FALL 2014

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www.wisconsinhistory.org/whspress
Welcome to the Wisconsin Library Association’s annual conference at the Kalahari in Wisconsin Dells. This year's theme, Connect. Engage. Transform., in many ways describes the activities of the WLA in 2014. We’ve looked for ways to support volunteers, provide value to the membership and, ultimately, increase membership in WLA. We’ve got so much to share with you at the WLA/WLAF Business Meeting on Wednesday so make sure you attend!

The 2014 Conference has many opportunities for you to connect, a variety of engaging sessions and loads of ideas to help you transform your libraries and communities. We have great keynote speakers—Rich Harwood on Wednesday and Michael Johnson AND Tim Metcalfe on Thursday to inspire you.

Dance the night away at the WLAF Fundraiser “Boogie Nights.” Take a tour (or three)! Visit with your favorite vendors and stop by the Engage Stage. Join us at the Awards & Honors-Reception on Thursday as we honor this year’s fabulous award winners.

They say it takes a village to raise a child. Well, it takes a group of very dedicated and talented people to put together an outstanding conference. Thank you, 2014 Conference Committee!

Have a great conference and thanks for joining us!

Krista L. Ross
Fennimore, WI
2014 WLA Board of Directors

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Whitefish Bay Public Library

**Youth Services Section**
Marge Loch-Wouters
La Crosse Public Library

**WEMTA Representative**
Sonja Ackerman
Wausau School District
**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 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.

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

**Smoking is not permitted** in the Kalahari Resort & Convention Center.

**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; blue badges indicate speaker-only, WLA/WLAF business meeting 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 throughout the Convention Center. In addition, complimentary computers with access to the internet are available at the Registration Desk.

**Follow us** on Twitter at #WLA14.

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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. – 5:30 P.M.
Friday, 7:00 A.M. – 11:00 A.M.

**WLAF Silent Auction & Crafty Gift Fair**
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

**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., 3:30 – 4:15 P.M.
Thursday, 10:00 – 10:45 A.M., 3:30 – 4:15 P.M.
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Special Events

**WLAF Silent Auction & Crafty Gift Fair**

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

The Silent Auction is a great way to support the WLA Foundation and continues to be a popular feature of the conference. Be sure to stop by and browse for gifts, while admiring the creative talents of your peers. New this year: A ‘buy-now’ option for those who will not be there on Thursday (or who just prefer immediate gratification).

**Support the Central Wisconsin Community Action Council**

Libraries love to share, so in that spirit of sharing please consider donating to the Central Wisconsin Community Action Council, located in Wisconsin Dells. The primary mission of CWCAC is to help families and individuals who subsist in poverty by providing a variety of services and programs to help them achieve independence and increased levels of prosperity. As they have an ability to stretch a dollar working with local stores and suppliers, cash donations are most welcome. Help us make a difference in our conference host-community! Donation boxes will be set up Tuesday through Friday by Registration. Help us make a difference in our conference host-community!

http://cwcac.org/

**EXHIBIT HALL OPENING EXTRAVAGANZA!**

Wednesday, November 5, 10:00 A.M. – 10:45 A.M.
Kalahari Convention Center - Exhibit Hall

Meet up in the exhibit hall for a great start to the day! Greet your favorite vendors and meet some new ones during this no-conflict time. And be sure to check out the new Engage Stage while you’re there. The Stage will kick off with David HB Drake performing music from his Wiscon-Sing CD.

**Breaks in Exhibit Hall**

Wednesday: 10:00 – 10:45 A.M., 3:30 – 4:15 P.M.
Thursday: 10:00 – 10:45 A.M., 3:30 – 4:15 P.M.

**BANNED BOOKS READ-IN**

Wednesday, November 5, 6:30 P.M. – 7:30 P.M.
Tamboti
Kristina Gomez, Librarian, Milwaukee Public Library

Hang out with fellow intellectual freedom fighters and read some of your favorite banned books at this informal read-in.

**BOOKGIE NIGHTS Gotta Have The Funk!**

WLA Foundation Fundraiser
Wednesday, November 5, 8:00 P.M. – 11:00 P.M.
Kalahari Convention Center - Suite A/B/G/H

Join the area’s favorite live cover band, VO5, for a fun night of dancing to the hits of ’70s and ’80s! We’ll take you back to when librarians wore platform shoes while programming with punch cards, and at the same time you’ll be making a pain-free contribution to the WLA Foundation. Disco-appropriate attire encouraged, but not required. The exciting night includes…
- Dance contest
- 50/50 Raffle
- Prize for best costume


**MAKErspace**

**PARTICIPATE IN THE MAKER EXPERIENCE!**

Visit the WLA Makerspace in the exhibit hall for tons of hands-on activities that let you experience the maker movement and learn how it could apply to your library. The Maker movement combines creativity, collaboration, literacy development, and STEM/STEAM education in a participatory learning environment. The Makerspace team has lots of fun activities planned for this year’s conference.

