as Outstanding Books. Be ready for some great book talks! The presenters will also reveal the process of selecting the winners and describe what it is like to serve as a member of this awards committee.

How We Hacked WordPress: A Crash Course for Librarians
Guava
Rasha Abdulhadi, Educator and freelance Web designer, Radical Futures Project; Kristen Anderson, CE Consultant, Winding Rivers Library System, La Crosse; David Goldfein, Technical Manager, La Crosse Public Library

Learn how a library system launched almost 20 new Web sites on a budget — sites that feature events calendars, online donations, catalog search and dynamic content. Inspired by a group of Kansas libraries, the Winding Rivers Library System and its member libraries modified WordPress, a popular free blogging software, into a platform for their public websites. Join us for an overview of this project and learn insider tricks for turning WordPress into a professional Web site.
**Wednesday**

**Speed Networking**
Exhibit Hall

*Katharine Clark, Library Assistant, Sequoya Branch, Madison Public Library; Pamela O’Donnell, Librarian, College Library, UW-Madison*

New to librarianship? New to the conference? Join us in the exhibit hall for this high-energy, high-fun way to meet fellow attendees and forge connections with others who share your passion for libraries. Using a round-robin approach, participants will spend five minutes sharing experiences/insights and leave the session with a dozen contacts and perhaps a buddy (or two). This innovative program offers participants the chance to meet librarian colleagues from across the state.

**Student Research Forum**
Portia

*Thomas Walker, Associate Professor, School of Information Studies, UW-Milwaukee*

The library profession has an excellent opportunity to benefit from the new, creative and energetic talent found in practice and in research. This session will present up to four research projects by promising students who reside in or who attend a college or university in Wisconsin. This session is intended to foster significant, high-quality research in the profession and to provide a forum for future library leaders.

**Wisconsin Humanities Council: A Great Resource for Library Programs and Book Discussions**
Mangrove

*Jerry Dombraski, Adult Services Librarian, New Berlin Public Library; Debbie Kmetz, Program Officer, Wisconsin Humanities Council; Vicki York, Teen/Adult Librarian, L.D. Fargo Public Library, Lake Mills; Susan Hedrick, Director, Waukesha Public Library*

At a time when library budgets are being reduced, the Wisconsin Humanities Council remains an excellent resource for programs and book discussion funding. Debbie Kmetz will describe the variety of programs available for libraries through the Wisconsin Humanities Council. She is joined on the panel by three librarians who will describe several programs that were successfully funded by the Council and the process for securing monetary support.

**12:00 p.m. – 12:30 p.m.**

**Autograph Garden**
Exhibit Hall

*Dennis McCann*

**12:00 p.m. – 2:00 p.m.**

**YSS Luncheon with Gordon Korman**
Convention A/H

Gordon Korman is the author of more than 70 novels for kids and teens, most recently *Framed, Pop* and two books in the multi-author series *The 39 Clues*. His writing career began at the age of 12 when his seventh grade English assignment became his first published novel. Now, more than three decades later, he is a full-time writer and speaker, with over 18 million copies of his novels in print in 25 languages. He will talk about his signature styles of humor and adventure, and relate his experiences growing up writing for kids.

**AWSL Business Meeting**
Ironwood

**2:00 p.m. – 2:30 p.m.**

**Autograph Garden**
Exhibit Hall

*Gordon Korman*

*Tom Lichtenheld*
BadgerLink: Striving to Evolve and Better Meet the Needs of Our Community
Aloeswood

David Sleasman, Team Leader for Resource Sharing Technology, RL&LL, Wisconsin Department of Public Instruction
BadgerLink continues to grow — expanding content and extending the program’s reach. In recent months, staff have conducted training throughout Wisconsin, revised posters and other materials, created the BadgerLunch webinar series and aired radio ads. But, BadgerLink continually strives to be more accessible to all Wisconsin residents. One way to access their resources is through the BadgerLink Web site. Participants have the opportunity to help BadgerLink continue to evolve by sharing their thoughts and insights on how to improve the Web site. Ideas gleaned through this community discussion will have an immediate and profound effect.

Building the Future: Libraries and the BadgerNet Fiber Grant
Aralia

Bob Bocher, Library Technology Consultant, Department of Public Instruction, Division of Libraries, Technology and Community Learning
Due to a $28.7 million federal stimulus grant, 80% of Wisconsin public libraries will receive fiber broadband connectivity. The grant, submitted by the state’s Department of Administration with assistance from the DPI’s library division, will bring fiber to the libraries on the BadgerNet network still operating with limited copper circuits. This program will review details of the grant, describe the benefits of a fiber upgrade and delineate the process for fiber installation.

“Can Children’s Books Save the World?” Behind the Scenes at the Arbuthnot Lecture — by the Lecturer
Cypress

Kathleen T. Horning, Director, Cooperative Children’s Book Center, UW-Madison
The May Hill Arbuthnot Honor Lecture Award is given annually by the Association for Library Services to Children, a division of ALA. The honoree “shall prepare a paper considered to be a significant contribution to the field of children’s literature.” The 2010 Lecture was presented by Wisconsin’s own Kathleen T. Horning, Director of the Cooperative Children’s Book Center (CCBC). Please join Kathleen as she offers an “inside look” at the experience of making this prestigious presentation, and shares highlights from her paper, “Can Children’s Books Save the World?”

Digital (and Free!) Tools in Your Library
Portia

Ian Benton, Public Services Librarian, College Library, UW-Madison; Anne Rauh, Liaison Librarian, Wendt Commons, UW-Madison; Tasha Saecker, Director, Menasha Public Library
Innovative and free digital tools are everywhere on the Web and, more importantly, they are being used in all kinds of libraries. This panel of three librarians, who have successfully implemented applications in their own libraries, will discuss several popular options and demonstrate how they can be incorporated into any library setting. From citation manager software to screen-capturing and screencasting to social networking tools, library staff will find something they, and their library users, can’t live without.

One Conference, One READ, Book Discussion
Convention G

Gary Warren Niebuhr, Library Director, Greendale Public Library; Marilyn Johnson, Author
Join Greendale Public Library’s Gary Niebuhr in a discussion of This Book Is Overdue!: How Librarians and Cybrarians Can Save Us All, by Marilyn Johnson. Publisher’s Weekly gave the book a starred review and Ms. Johnson, as well as giving the conference’s keynote address, will be attending this discussion. Do not miss this unique and exciting opportunity to discuss the book with Gary and Marilyn!
Online Data à la Carte: Web-based Table Makers in Social Science Data
Mangrove

Joanne Juhnke, Special Librarian, Data and Information Services Center (DISC), UW-Madison

“How would you like your social science data?” The options for answering that question have grown steadily thanks to user-friendly options for numeric databases online. In this session, attendees will explore freely-available web-based table makers that deliver social science data, with examples from sociology, demographics, economics, and health. It’s a long way from the days when the only available option was a preformatted table on a printed page!

Raiders of the Lost ARCs (and Public Libraries): Adventures in Local History Digitization
Tamarind

Steven Dast, University of Wisconsin Digital Collections Center; Catherine H. Phan, Research Intern, University of Wisconsin Digital Collections Center

In partnership with dozens of institutions around the state and occasionally across the globe, the University of Wisconsin Digital Collections Center has been engaged in the digitization of library and museum collections for over ten years. Staff members Steven Dast and Catherine Phan will offer a front-line view of the pitfalls and challenges involved in converting and maintaining local history resources in digital form.

Testing RDA: How Will It Really Work?
Marula

Steven J. Miller, Senior Lecturer, School of Information Studies, UW-Milwaukee; Hur-Li Lee, Associate Professor, School of Information Studies, UW-Milwaukee

Resource Description and Access (RDA), the new cataloging code intended to replace AACR2, is undergoing official testing this fall and the results will inform decisions for national implementation. The UW-Milwaukee School of Information Studies is among the official testers of RDA. This session explores the conceptual models underlying the new code, how the testing process is going to date, how the online RDA Toolkit works and how to create RDA records in the MARC bibliographic format.

What’s New With the Wisconsin Talking Book and Braille Library

Guava

Enid Gruszka, Management Librarian, Wisconsin Talking Book and Braille Library

This session will describe a new digital technology that is making Talking Books so exciting. For visually-impaired or physically-handicapped patrons, talking books are offering a richer experience than ever before. Participants will have the opportunity to gain hands-on experience with a digital player and learn more about the resources offered to patrons. These include the ability to download books from the Internet, obtain current magazines on audio, listen to the newspaper via the telephone and enjoy audio-described DVDs.

Yes We Can! Creating Effective Partnerships Between School and Public Libraries Through Resource Sharing
Tamboti

Sara Gold, Consortial Licensing Associate, Wisconsin Library Services (WiLS), Tom Squillace, Sales Director, Midwest for Tutor.com

Collaboration is a powerful option for librarians, particularly in the present economy when librarians are being asked to reevaluate and cut back resources and services. Partnerships between school and public libraries can help librarians do more with less, especially when it comes to electronic resources. Panelists will share ideas and examples from libraries around Wisconsin who have successfully partnered to bring Tutor.com into their communities. Everything from initial conversations to marketing to the community will be discussed.

Wednesday
3:15 p.m. – 4:00 p.m.
Exhibits — No Conflict
Exhibit Hall

Autograph Garden
Exhibit Hall

Jerry Apps
Kathleen T. Horning
Marilyn Johnson

4:00 p.m. – 5:15 p.m.
Books, Authors, Literature …
BadgerLink!

Cypress

Carin Bringelson, Information Manager, TeachingBooks.net; Duncan Smith, Project Manager, Novelist
BadgerLink has some wonderful information tools on books, authors and literature for librarians, students, educators and all library patrons. Learn more about two of these terrific tools — TeachingBooks.net and Novelist. Carin and Duncan will discuss their vision and inspiration for the resource, demonstrate how to use each product and show how these BadgerLink-supported tools support library programming and activities.

Graphically Speaking

Guava

Ruth Adams, Library Services Assistant-Advanced Lead, Memorial Library, UW-Madison
Graphic novels are hugely popular with teens and young adults. But, does everyone know the difference between a graphic novel and a comic book? The presenter will discuss the growth of graphic novels as a literary format, help librarians understand their growing popularity and explain just what it is that readers are looking for in these works.

Stories of Rural Life: Horse-Drawn Days and Barns of Wisconsin

Mangrove

Jerry Apps, Author

Jerry Apps captures stories of rural life from a bygone era as he discusses his new book *Horse-Drawn Days: A Century of Farming with Horses*, as well as the new edition of his classic *Barns of Wisconsin*. With *Horse-Drawn Days*, the author explores a time when teams of horses were vital to the livelihood of farm families. Combining captivating historic narrative with reminiscences of his boyhood on the family farm in Wisconsin, Apps also includes fascinating historic photos, ads and posters, plus contemporary color photos of working horses today. *Horse-Drawn Days* evokes the majesty of these animals and highlights the horse’s role in our country’s early history and our rural heritage.

MacGyver Library vs. Have You Heard About: Showdown of the Library Technology Titans

Aloeswood

Tasha Saecker, Director, Elisha D. Smith Public Library, Menasha; Beth A. Carpenter, Director, Kimberly/Little Chute Public Library; Jon Mark Bolthouse, Technology Projects Manager, South Central Library System; Chris Grugel, User Education Librarian, Carthage College; Stef Morrill, Associate Director, South Central Library System; Joy Schwarz, Web Librarian/Interlibrary Loan Librarian, Winnifred Library System

Every year at WLA, the “MacGyver Guys” and “Have You Heard About” present one cool technology after another, bringing library staff and their patrons the very latest in library innovations, gadgets, software and services. It’s hard to say who has the better handle on cutting edge technology … but this year, attendees will find out! Come watch these two teams battle it out for techno-dominance! Can they actually fill an hour with that much technology? Will one team finally triumph over the other? Can’t they just get along and ... collaborate? You paid for your whole seat ... but you’re only gonna need the edge!

Marley’s

Come for the food, stay for the fun!
1470 Wisconsin Dells Parkway, Lake Delton, WI
Next to Noah’s Ark
608-254-1800 clubmarleys@aol.com
Wednesday

Notable Books Marathon
Marula
Helene Andrøski, retired librarian; Elizabeth Amundson, Librarian, Madison Public Library; Jean Anderson, Continuing Education/Multitype Coordinator, South Central Library System; Eliot Finkelstein, Academic Librarian, College Library, UW-Madison; Kirsten Houtman, Member Services Librarian, WILS, UW-Madison
An annual event offering thoughtful, inspiring, humorous, and fast-paced reviews of titles selected from the ALA Notable Books list and the WLA Literary Award Committee’s notable books. The presenters are all experienced and knowledgeable book discussion leaders. Reviews include: Zeitoun by Dave Eggers, People of the Sturgeon: Wisconsin’s Love Affair with an Ancient Fish by Kathleen Schmitt Kline, Dan Chaon’s novel, Await Your Reply; Colum McCann’s Let the Great World Spin and Brooklyn: A Novel by Colm Toibin.

Sharing the Library Adventure in Your Community
Aralia
Elizabeth Timmins, Director, Muehl Public Library, Seymour, Wisconsin
In this session, several innovative projects designed to increase awareness of the library, attract patrons and contribute to the richness of the community will be highlighted. Drawing from experience, Elizabeth will share the successes and challenges of some of the projects, which range from moderating a mayoral debate to participating in a community-wide Arbor Day celebration.

Vocera — Instant Voice Communication
Tamarind
Mike Hartkopf, Customer Services Manager, Marathon County Public Library; Ben Kromholtz, Library Assistant, Marathon County Public Library
How can staff move throughout the library without “disappearing”? How can disruptive paging be eliminated? How can branch locations reach staff at headquarters without playing telephone tag? Marathon County Public Library has solved many of these problems by using Vocera, a system that allows staff to instantly communicate with each other anywhere in any of the library’s locations.

5:15 p.m. – 5:45 p.m.
Autograph Garden
Mangrove
Jerry Apps

5:30 p.m. – 6:30 p.m.
Third Annual Book Cart Drill Team Competition
Exhibit Hall
Sponsored by DEMCO
Who will win the golden book cart? Only the judges know. Join Cheryl Becker, Pat Chevis, Alberto Herrera, Jr. and Barbara Kelly as they evaluate the competition.

Wisconsin Education & Curriculum Librarian Business Meeting
Ironwood

New Member Round Table (NMRT) Social
Kahunaville Restaurant & Bar in the Kalahari
Welcome new librarians and not-so-new librarians! Gather together with your friends in the profession and embrace this opportunity to make new ones. Join us for an evening of drinks, snacks, conversation, and camaraderie.
6:30 p.m. – 7:30 p.m.

UW-Madison SLIS Reunion
Wisteria
Gather with SLIS colleagues past and present at the SLIS reception. There will be hors d’oeuvres and a cash bar. All SLIS alumni, students, and friends are welcome to attend.

UW-Milwaukee SOIS Reunion
Portia
Join SOIS alumni at a reunion reception.

8:00 p.m. – 11:00 p.m.

WLA Foundation Fundraiser — Bowling and Boards!!
Kalahari Resort Bowling Lanes
Enjoy a social evening at the Kalahari with a game or two of bowling, beverages, snacks and friends. Put a team together or just join in. You don’t have to be good; you just have to be there! And, if that actual bowling ball seems awfully heavy after Wii bowling, there will be board games on hand as well.

$35 entry includes a charitable contribution to the WLAF.

### Wisconsin Dells-Lake Delton Community Food Pantry

This year, WLA will sponsor a food drive to benefit the Wisconsin Dells-Lake Delton Community Food Pantry. Bring your canned or non-perishable goods to the conference and deposit in the container located by the registration desk throughout the conference week.

The Wisconsin Dells-Lake Delton Community Food Pantry serves, on average, 235 households and 1,100 individuals each month. They provide nutritionally balanced food packages and rely heavily on the generosity of the surrounding community and local organizations to meet this need. Suggested items include:

- Peanut Butter and Jelly
- Tuna
- Hamburger or Tuna Helper
- Mac-n-Cheese
- Cereal
- Canned Fruits and Vegetables
- Juice
- Spaghetti Sauce and Pasta Noodles
- Crackers
- Coffee or Tea

### In the Exhibit Hall, stop by the UNCOMMONS the “Power Place”

It is your space to use:
* Take a breather, have a seat and power down.
* Power up your iPod, laptop or phone.
* Meet with your group.
* Eat with your group.
* Whatever else you can think of!

Maybe when you stop, someone will be showing off a gadget!

**AVAILABLE HOURS are**
Wednesday, 10:00 a.m. to 5:00 p.m., and Thursday, 8:30 a.m. to 4:30 p.m.
### Thursday

**7:00 a.m. – 7:00 p.m.**

**Registration**  
Kalahari Convention Center - North Atrium

**7:00 a.m. – 8:30 a.m.**

**Hot Breakfast Buffet**  
Convention A/H

**Government Information Round Table Business Meeting**  
Suite E

**Intellectual Freedom Round Table Business Meeting**  
Mangrove

**Readers Section Business Meeting**  
Suite F

**Reference & Adult Services Section Business Meeting**  
Aralia

**Technical Services Section Business Meeting**  
Marula

**WLA Foundation Board Meeting**  
Desert Rose

**Wisconsin Library Trustees & Friends Board Meeting**  
Aloeswood

**8:30 a.m. – 4:30 p.m.**

**Exhibits**  
Exhibit Hall

**WLA Foundation Silent Auction**  
Exhibit Hall

Bid on items to benefit the Campaign for Wisconsin Libraries. Pay and pick up at 3:30 p.m.