Check out page 15 of this booklet for a complete listing of our planned activities.

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Thursday: 10:00 – 10:45 A.M., 3:30 – 4:15 P.M.
Special Events

YOGA FOR LIBRARIANS
Thursday, November 6, 7:00 A.M. – 8:00 A.M.
Kalahari Convention Center - Suite F
Gentle Yoga exercises to stretch, rejuvenate and start your day right. Suitable for all ages and abilities.

ALDO LEOPOLD CENTER TOUR
Thursday, November 6
Leave Kahalari Convention Center at 9:30 A.M.
Return to Kahalari Convention Center at 11:45 A.M.
Located on the land that inspired *A Sand County Almanac*, The Leopold Center boasts Platinum LEED® Certification from the U.S. Green Building Council. Enjoy the Southern Wisconsin countryside on your brief trip to the Center, where you will learn the history of the site and the green features of the building, known as the greenest of its kind in the United States. Whether you are interested in building better libraries or learning how Aldo Leopold's legacy is being applied today and adapted for the future, this will be a great tour. Transportation provided.

YOGA FOR LIBRARIANS
Thursday, November 6, 7:00 A.M. – 8:00 A.M.
Kalahari Convention Center - Suite F
Gentle Yoga exercises to stretch, rejuvenate and start your day right. Suitable for all ages and abilities.

AWARDS & HONORS RECEPTION
Thursday, November 5, 5:30 P.M. – 7:00 P.M.
Kalahari Convention Center - Suite A/H
Sponsored by EBSCO
This informal and free event will give everyone attending the conference the chance to personally thank and interact with award winners. There will be a formal presentation of awards during the reception. It’s a chance to celebrate with the winners and raise a glass in their honor. Entertainment provided by members of the Reedsburg area Brass Ensemble.

LETS ROLL! FALL CLASSIC LIBRARIANS V. VENDORS BOWLING TOURNAMENT
Thursday, November 6
Leave Kahalari Convention Center at 8:30 P.M.
Return to Kahalari Convention Center at 10:30 P.M.
Sponsored by WiLS
Join us for the first annual Fall Classic Librarians v. Vendors Bowling Tournament at the Kahalari Lanes, hosted by WiLS! In the first hour we’ll pit teams of librarians against teams of vendors. Beat them and make them buy you drinks. Let them beat you and make them buy you drinks. It’s win-win! The second hour you can make it up to them as we have mixed teams of librarians and vendors, and, who knows, perhaps you’ll build some valuable relationships.

H.H. BENNETT STUDIO TOUR
Thursday, November 6
Leave Kahalari Convention Center at 1:30 P.M.
Return to Kahalari Convention Center at 4:00 P.M.
The Henry Hamilton Bennett Studio, opened in 1865, is the oldest operating business in Wisconsin Dells. The current studio has been in operation since 1875, and was operated by Bennett’s family until they donated the property to the Wisconsin Historical Society in 1998. On this guided tour of the museum and studio, visitors will see many of Bennett’s printed photographic works, cameras and other innovations in photography, and learn about Bennett’s roles in the advancement of photography, preservation of local history and the growth of Wisconsin’s tourism industry. Transportation provided.

ZUMBA WITH ERIKA GERHARDT
Friday, November 7, 7:00 A.M. – 8:00 A.M.
Kalahari Convention Center - Suite 3

CIRCUS WORLD LIBRARY RESEARCH CENTER AND ARCHIVES TOUR
Friday, November 7
Leave Kahalari Convention Center at 8:00 A.M.
Return to Kahalari Convention Center at 10:45 A.M.
Sponsored by AWSL
Step into three-ring history! Ask questions of the resident librarian and archivist, see their special exhibits and rare artifacts, and go behind the scenes to see how the research library is run! This 1½ hour tour of Circus World’s Robert L. Parkinson Library & Research Center will be led by Peter Shlake, Archivist. Transportation provided.
Author Signings

All signings will take place immediately after program or luncheon, with listed book titles available for purchase.

Wednesday, November 5

2:45 P.M. – 3:30 P.M.