**8:30 a.m. – 5:00 p.m.**

**Internet Café**  
Empress

**8:45 a.m. – 10:00 a.m.**

**Best Fiction for Young Adults: 2011 Nominees**  
Aloeswood

*Merri Lindgren, Librarian, CCBC, UW-Madison; Megan Schliesman, Librarian, CCBC, UW-Madison*

Beginning in 2011, the list formerly known as Best Books for Young Adults will become Best Fiction for Young Adults. Librarians from the Cooperative Children’s Book Center (CCBC) will talk about some of the titles nominated for the Young Adult Library Services Association’s (YALSA) 2011 Best Fiction for Young Adults list. The session will begin with a brief discussion of the list’s change in scope.

**Cataloging in a Public Library System: Looking for Common Ground**  
Suite E

*Jane Richard, Member Services Librarian, WiLS*

Catalogers, how can one balance quality and quantity? How much editing should one do to bibliographic records? What is “good enough” cataloging? What are others doing? This session will explore the functions of MARC records for patrons, librarians and computers. Participants will discuss cataloging variations and document a common standard for workflow today, with an eye toward what the next generation catalog may bring.

**The Future of Libraries and eBooks**  
Aloeswood

*James D. Backus, President of the Board of Wisconsin Valley Library Services, Wausau; Linda Bendix, Library Director, Frank L. Weyenberg Public Library of Mequon-Thiensville; Michael Enyart, Director, Business Library, UW-Madison; Kathy Pletcher, Chief Information Officer & Associate Provost for Information Services, UW-Green Bay*

Panelists will discuss the technology of eBooks, their increasing popularity, and their impact on libraries. New developments in this technology are occurring almost daily. What role should libraries play in responding to the rapidly growing demand for this extremely volatile media?
Making Tortillas Dance
Aralia
Kay Elmsley Weeden, Bilingual Storyteller
With her background in Latino culture, Kay will demonstrate the art of storytelling and expand upon its importance in promoting literacy. Blending Spanish and English into stories and activities not only facilitates reading, it also promotes second language learning and engages listeners of all ages. Kay works with libraries and schools to develop bilingual programming, highlighting ways to incorporate Spanish into events, even if you do not speak the language. She also provides work shops for teens and adults in storytelling.

Outreach at the Library:
A Win-Win for Staff and Patrons
Gina Wilson, Director of Agency Services and Programs, Second Harvest Food Bank of Southern Wisconsin; Kim Grafenauer, Second Harvest Food Bank of Southern Wisconsin; Laura Wichert, Second Harvest Food Bank of Southern Wisconsin
Learn how the Second Harvest Food Bank has teamed up with public libraries in southwest Wisconsin to reach out to patrons who are using libraries to find resources to meet their basic need for nourishment. This interactive session, designed to support partnerships between librarians and social service providers, will cover a range of outreach activities. Foremost among them is FoodShare (food stamps) application assistance using the ACCESS web-tool, offered on site by trained Food Bank staff.

Pirates, Patrons, and You:
Themes for Self-Checkout
Clay Busker, former Circulation Clerk, Sequoya Branch, Madison Public Library; Katharine Clark, Library Assistant, Sequoya Branch, Madison Public Library; Andy Gricevich, Circulation Clerk, Sequoya Branch, Madison Public Library; Shai Robkin, President/CEO, Integrated Technology Group, Norcross, GA
Madison’s Sequoya Branch typically checks out over a million items per year, and with a circulation staff of only 14, self-check machines are invaluable pieces of equipment for the library. The new self-check system was a challenge for both staff and patrons, however, so ambitious circulation clerks decided to do something to relieve the stress of dealing with this new technology. Clay Busker and Andy Gricevich will describe how they changed settings on machines and incorporated fun new voices and graphics. As a result, the self-check machines are much more interactive and engaging. Shai Robkin from ITG will also be on hand to provide a short history of self-check machines and describe the impact they can have on libraries. This is a chance to learn how self-checkout can be a positive experience for both library staff and patrons.

PowerPoint as a Marketing Tool
Tamboti
Cassie Payne, Assistant Children’s Librarian, Elisha D. Smith Public Library, Menasha
PowerPoint is more than presentation software. It’s creation software! Cassie will demonstrate easy-to-create posters and photo-collages which promote library events. Whether intended for the Web or in-house, PowerPoint can help library staff accomplish their marketing goals.

WISCAT 2010:
A Year of Significant Change
Mangrove
David Sleasman, Team Leader for Resource Sharing Technology, RL&LL, Wisconsin Department of Public Instruction Resources for Libraries & Lifelong Learning (RL&LL) staff have implemented major changes in WISCAT resource sharing in an effort to improve service and efficiency. These changes included expanding out-of-state interlibrary loan trading partners, improving ISO connections, streamlining union/virtual catalogs interaction, updating software, and automating workflow. This session will update the community on the progress being made. The presenter will appreciate receiving input, comments, and ideas for continued improvement from those attending this session.

Wisconsin Library Association
Literary Award
Cypress
Jean Anderson, Continuing Education & Multitype Coordinator, South Central Library System; Ellen Jepson, School Age Services Librarian, Appleton Public Library; Andy Scott, Reference Librarian, Franklin Public Library; Deb Shapiro, Distance Education Coordinator, SLIS, UW-Madison
Members of the 2010 Literary Awards Committee will discuss Remarkable Creatures by Sean Carroll, the book chosen for the WLA Literary Award. They will also talk about selected books chosen for outstanding achievement recognition.

Frances de Usabel Award
Ruth Ann Montgomery, Director, Arrowhead Library System, Janesville
Presented by: Jamie Matczak, Chair, Outreach Services Round Table
Thursday

10:00 a.m. – 10:45 a.m.

Exhibits — No Conflict
Exhibit Hall

10:45 a.m. – 12:00 p.m.

Discover Cooperative Extension: The Wisconsin Idea in Action
Guava
Joe Bollman, Agriculture Agent, University of Wisconsin-Extension Columbia County; Paula Rogers Huff, 4-H Youth Development Agent, University of Wisconsin-Extension Oconto County; Barbara Lazewski, Librarian, Steenbock Memorial Library, UW-Madison
What is the University of Wisconsin Cooperative Extension? How do Extension staff work in counties to answer client questions, assess community needs, and provide research-based programming in the areas of agriculture and natural resources, community development, and healthy families and youth? County educators will describe what they do and where they get their information, including libraries. The Wisconsin Cooperative Extension liaison librarian will also highlight publications and websites of use to both library staff and library users.

Ethics and Leadership: Making Choices for Social Justice
Aloeswood
Art Munin, Assistant Dean of Students, DePaul University
A national speaker and social justice activist, Art Munin will present a session which sits at the productive nexus of two important fields: leadership ethics and social justice. Participants will explore how leadership and decision-making are informed by both ethical values and privileged and/or oppressed social identities. This session challenges participants to connect their beliefs to their actions in the pursuit of socially just leadership. The session ends with a skills-based section about how to negotiate difficult dialogues.

Iluminar: Exciting New Look and Feel of WISCAT
Aralia
Vicki Long, WISCAT Training and Technical Support, RL&LL, Wisconsin Department of Public Instruction
A dramatically improved software interface called Iluminar brings up-to-date graphics, easier navigation, Google-like searching, and Web 2.0 benefits to WISCAT. Attend this session and see Iluminar in action. Questions and comments on this and any other WISCAT related topic are more than welcome.

Knowledge Journaling
Tamarind
Linda Heisler, Training Director, Wisconsin Department of Health Services
The Boomers are retiring, the Boomers are retiring! While the impending mass retirement of librarians and other workers has been forecast for years, what have institutions done to prepare for this event? What will the loss of so much tacit knowledge and institutional memory mean to organizations? How can library administrators capture and transfer that information before it’s gone? Linda will introduce the practice of “knowledge journaling,” a systematic approach to determining where (and especially with whom) crucial knowledge resides within specific organizations.

Learning the Latest Technology @ the Library
Marula
Sara Kopesky, Electronic Services Librarian, Appleton Public Library; René Bue, Bilingual Outreach Services Coordinator, Helberg Public Library, Janesville; Ruth Ann Montgomery, Arrowhead Library System, Janesville
While most library patrons have mastered the concept of the mouse, public libraries remain their community’s main source of free computer and Internet access. As a result, library staff are often called upon to explain the latest formats and technologies. Panelists will discuss how libraries are improving services to meet the needs of users with all levels of computer literacy, including Spanish-speaking populations. They will also provide an overview of the types of training programs being offered by libraries in Wisconsin.

Tour of the Circus World Library
Thursday, November 4, 2:00 p.m. Bus will be available in front of the Convention Center.
The World’s Source for American Circus History Circus World’s Robert L. Parkinson Library and Research Center is the world’s foremost research facility for circus history. The holdings document the history of the American circus from its inception in 1793 to the present day.
Leaving the Comfort Zone: Advocacy by Friends of the Library Groups

Tamboti

James D. Backus, President of the Board of Wisconsin Valley Library Services, Wausau; Anthony H. Driessen, WLA Lobbyist, deWitt, Ross & Stevens, S.C., Madison; Paul Nelson, Adjunct Assistant Professor, SLIS, UW-Madison and former director of the Middleton Public Library

Join this panel for a discussion on the subject of advocacy on local, state and national levels by Friends of the Library groups. Many Friends groups can be narrowly focused on activities such as used book sales, library teas, and other volunteer work. While all of these activities are vital to libraries, in these tough economic times, Friends groups need to leave their comfort zone and actively campaign for financing and support from government agencies and policy makers.

Performing Arts in Libraries: Live!

Thomas Walker, Associate Professor, School of Information Studies, UW-Milwaukee

Libraries can be active participants in the cultural life of their communities. They use dance, theater, and music in live settings not only to celebrate the performing arts, but to promote their special collections (music, archives, etc.), to demonstrate the inherent vitality of the performing arts as living cultural artifacts and to market their institutions to people who may not be familiar with them. This session focuses on the role of the performing arts, especially music, in libraries. The presenter will use three case studies from different types of libraries: a public library in a university town with a longstanding and rich history of library concerts (the Boulder Public Library, Boulder, Colorado); a concert series sponsored by a large city library (the Chicago Public Library); and the specialized early music concerts from a research library (The Newberry Library, Chicago) with its music collection that dates back to the thirteenth century.

Skype-Based Reference: A Study and a Pilot Project

Mangrove

Darcy Gervasio, Reference & Instruction Librarian, SUNY-Purchase; Virginia Bryan, Librarian, Madison College (MATC); Emilie Steinmann, M.A. program, SLIS, UW-Madison

Is Skype viable as a virtual reference tool? In exploring this question, two of the panelists draw on research conducted while they were UW-Madison SLIS graduate students into student and librarian attitudes toward Skype and its potential use as a reference tool. Then Virginia, a librarian involved in a bare-bones Skype reference pilot at Madison College’s library, shares her findings. Discover how the research study conclusions compared with the results of the pilot study. Hear factors that went into the decision to launch the pilot; service models; set-up costs; challenges and issues; successes, surprises, and failures; and future plans and possibilities.

Using Media to Market Libraries

Cypress

Linda Jerome, Librarian, La Crosse Public Library; Georgia Jones, Youth Services Librarian, C.A. Friday Memorial Library, New Richmond; Mark Ibach, Marketing and PR Coordinator, South Central Library System; Dawn Waicek, Youth Services Manager, Rice Lake Public Library; Jesse Vieau, Madison Public Library

Photos, videos, social networking, blogs and more — librarians are finding creative ways to showcase the fun things going on at their local libraries. Attend this session for examples, ideas, and a discussion of best practices.

Résumé Review Session

Thursday, November 4, Suite F
2:00 p.m. – 3:15 p.m.

Looking for a first job in the Library and Information Science field or seeking a new job? Consult with an experienced reviewer to ensure your résumé is the best it can be!
Thursday

12:00 p.m. – 2:00 p.m.

OSRT Luncheon with Art Munin – “White Privilege 101”
Convention A/H

“Whiteness” is a concept that must be defined historically. However the power of White privilege has subverted history, perpetuating the lie that Whiteness does not exist nor that it is privileged. Typically history is written by those who have won. This workshop, however, gives voice to those who have been silenced and participants will uncover how White privilege has evolved, how it is perpetuated, and what society can do to neutralize its power.

This topic bears directly upon the libraries of contemporary America. In A Man Without A Country, Kurt Vonnegut wrote, “The America I loved still exists at the front desks of our public libraries.” There is great social and political power at work in libraries. With this power comes the responsibility to question the external and internal motives that influence the modern library. This presentation will challenge attendees to uncover historically hidden agendas and define the personal responsibility one must accept as an educational powerbroker.

WLTF Annual Meeting and Luncheon with Marcy Heim
“Creating Possibilities For Your Library — It’s Everybody’s Job”
Suite E

We all have a role to play in the overall success of our library — and that includes doing things that aren’t always in our job description! Let’s begin each day with gratitude for what we have — whether our library is big or small — and set out to make a difference in the future of our libraries and those we serve. Creating possibilities — it’s everybody’s job!

2:00 p.m. – 3:15 p.m.

Customer Service for Those with Special Needs
Guava

Lisa M. Murphy, Community Education and Collaboration Coordinator, Arc Fox Cities; John J. Meissner, Independent Living Specialist, Options for Independent Living, Inc.

The presenters will discuss the do’s and don’ts when handling patrons with special needs. They will also discuss, in-depth, the best tactics for dealing with behavioral issues that may sometimes arise. Emphasis will be placed on the distinction between the person and the behavior.

Dewey or Don’t We?: BISAC v. Dewey
Cypress

Rachel Fewell, Collection Development Manager, Rangeview Library District, Colorado; Melissa Rice, Head of Adult Services, Frankfort Public Library, Illinois; Dr. Hope Olson, Professor and Associate Dean, SOIS, UW-Milwaukee; Dr. Margaret Kipp, Assistant Professor, SOIS, UW-Milwaukee; Daniel Martinez Avila, Doctoral Student, Universidad Carlos III, Madrid

Join a panel discussion with practitioners and researchers exploring what libraries may learn and use from Book Industry Standards & Communications (BISAC) classification and the “bookstore” model. This panel includes librarians from institutions that have implemented BISAC in place of the Dewey Decimal Classification (DDC) system and academic researchers who have explored the pros and cons of libraries moving more toward BISAC classification. This program will be followed by the related program “BISAC and Beyond: Adapting Retail Practices to a Library Setting” with Andy Barnett from McMillan Public Library in Wisconsin Rapids. Staff there have taken a more middle-ground approach and implemented BISAC in part of their collection, while also making other community focused changes.

Library Staff and Trustee Electronic Communications and the Wisconsin Open Records Law: What You Can and Cannot Do
Tamboti

Michael Tyree, Director, West Bend Community Memorial Library; Mary Schanning, City Attorney, West Bend

The Wisconsin Open Records law protects the public’s right to know how their government is conducting official business including electronic communications. Michael Tyree will discuss the six open records requests his library received in 2009. Mary Schanning, West Bend City Attorney during the recent book challenges, will describe her methodology for managing requests

Awards & Honors Banquet

Thursday, November 4, Convention A/H
7:00 p.m. – 9:00 p.m.

They have left their imprints on our libraries. 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 various awards.
Penny Loafers & Bobby Pins: Tales and Tips from Growing Up in the ’50s and ’60s
Marula
Jean Sanvidge Wouters, Author; Diane Sanvidge Seckar, Author; Helen Noffke Sanvidge, Jean and Diane’s mother
In Penny Loafers & Bobby Pins: Tales and Tips from Growing Up in the ’50s and ’60s, the four Sanvidge sisters, whose birthdates span the Baby Boomer period, present a lively chronicle of growing up in the 1950s and 1960s in a small midwestern town. Each sister writes about the facets of her childhood she remembers best and their lighthearted stories are illustrated with period photos. Sprinkled with mentions of pedal pushers, home permanents, and two-tone cars; early TV shows and the first rock-n-roll; hula hoops, Tiny Tears, and Mr. Potato Head (played with a real potato); and memories of their grandparents who lived nearby, Penny Loafers & Bobby Pins also features how-tos for re-creating the fads, foods, crafts, and games the Sanvidge sisters recall in their stories.

Résumé Review Session
Suite F
Looking for a first job in the Library and Information Science field or seeking a new job? Consult with an experienced reviewer to ensure your résumé is the best it can be!

Staff Training at a Combined Services Desk
Aloeswood
Anne Rauh, Liaison Librarian, Wendt Commons, UW-Madison; Anne Glorioso, Circulation and Information Services Librarian, Wendt Commons, UW-Madison; Amy Kindschi, Head of Faculty and Student Services, Wendt Commons, UW-Madison
In the summer of 2008, Wendt Commons undertook the ambitious task of formalizing a training program for all library staff (including students) who work at the combined services desk. Panelists will discuss the development process, show materials created for the pilot program and offer an evaluation of the outcome. Please attend this session for an engaging discussion of library staff training and leave with ideas that can be implemented in any library setting.

Stealth Marketing & Clip Art: Doing a Lot with a Little
Tamarind
Pamela O’Donnell, Academic Librarian, College Library, UW-Madison
In today’s climate of doing more with less, it pays to revisit the basics, including how to make attractive handouts/fliers with little more than clip art and a dream. By embracing basic design principles, you can improve the quality of items produced in-house. In addition, this session will also focus on inexpensive opportunities for “stealth marketing.” From Web 2.0 technologies to the lowly bulletin board, Pamela will share her insights from five years of marketing library services and resources.