Making It Real
Cypress
Rebecca Behrens: When Audrey Met Alice
Gayle Rosengren: What The Moon Said

4:30 P.M. – 5:15 P.M.

Good Girls, Bad Girls, Real Girls: Teen Girls In YA Lit & in Your Library
Marula
Carrie Mesrobian: Sex And Violence: A Novel

4:30 P.M. – 5:15 P.M.

WLA Literary Award Winner
Cypress
Larry Watson: Let Him Go; Montana 1948; Orchard

Thursday, November 6

11:00 A.M. – 11:45 A.M.

The Midwest Hurricane of 1913
Aloeswood
Michael Schumacher: November’s Fury: The Deadly Great Lakes Hurricane of 1913

12:00 P.M. – 1:30 P.M.

Luncheon with Avi
Kalahari Convention Center - Suite A/H
Avi: City of Orphans; Crispin; Poppy; Sophia’s War

2:45 P.M. – 3:30 P.M.

Burr/Worzalla
Children’s Book Award Winner
Cypress
Kevin Henkes: The Year of Billy Miller; Kitten’s First Full Moon; Penny and Her Marble; Lilly’s Purple Plastic Purse

4:30 P.M. – 5:15 P.M.

New Publishing, and Why It’s a Great Time to Be a Writer
Aloeswood
Jess Riley: Driving Sideways

We gratefully acknowledge the assistance of Woodland Pattern Book Center in providing the majority of the books for author signings.
Special Thanks to Our Conference Partners and Advertisers

We gratefully acknowledge the following for their support of the Wisconsin Library Association Annual Conference.

**Special Thanks to Our Partners**

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EBSCO Publishing
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OverDrive
WORZALLA

South Central Library System
UW-Madison SLIS
UW-Milwaukee SOIS
UW-Madison Library Technology Group

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Engberg Anderson
Library Strategies
OPN Architects

UW-Madison SLIS
UW-Milwaukee SOIS
Wisconsin Historical Society Press

We gratefully acknowledge Steve Platteter’s skills behind the photo lens!
See various WLA highlights online after the conference.
Exhibit Categories

**Accounting & Financial Services**
- Comprise Technologies, Inc.
- Wegner CPAs

**Animal Rescue**
- Nature’s Niche

**Architecture & Design**
- Engberg Anderson, Inc.
- FEH Associates, Inc.
- OPN Architects

**Audio/Interactive Books and Materials**
- Baker & Taylor
- CESA Purchasing
- Findaway World
- Recorded Books
- Wisconsin Talking Book and Braille Library

**Audio Visual Equipment/Products/Systems**
- CESA Purchasing
- Demco
- RTI DVD/CD Repair Machines

**Automation Software/Systems**
- Auto-Graphics
- Comprise Technologies, Inc.
- Demco
- SirsiDynix

**Bindery**
- Children's Plus, Inc.
- CoLibri Systems North America
- Northern Micrographics

**Books**
- Baker & Taylor, Inc.
- Brodart Company
- Children’s Plus, Inc.
- CoLibri Systems North America
- e-Image Data Corp.
- Findaway World
- Rainbow Book Company
- Sebco Books
- University of Wisconsin Press
- Wisconsin Historical Society Press
- Wisconsin Talking Book and Braille Library
- Woodland Pattern, Inc.

**Book Jobber/Wholesaler**
- Baker & Taylor
- Book Farm, The

**Book Protection and Repair**
- CoLibri Systems North America

**CD/DVD Repair Machines**
- RTI DVD/CD Repair Machines

**Children’s Books/Materials**
- Baker & Taylor
- Book Farm, The Children’s Plus, Inc.
- Cooperative Children’s Book Center
- Demco
- Findaway World
- Maris Associates
- Rainbow Book Company
- Scholastic Library Publishing
- Wisconsin Talking Book and Braille Library
- Woodland Pattern, Inc.

**Children’s Programs**
- AWE
- Demco
- Organic Arts

**Computer Software**
- CESA Purchasing
- Comprise Technologies, Inc.
- e-Image Data Corp.
- SirsiDynix

**Consortium**
- Comprise Technologies, Inc.

**Databases**
- Center for Medicare & Medicaid Services (CMS)
- Colibri Systems North America
- EBSCO
- Gale Cengage
- Maris Associates
- ProQuest
- Recorded Books
- Wisconsin Department of Public Instruction
- WiLS

**Digital Content**
- Baker & Taylor
- Findaway World
- Maris Associates
- Recorded Books
- Wisconsin Department of Public Instruction
- WiLS
- World Book, Inc.