What’s New Under the Domes: Post-Election Strategy Session
Mangrove
Paul Nelson, Adjunct Assistant Professor, SLIS, UW-Madison (WLA Legislative Chair); Julie Schneider, Director, Ebling Library, UW-Madison (WLA Federal Legislative Advocate), and other LD&L members and advisors
A budget year. A new governor. A “reconstituted” legislature. Continuing revenue shortfalls. 2011 is shaping up to be a very challenging year for promoting a library agenda at both the state and federal level. Come join the WLA’s Library Development & Legislation Committee (LD&L) for a brief overview of election results and how they will affect the legislature’s leadership and overall agenda. In this new political landscape, where are the points of commonality with the library community? Get ready for a lively discussion of possible scenarios facing libraries and effective potential responses. Results of this program will inform future WLA legislative strategic planning.

The Wisconsin Farm Center and Public Libraries: Outstanding Partnership Opportunities
Aralia
Michael Exum, Community Services Specialist, The Wisconsin Farm Center
What do Wisconsin libraries and the Wisconsin Farm Center have in common? They both work with Wisconsin farmers and they each know very little about what the other does. Attend this session to learn more about the Wisconsin Farm Center and to explore opportunities for collaboration so that libraries and the Farm Center may better serve Wisconsin farmers, an often underserved and struggling rural population.
**2:00 p.m. – 4:00 p.m.**

**Tour of the Robert L. Parkinson Library and Research Center at Circus World**

*Rob Richard*, Assistant Director, Circus World Museum

Circus World’s Robert L. Parkinson Library and Research Center is the world’s foremost research facility for circus history. The holdings document the history of the American circus from its inception in 1793 to the present day. Participants will tour the main floor of the library and learn how things are stored; see some one-of-a-kind pieces (very rare posters, lithographs, photographs, etc.); view selected items from the library’s exceptional three-dimensional collection; and tour the Deppe Wagon Pavilion and the C.P. Fox Wagon Restoration Center. Board bus in front of the Convention Center.

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**3:15 p.m. – 4:00 p.m.**

**Autograph Garden**

Exhibit Hall

Jean Sanvidge Wouters and Diane Sanvidge Seckar

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**4:00 p.m. – 5:15 p.m.**

**Being Safe and Secure in the Library**

*Mangrove*

**Michael Weber**, Library Security Manager, Milwaukee Public Library; **Judith Pinger**, Coordinator of Business and Technology, Milwaukee Public Library

Keeping a library safe and secure can sometimes be a challenge. Michael will offer tips and solutions to common security problems. Attendees will also learn the best techniques for approaching disruptive patrons, securing library property and creating a calm environment for staff and the public. Judy is on hand to add a librarian’s perspective on many of these issues.

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**BISAC and Beyond: Adapting Retail Practices to a Library Setting**

*Tamarind*

**Andy Barnett**, Assistant Director, McMillan Public Library

Libraries are experimenting with all manner of retail practices, but what works, how does it work and how well does it work? What kind of retail environments are appropriate models? How much does the library change to fit the practice, instead of the other way around? McMillan Memorial Library examines its implementation of BISAC/genre displays, coffee and food service, commons area and self-service options and offers lessons learned. This program follows “Dewey or Don’t We?: BISAC v. Dewey” which offers an academic perspective and reports from libraries that have converted wholly to BISAC.

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**Bylaws and Operational Manuals**

*Aralia*

**Krista Ross**, Director, Southwest Wisconsin Library System

Krista will elaborate on the section of the DPI Trustee Handbook which deals with bylaws and operational manuals, giving tips on setting up simple and effective regulations. She is currently using this approach to train library directors and library trustees in her system.

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**Intellectual Freedom: It’s Global, It’s Local**

*Tamboti*

**Barbara Jones**, Director of ALA’s Office for Intellectual Freedom

Meet ALA’s new director of the Office for Intellectual Freedom, who will discuss ALA’s current intellectual freedom initiatives, current thorny ethical and legal issues which OIF is handling and postulate where free speech and privacy are headed in the United States. Known internationally for her work with IFLA’s Committee on Free Access to Information and Freedom of Expression (FAIFE), Barbara will also describe some of her experiences training librarians in developing countries, where libraries are deeply involved in promoting social justice.

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**Low-Hanging Fruit or Sour Grapes?: How to Get the Most Out of the Public Library Annual Report Data**

*Marula*

**John DeBacher**, Public Library Administration Consultant, Wisconsin Department of Public Instruction; **Carl Thompson**, President, Counting Opinions

Library directors and staff spend hours collecting and reporting their annual report data to the Department of Public Instruction. Previously, the compiled data was available only in large Excel-formatted tables or...
the more static Service Data publication. Now, since DPI has contracted with Counting Opinions for annual report data collection, libraries can access reports and graphs showing trends, peer rankings, and comparisons. A representative of Counting Opinions will demonstrate the pre-formatted reports that have been prepared for Wisconsin libraries and will answer any questions which may arise. John DeBacher will also be on hand to answer questions and solicit feedback on this new system.

Making the Connection: Online, E-mail and IM Reference Services in Wisconsin Public and Academic Libraries

Guava

Jeanne Anderson, South Central Library System; Mark Beatty, WILS; Martha Farley Berninger, RL&LL, Wisconsin Department of Public Instruction; Allison Coshenot, RL&LL, Wisconsin Department of Public Instruction; Sara Davister, West Bend Public Library; and Matt Rosendahl, Wisconsin Indianhead Technical College

A panel of librarians from public, academic and state agency libraries share their experience providing virtual reference service to their patrons. The South Central Library System, Wisconsin Indianhead Technical College, the West Bend Public Library and the Reference and Loan Library will discuss the variety of virtual tools they use to connect with their users. They will also discuss catering to patron preferences, handling staffing, meeting staff and patron training requirements, and determining the most effective placement of links to virtual reference services.

A Short History of Wisconsin

Aloeswood

Erika Janik, Author

Rediscover Wisconsin history from the very beginning. In her book, *A Short History of Wisconsin*, historian Erika Janik recounts the landscapes, people, and traditions that have made the state the multi-faceted place it is today. With an approach both comprehensive and accessible, Erika covers several centuries of Wisconsin’s remarkable past, showing how the state was shaped by the same world wars, waves of new inhabitants, and upheavals in society and politics that shaped the nation.

YSS Book Discussion

Cypress

Merri Lindgren, Librarian, CCBC, UW-Madison; Megan Schlesman, Librarian, CCBC, UW-Madison

Take this opportunity to participate in a book discussion led by librarians from the Cooperative Children’s Book Center (CCBC). Everyone attending should have read either *Out of My Mind* by Sharon Draper (Athenaeum, 2010) or *Brui*ser by Neal Shusterman (HarperTeen, 2010) in preparation for this session. Participants will follow CCBC book discussion guidelines.

5:15 p.m. – 5:45 p.m.

Autograph Garden

Aloeswood

Erika Janik

5:30 p.m. – 6:30 p.m.

Wisconsin Library Association and Wisconsin Library Association Foundation Business Meeting

Suite F

7:00 p.m. – 9:00 p.m.

Awards Banquet

Convention A/H

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**CASINO BUS**

**Thursday · November 4**

Departs Kalahari @ 9:30 pm
Departs Casino @ 11:30 pm

The bus will leave from the West Entrance of the Convention Center
WISCONSIN LIBRARY ASSOCIATION
AND
WISCONSIN LIBRARY ASSOCIATION FOUNDATION
ANNUAL BUSINESS MEETING

Thursday, November 4, 2010
5:30-6:30 PM
Kalahari Convention Center – Suite F
Wisconsin Dells, Wisconsin

AGENDA

I. Call to Order, Alberto Herrera, Jr., President
II. Report of the Secretary, Tasha Saecker
   A. Approval of the minutes of the 2009 Annual Business Meeting
III. Report of the President, Alberto Herrera
IV. Report of the Executive Director, Lisa K. Strand
V. Report of the Treasurer, Jan Berg
VI. Recess the WLA Business Meeting for the Purpose of Conducting the WLA Foundation Business Meeting, Alberto Herrera
   I. Convene the WLA Foundation Business Meeting, Anita Evans, WLAF President
      A. Approval of Minutes of 2009 Business Meeting
      B. Campaign for Wisconsin Libraries
      C. Scholarship Report
      D. Other Business

VII. Reconvene the WLA Business Meeting, Alberto Herrera

VIII. Report of the American Library Association Councilor, Julie Schneider

IX. Committee Reports
   A. Nominations & Elections, Bob Pfeiffer, Chair
   B. Committee on Organization – Approval of Bylaws Amendments, Karen Jander, Chair

X. Resolutions, Peter Gilbert

XI. Vice President’s Report, Rhonda Puntney

XII. New Business

XIII. Adjournment
WLA/DEMC0 Librarian of the Year Award
Marge Loch-Wouters, La Crosse Public Library

Library of the Year Award
Monona Public Library

Citation of Merit Award
John Wilmet, John Mielke, Mark Zastrow, Loren Gray, Davin Lescohier and Dick Schultz, Fort Atkinson, Wisconsin

Special Services Award
Robert Bocher, Public Library Technology Consultant Division for Libraries, Technology and Community Learning, Department of Public Instruction, Madison

Trustee of the Year Award
Dr. Katherine Schneider, Eau Claire

Muriel Fuller Award
Susan Braden, Hedberg Public Library, Janesville

2010 Book Awards

Literary Awards Committee Honors

WLA Literary Award
Sean Carroll, Remarkable Creatures: Epic Adventures in the Search for the Origins of Species

Notable Authors
James Magnuson
Kenneth M. Stampp

Outstanding Achievement
Lauren Groff, Delicate Edible Birds and Other Stories
Jim Knipfel, Unplugging Philco
Greg Kot, Ripped: How the Wired Generation Revolutionized Music
Valerie Laken, Dream House: a Novel
Daniyal Mueenuddin, In Other Rooms, Other Wonders

Michael Perry, Coop: A Year of Poultry, Pigs and Parenting
Jay Reed, Thor and More
Kristine Rusch, Diving into the Wreck
Kathleen Kline Schmitt, Ronald Bruch and Frederick Binkowski, People of the Sturgeon: Wisconsin’s Love Affair with an Ancient Fish
Patrick Somerville, The Cradle: a Novel

Outstanding Achievement in Poetry
Bruce Dethlefsen, Breather
Jesse Lee Kercheval, Cinema Muto
John Koethe, Ninety-Fifth Street: Poems
Margaret Rozga, 200 Nights and One Day
Angela Sorby, Bird Skin Coat

Children’s Book Award Committee

Elizabeth Burr/Worzalla Award
Tom Lichtenheld, illustrator*
Yes Day!
(Amy Krouse Rosenthal, author)

Notable Author
Gerald Morris*

Outstanding Achievement
Diana Cohn, author
Amy Cordova, illustrator*
Kisses on the Wind

Kevin Henkes, author*
Laura Dronzek, illustrator*
Birds
Lisa Moser, author*
Kathryn Brown, illustrator
Kisses on the Wind
Ken Stark*
Marching to Appomattox: The Footrace that Ended the Civil War

*Children’s Book Award winners with a Wisconsin connection
Friday

7:00 a.m. – 11:00 a.m.
Registration
Kalahari Convention Center - North Atrium

7:00 a.m. – 8:30 a.m.
Deluxe Continental Breakfast
North Atrium

7:00 a.m. – 8:30 a.m.
Outreach Services Round Table Business Meeting
Suite III

8:30 a.m. – 11:30 a.m.
Internet Café
Empress

The Wisconsin Library Association Foundation salutes Marge Loch Wouters and past Librarians of the Year for their excellent service to Wisconsin libraries.

WLA/DEMCO Librarian of the Year Award

1956 Elizabeth Burr, Madison 1983 Charles A. Bunge, Madison
1957 Dorothea M. Krause, Wausau 1984 Serena Nelson, Fennimore
1958 Helen Wahoski, Oshkosh 1986 John J. Jax, Menomonie
1959 Gertrude Thurow, La Crosse 1987 Jane Botham, Milwaukee
1960 Forrest Mills, Racine 1988 Jane Robbins, Madison
1962 Orrilla T. Blackshear, Madison 1990 Eugene A. Engeldinger, Eau Claire
1964 Margaret Moss, Madison 1992 Kurt Rothe, Green Bay
1965 Ethel Brann, Lake Geneva 1993 Kristine Adams Wendt, Rhinelander
1966 Beulah M. Larson, Stevens Point 1994 Kathy Fletcher, Green Bay
1967 Barbara E. Kelly, Manitowoc 1995 Pat Bakuwa, Menomonee Falls
1968 Edna K. Kraft, Merrill 1996 Robert Pfeiffer, South Milwaukee
1970 Bernard Schwab, Madison 1998 Mohammed M. Aman, Milwaukee
1971 Jeanne Dornfeldt, Fox lake 1999 James R. Danky, Madison
1972 Gerald A. Somers, Green Bay 2000 Richard W. Krumwiede, Appleton
1973 Florence Hensey, Wausau 2001 Louise S. Robbins, Madison
1974 John R. Proctor, Eau Claire 2002 Mary Jane Scherdin, Madison
1975 Leonard B. Archer, Jr., Oshkosh 2003 Nicholas C. Burckel, Milwaukee
1976 William D. Grindeland, Racine 2004 Peter Hamon, Madison
1977 Nancy Elsmo, Racine Rob Reid, Eau Claire
1978 Ginny Moore Kruse, Madison 2005 John V. Nichols, Oshkosh
1979 Wayne R. Bassett, Wausau 2007 Alice Sturzl, Laona
1980 Jane Greene, Sturgeon Bay 2008 Bernie Bellin, Waterford
1981 Patricia LaViolette, Green Bay 2009 Kathryn Hanson, Union Grove
1982 Nancy H. Marshall, Madison
10 Questions to Ask Before You Think About Building or Renovating Your Library

**Mangrove**

**Hugh Anderson**, Attorney, Cross Plains; **Kendall McWilliams**, Construction Manager, J. P. Cullen & Sons, Brookfield; and **Mike Gelhausen**, Library Director, Jack Russell Memorial Library, Hartford

This session will take an interactive, comprehensive look at the entire construction process and the specific questions which should be addressed before undertaking a building/renovating project. The panelists will also discuss lessons learned from past projects. Hugh Anderson will highlight the current laws and the rights a library has when selecting a delivery system. Kendall McWilliams, who is also LEED certified, will provide information on green options, cost management, schedule impact, potential savings, risk management, staff time and resource investment. Mike Gelhausen will provide insights from his experience as a library director raising funds and working with community groups. He will also discuss how to select an architect, how to work effectively with city officials, the responsibilities of a library board and how they may affect the process.

Accessing and Promoting Spanish Language Children’s Literature

**Suite III**

**Julie Kline**, Academic Outreach and Program Coordinator, CLACS, UW-Milwaukee; **Mayra Sánchez Negrón**, Library Media Specialist and Instructional Technology Leader, Milwaukee Public Schools; **Amy Baumgart**, Teacher Librarian/Instructional Technology Leader, Allen-Field Elementary, Milwaukee Public Schools

Amy Baumgart and Mayra Negrón participated in a Fulbright-Hays Group Project, “Chile y la Literatura Infantil y Juvenil,” sponsored by the Center for Latin American and Caribbean Studies (CLACS), UW-Milwaukee, during the summer of 2008. The program, based in Santiago, Chile, focused on Spanish-language children’s and YA literature. Julie Kline will share Spanish language literature recognized by the Américas Award for Children’s and Young Adult Literature, sponsored by the national Consortium of Latin American Studies Programs (CLASP) and coordinated by CLACS. Participants will become aware of the availability and use of authentic texts, both for second language learners and for heritage speakers. They will share a variety of book titles, potential publishers and vendors for acquisition, and valuable Spanish language websites for librarians, parents and teachers.

The Changing Landscapes of Wisconsin: A Digital Archive of Historic Aerial Photographs

**Marula**

**Jamie Stoltenberg**, Robinson Map Library, UW-Madison; **Leah Ujda**, University of Wisconsin Digital Collections Center, Madison

The UW-Madison has an unparalleled collection of historic aerial photos including a very rare and nearly-complete collection of the oldest aerial photos of the state, taken by the USDA from 1937–1941. This collection is in constant demand by a wide range of clients because it is the oldest systematic aerial survey of the state and has become a baseline for understanding changes to Wisconsin over the past 70 years. There are two major problems with this collection, however: (1) the physical media are fragile and cannot be replaced (thus they can never leave the library), and (2) as a result, access to these photos is difficult at best and the demand to use them significantly exceeds their availability. In a collaborative effort, the University of Wisconsin Digital Collections Center, the Robinson Map Library, the State Cartographer’s Office and the Wisconsin Department of Transportation received a three-year grant to scan and geo-reference this collection and build a Web portal so images can be searched and downloaded by the general public. This presentation discusses the project in detail, including: the design and implementation of the metadata schema and record creation process; scanning and post processing; how Geographic Information Systems (GIS) facilitates photo indexing; and what the final Web interface will look like.

Communication: An Everyday Adventure!

**Suite VI**

**Gail Johnson and Pam Parr**, Face to Face Communications and Training, Inc.

In a world where communication is ubiquitous, instantaneous, and 24/7/365, miscommunication has become an epidemic. This engaging and interactive workshop will explore communication — with a twist. As clear, honest and open communication rises, so does productivity. Participants will have fun dissecting the reasons for communication sinkholes. Participants will learn to say what they mean with confidence and, as a result, get what they want.

**WLA 2011 Conference**

*See you at the Hilton Milwaukee Center and Frontier Airlines Center, Milwaukee, Wisconsin, November 1–4, 2011*
Friday

Grammar, Usage, and Style for Librarians and Reluctant Writers and Editors
Guava

JoAnne Lehman, Senior Editor, Office of the Women’s Studies Librarian, University of Wisconsin System

Even without “writer” or “editor” in their job titles, librarians can spend a lot of time at work doing both — everything from writing press releases and grant proposals to editing annual reports and fund-raising appeals. And, if they’re human, they can struggle with questions of grammar, usage and style. JoAnne, a senior editor, offers a tour of resources from books to blogs, with an emphasis on those that are free, online, and easy to use, and demonstrates their use in resolving some common dilemmas. Attend this session and no longer be stranded in the wilderness of misplaced modifiers, homonyms, sentence fragments and verb tenses.

Flock to the Library for a Raptor Encounter
Cypress

Ellen Schneiderman, Schlitz Audubon Nature Center, Bayside

Ellen will inspire and enlighten with her contingent of feathered ambassadors. Unique in the state of Wisconsin, the Sky Hunter team of 14 amazing hawks, owls, falcons, eagles and turkey vultures open the door to the natural world and make learning a personal experience. Ellen will discuss and demonstrate a range of programming options from pre-school story time to adult book clubs. Sky Hunters truly offers something for everyone and nothing engages an audience like these majestic birds!

Social Tagging in the Library: User-Generated Content, Folksonomies, and the Library Catalog
Tamboti

Scott McFadden, Head of Serials Cataloging, University Libraries, Ball State University, Muncie, IN

Social tagging — the application of non-hierarchical keywords to a resource — is gaining visibility through such popular applications as del.icio.us, Flickr and citeulike. Can libraries incorporate this new user-generated approach into their missions, without sacrificing the benefits of controlled vocabulary and traditional catalog rules? This presentation examines the practices of several libraries, both academic and public, and explores ways in which social tagging can help libraries meet the needs of the current generation of users.
Wisconsin Libraries Say Cheese — Again! Using Pictures to Tell the Library Story

Aralia

Howard Burfeind, Ellsworth School Media Director, Ellsworth Community Schools; Pete Gilbert, Director, Seeley G. Mudd Library, Lawrence University, Appleton; Martha Gammons, PR Coordinator, Arrowhead Library System; Gisela Newbegin, Assistant Director, DeForest Area Public Library; Anne Rauh, Librarian, Wendt Commons Library, UW-Madison; Teri Talpe, Special Collections & Area Research, Murphy Library, UW-La Crosse

The Campaign for Wisconsin Libraries, a program of the WLA Foundation, is once again sponsoring the very successful Wisconsin Libraries Say Cheese! This panel wants to show the world the business — and the business — of libraries. By enlisting the Wisconsin library community to post snapshots online, the Campaign will showcase the rich and varied services offered in libraries of all types across the state. Learn how to include your library’s story — in pictures!

10:45 a.m. – 12:00 p.m.

Adventures in Space Design:
A Creative Process for Designing Library Spaces that Meet the Evolving Needs of Our Users and Staff

Marula

Steve Frye, Head of Reference Services, College Library, UW-Madison; Carrie Kruse, Director, College Library, UW-Madison; Dave Luke, Associate Director of Library Technology, UW-Madison

This presentation offers a space design process that involves understanding both library needs and library users’ needs, testing plans with make-shift prototype designs and creating spaces that are characterized by flexibility and sustainability. Engage with multiple perspectives representing user needs, library service needs and operations management, and experience examples from a recent redesign project, which involved reference services, circulation services, reserves, campus student services, collection management and student computing needs.

“Circuit Rider”: Julia Wright Merrill and Public Library Extension, 1926–1944

Aralia

Joyce Latham, Assistant Professor, UW-Milwaukee

Julia Wright Merrill was the first advocate for public library “extension” services within the American Library Association. During her time at ALA, from 1925 to 1945, she provided the foundation for what is now the Public Library Association. A graduate of the University of Illinois, she worked as a public librarian for the Wisconsin Free Library Commission and in Ohio, her home state, before moving to ALA. She had a reputation as a quiet but committed advocate for libraries, was well liked and well respected, but consistently overshadowed by Carl Milam, the executive secretary of the association. Given the financial limitations on the ALA during this time, she often functioned as the Acting Executive Secretary while he was away. Lists of great women in librarianship often fail to recognize her contributions, however, and her listing in the Dictionary of American Library Biography is minimal. Merrill did leave behind an extremely detailed and extensive record of library development in the '20s and '30s, housed in the American Library Association Archives, and her coordination of outreach services provide significant clues to the ideological influences on the development of public libraries in North America. It also documents the incredible energy and commitment she brought to the profession.

Fun With FD Sys: A New, Improved Way to Find Online Federal Government Information

Suite III

Beth Harper, Government Documents Reference Librarian, Memorial Library, UW-Madison

Learn about the United States Government Printing Office’s new digital system, FD Sys. This system, introduced to the public in 2009, improves upon and replaces GPO Access. FD Sys provides access to many of the most-requested government titles, including the Federal Register, the Congressional Record, the U.S. Budget and Compilation of Presidential Documents, as well as Congressional bills and documents. When called upon to assist patrons with questions about government documents, this is a tool to know. This demonstration will cover the scope of FD Sys and the basics of searching and retrieval.
Get to Know the Wisconsin Center for the Book
Mangrove

Don Johnson, Vice President of the Wisconsin Center for the Book, former senior editor emeritus and former Library Communications Director at UW-Madison, Johnson & Johnson Consulting, Waukaee; Kate Thompson, President of Wisconsin Center for the Book and Senior Editor, Wisconsin Historical Society Press

The Wisconsin Center for the Book celebrates Wisconsin readers and writers with programs and literary events throughout the state. Members of the WCB board of directors will describe this all-volunteer group and its programs, including Writers and Illustrators Speak (grant program bringing writers and illustrators to several Wisconsin communities each year) and Letters about Literature (national writing contest for students in grades 4–12). Plus, get a sneak peak at the WCB’s new program, launching in 2011! The WCB is an affiliate of the Center for the Book in the Library of Congress and with Woodland Pattern Book Center, Milwaukee. For more information, visit http://wiscsincenterforthebook.wordpress.com.

In the Trenches: Media Wars
Cypress

Jay Rath, author, journalist, media consultant

Jay presents a funny (and alarming) look at the war between traditional and new media. Business models for newspapers, magazines and books are falling before Facebook, Kindle and Twitter — but are today’s electronic print media also in danger? If no one is willing to pay for content, who will generate it in the future? And, as the pace of change continues to accelerate, what media conduits are on the horizon? Do these changes present a cultural threat, or is society merely exiting a historically brief period of mass-readership and “objective” journalism? Jay has researched and written extensively on media trends and has contributed to MTV, National Public Radio, The Onion and a variety of newspapers and magazines.

The LINKcat Raft on the Koha River Rapids
Tamboti

Vicki Teal Lovely, ILS Project Manager, South Central Library System

In April 2009, the LINKcat libraries of the South Central Library system selected Koha as their next generation Integrated Library System (ILS). SCLS contracted with LibLime for data migration, hosted services, setup, training and software development. LINKcat2.0 went live September 7, 2010. Vicki will describe how this foray into Open Source ILS software has been an adventure akin to a whitewater river rapids ride, but with a guide.

Managing Your Online Identity
Guava

Rebecca Buchman, Director, Black Creek Village Library; Brett Rohlving, Webmaster, WisLISjobs.com; and Tasha Saecker, Director, Elisha D. Smith Public Library, Menasha

In this day and age, when you can lose your job over the content of your blog, it is important to know what the Internet is saying about you. This is especially true for job seekers, because employers are increasingly using Google and other search engines to investigate potential job candidates. The speakers will discuss not only how to use social media to control your Web presence, but also ways to use the Web to set yourself apart from other candidates. Successfully use the Web to jumpstart your career!

Resource Sharing Among Wisconsin Public Libraries
Aloeswood

Christine Barth, RL&LL, Wisconsin Department of Public Instruction; Martha Farley Berninger, RL&LL, Wisconsin Department of Public Instruction; Charles Clemence, Wind River Library System; Bob Shaw, WiLS; and Maureen Welsh, Indianhead Library System

This session offers a panel discussion of resource sharing practices and patterns among Wisconsin’s public libraries. The panel will describe some of the functional and procedural models currently in place and discuss the workflow and customer service ramifications of those models. Attendees are encouraged to share their experiences and feedback on the efficacy of the resource sharing practices now in place in the state.
Take this Job and LOVE It!
Suite VI
Gail Johnson and Pam Parr, Face to Face Communications and Training, Inc.
Wanna be happier? Wanna make the most of every day? Wanna get excited about getting up and going to work? Then come and join Pam and Gail in this energetic and highly interactive workshop. Why? Because happy staff are engaged, productive, friendly and motivated. Happy staff treat customers so they can’t wait to come back. And happy staff are a lot of fun to work with!

12:00 p.m. – 12:30 p.m.
Autograph Garden
Cypress
Jay Rath

12:00 p.m. – 2:00 p.m.
President’s Luncheon
Green Fire: The Living Legacy of Aldo Leopold
Suite II
Curt Meine, Senior Fellow, The Aldo Leopold Foundation
More than 20 years after publishing the first biography of Wisconsin’s famed conservationist, Aldo Leopold, Curt Meine remains involved in the continuing story of Leopold’s impact on literature, history, conservation and environmental thought. Meine will share his thoughts on Leopold’s enduring legacy — and how it continues to grow and change in response to the environmental challenges of the 21st century. Meine will also discuss his work on the first full-length documentary on Leopold, which is set to premiere this fall. He adds, “And don’t be surprised if cranes somehow show up in my presentation!”

A revised edition of Aldo Leopold: His Life and Work, which includes a new preface by Curt and an appreciation by acclaimed Kentucky writer and farmer Wendell Berry, was released on October 19, 2010. Curt will be available to sign copies of his work after the luncheon.

On behalf of WLA and the Conference Committee, thank you for participating in this year’s conference. We hope you enjoyed your experience! We look forward to seeing you in Milwaukee.
2010 WLA Program Sponsors & Partners

AWSL – Association of Wisconsin Special Libraries
AWSL Business Meeting
Knowledge Journaling
Tour of the Robert L. Parkinson Library and Research Center at the Circus World Museum

CSRT – Circulation Services Round Table
Customer Service for those with Special Needs

DPI – Department of Public Instruction
BadgerLink: Striving to Evolve and Better Meet the Needs of Our Community
Books, Authors, Literature ... BadgerLink!
Building the Future: Libraries and the BadgerNet Fiber Grant
Illuminar: Exciting New Look and Feel of WISCAT
Making the Connection: Online, Email and IM Reference Services in Wisconsin Public and Academic Libraries
Using Media to Market Libraries
What’s New Under the Domes: Post-Election Strategy Session
What’s New with the Wisconsin Talking Book and Braille Library
WISCAT 2010: A Year of Significant Change

EMIERT – Ethnic & Multicultural Information Exchange Round Table
EMIERT Business Meeting

GIRT – Government Information Round Table
Fun With FD Sys: a New, Improved Way to Find Online Federal Government Information
GIRT Business Meeting

IFRT – Intellectual Freedom Round Table
Intellectual Freedom: It’s Global, It’s Local
IRFT Business Meeting
Library Staff and Trustee Electronic Communications and the Wisconsin Open Records Law: What You Can and Cannot Do

LD&L – Library Development and Legislation Committee
What’s New Under the Domes: Post-Election Strategy Session

MATS – Media and Technology Section
Can You Hear Me Now? Shhhh!: Mobile Devices in the Library
The LINKcat Raft on the Koha River Rapids
MacGyver Library vs. Have You Heard About: Showdown of the Library Technology Titans
Pirates, Patrons, and You: Themes for Self-Checkout

NMRT – New Member Round Table
Managing Your Online Identity
NMRT Business Meeting
NMRT Social
Résumé Review

OSRT – Outreach Services Round Table
Ethics and Leadership: Making Choices for Social Justice
Luncheon with Art Munin – “White Privilege 101”
OSRT Business Meeting
Outreach at the Library: A Win-Win for Staff and Patrons
Sharing the Library Adventure in Your Community

RASS – Reference and Adult Services Section
Books: Bridges to the World
Discover Cooperative Extension: The Wisconsin Idea in Action
Online Data à la Carte: Web-based Table Makers in Social Science Data
RASS Business Meeting
Skype-Based Reference: A Study and a Pilot Project

READ – Readers Section
BISAC and Beyond: Adapting Retail Practices to a Library Setting
Dewey or Don’t We?: BISAC v. Dewey
Notable Books Marathon
One Conference, One READ, Book Discussion
READ Business Meeting
Wisconsin Library Association Literary Award
RSRT – Resource Sharing Round Table
Resource Sharing Among Wisconsin Public Libraries
WISCAT 2010: A Year of Significant Change

SLIS – UW-Madison School of Library and Information Studies
UW-Madison SLIS Reunion

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

SSS – Support Staff Section
Tour of the Robert L. Parkinson Library and Research Center at the Circus World Museum

TSS – Technical Services Section
BISAC and Beyond: Adapting Retail Practices to a Library Setting
Dewey or Don’t We?: BISAC v. Dewey
Cataloging in a Public Library System: Looking for Common Ground
Social Tagging in the Library: User-Generated Content, Folksonomies, and the Library Catalog
Testing RDA: How Will It Really Work?
TSS Business Meeting

WAAL – Wisconsin Association of Academic Librarians
Adventures in Space Design: A Creative Process for Designing Library Spaces that Meet the Evolving Needs of Our Users and Staff
Grammar, Usage, and Style for Librarians and Reluctant Writers and Editors
Performing Arts in Libraries: Live!
Staff Training at a Combined Services Desk
Stealth Marketing & Clip Art: Doing a Lot with a Little
Student Research Forum

WAPL – Wisconsin Association of Public Libraries
Being Safe and Secure in the Library
BISAC and Beyond: Adapting Retail Practices to a Library Setting
Building the Future: Libraries and the BadgerNet Fiber Grant
Creating a Successful Facebook Fan Page for Your Library: Tips and Tricks for Establishing a Vibrant Community
Dewey or Don’t We?: BISAC v. Dewey
Flock to the Library for a Raptor Encounter
In the Trenches: Media Wars
Learning the Latest Technology @ the Library
Low-Hanging Fruit or Sour Grapes?: How to Get the Most Out of the Public Library Annual Report Data
Making Tortillas Dance
PowerPoint as a Marketing Tool
Vocera - Instant Voice Communication
WAPL Board Meeting
What’s New With the Wisconsin Talking Book and Braille Library
The Wisconsin Farm Center and Public Libraries: Outstanding Partnership Opportunities
Wisconsin Humanities Council: A Great Resource for Library Programs and Book Discussions
Yes We Can! Creating Effective Partnerships between School and Public Libraries through Resource Sharing

WeLead – Wisconsin Emerging Librarians Exploring and Developing
Lessons to Lead By: Assessing and Building Your Leadership Skills
Speed Networking

WIGLHR – Wisconsin Genealogy and Local History Round Table
Badger Boneyards: The Eternal Rest of the Story
Penny Loafers & Bobby Pins: Tales and Tips from Growing Up in the ’50s and ’60s
Raiders of the Lost ARCs (and Public Libraries): Adventures in Local History Digitization
A Short History of Wisconsin
Stories of Rural Life: Horse-Drawn Days and Barns of Wisconsin
2010 WLA Program Sponsors & Partners

Wisconsin Education & Curriculum Librarians
Business Meeting

WisKE – Wisconsin Koha Enthusiasts
WisKE User Group Meeting

WISL – Wisconsin Small Libraries Section
How We Hacked WordPress: A Crash Course for Librarians
WISL Business Meeting
Yes We Can! Creating Effective Partnerships between School and Public Libraries through Resource Sharing

WLA Conference Planning Committee
10 Questions to Ask Before You Think About Building or Renovating Your Library
Bookcart Drill Team Competition
The Changing Landscapes of Wisconsin: A Digital Archive of Historic Aerial Photographs
Communication: An Everyday Adventure!
Digital (and Free!) Tools in Your Library
Get to Know the Wisconsin Center for the Book
Marilyn Johnson: This Book Is Overdue!
President’s Luncheon – “Green Fire: The Living Legacy of Aldo Leopold” with Curt Meine
Take this Job and LOVE It!

WLA – Wisconsin Library Association
Meet and Mingle with Exhibitors
Past President’s Breakfast
Wisconsin Libraries Say Cheese – Again! Using Pictures to Tell the Library Story
WLA Board Meeting
WLA/WLAF Annual Business Meeting

WLTF – Wisconsin Library Trustees and Friends
Bylaws and Operational Manuals
The Future of Libraries and EBooks
Leaving the Comfort Zone: Advocacy by Friends of the Library Groups
Library Staff and Trustee Electronic Communications and the Wisconsin Open Records Law: What You Can and Cannot Do
What’s New Under the Domes: Post-Election Strategy Session
WLTF Board Meeting
WLTF Luncheon with Marcy Heim — Creating Possibilities for Your Library — It’s Everybody’s Job

WWLW – Women Library Workers
“Circuit Rider” – Julia Wright Merrill and Public Library Extension, 1926–1944

YSS – Youth Services Section
Accessing and Promoting Spanish Language Children’s Literature
Best Fiction for Young Adults: 2011 Nominees
Book Discussion with CCBC Librarians
“Can Children’s Books Save the World?” Behind the Scenes at the Arbuthnot Lecture with Kathleen T. Horning
Elizabeth Burr/Worzalla Wisconsin Children’s Book Awards
Graphically Speaking
Luncheon with Gordon Korman
Using Media to Market Libraries
YSS Board Meeting

WLAF – Wisconsin Library Association Foundation
Awards and Honors Banquet
Bowling and Boards!
The Magic, Power and Joy of Philanthropy — Embracing and Enhancing the Role of Private Gifts in Managing Your Library Budget with Marcy Heim
Wisconsin Libraries Say Cheese – Again! Using Pictures to Tell the Library Story
WLA/WLAF Annual Business Meeting
WLAF Silent Auction
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