**Digital Scanning & Preservation**
- CESA Purchasing
- Clear Image Solutions, LLC
- e-Image Data Corp
- Northern Micrographics

**Distributor**
- Baker & Taylor
- Children's Plus, Inc.
- Quality Books Inc.
- Rainbow Book Company

**eBook Lending System**
- Baker & Taylor
- Gale Cengage
- Recorded Books

**Education**
- AWE
- Center for Medicare & Medicaid Services (CMS)
- Findaway World
- Nature’s Niche
- Quality Books, Inc.
- Recorded Books, LLC
- Wisconsin Department of Public Instruction
- UW-Madison SLIS
- UW-Milwaukee SOIS
- UW System Gender and Women’s Studies
- Wisconsin Historical Society Press
- Wisconsin Public Television World Book, Inc.

**Encyclopedia**
- Wisconsin Department of Public Instruction
- World Book, Inc.

**Engineers**
- FEH Associates, Inc.
- HGA Architects and Engineers, Inc.
- OPN Architects

**Entertainment Products**
- Baker & Taylor

**Environment/Natural Resources**
- Wisconsin Department of Natural Resources
Furniture
Brodart Company
CESA Purchasing
Demco
Embury, Ltd.
TMC Furniture

Government Agency
Centers for Medicare & Medicaid Services (CMS)
USDA Rural Development
Wisconsin Department of Public Instruction

History and Culture
Wisconsin Department of Public Instruction
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Integrated Library Systems
Auto-Graphics, Inc.
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FEH Associates, Inc.
OPN Architects

Language Learning
Brodart Company
Findaway World
Recorded Books

Literacy
AWE
Demco
Findaway World
Wisconsin Department of Public Instruction
Wisconsin Talking Book and Braille Library

Magazine Subscription Agency
EBSCO

Microfilming/Retrieval
e-Image Data Corp
Northern Micrographics

Movers
Yerges

Music
Baker & Taylor
CESA Purchasing
Organic Arts

Online Information
Baker & Taylor
Center for Medicare & Medicaid Services (CMS)
EBSCO
Wisconsin Department of Public Instruction
WiLS
Wisconsin Public Television

Patron Self Services
Comprise Technologies, Inc.
e-Image Data Corp.

Popular Regional Titles
Alpine Book
University of Wisconsin Press

Portal Software
Auto-Graphics, Inc.

Printing
Northern Micrographics

Promotional Materials
Center for Medicare & Medicaid Services (CMS)
Demco

Publishers
Maris Associates
Recorded Books, LLC
Scholastic Library Publishing
University of Wisconsin Press
Wisconsin Historical Society Press

Puppets/Puzzles
Book Farm, The
Penworthy Company, The

Reference Materials
Brodart Company
Maris Associates
Quality Books, Inc.
Wisconsin Department of Public Instruction
World Book, Inc.

Revenue Management
Comprise Technologies, Inc.

Security
Demco
RFID Library Solutions

Shelving
Brodart Company
CESA Purchasing
Demco
Embury, Ltd.
Signage
CESA Purchasing

Special Library Braille Books
Wisconsin Talking Book and Braille Library

Storage
CESA Purchasing
Yerges

Storytelling Resources
Demco
Organic Arts
Upstart
Wisconsin Department of Public Instruction

Supplies
Demco
Upstart

Technology Management
Auto-Graphics, Inc.
CESA Purchasing
Clear Image Solutions, LLC
Comprise Technologies, Inc.
Innovative
SirsiDynix
Today's Business Solutions
WiLS

Video/DVD/CD
Baker & Taylor
Quality Books, Inc.
RTI – DVD/CD Repair Machines

Vision Products/Services
Wisconsin Talking Book and Braille Library

WiFi Networking
Comprise Technologies, Inc.
Thanks to these exhibitors for joining us in the Exhibit Hall every year for at least the last ten years.

Exhibitors

Alpine Book
3405 Arroyo Road
Brookfield, WI 53045-2502
262.565.7131
alpinebook@earthlink.net
Representatives: Dave Collins, Deb Collins
Popular regional titles; “special” sale books.

Auto-Graphics, Inc.
430 N Vineyard Avenue, Suite 100
Ontario, CA 91764
800.776.6939
855.314.6880 (fax)
www.auto-graphics.com
Representative: Mary Clark

AWE
2501 Seaport Drive, SH410
Chester, PA 19013
610.833.6400
610.833.6440 (fax)
www.awelearning.com
Representative: Jeremy Link, Paul Getzen
AWE is a provider of digital learning solutions to schools, libraries, childcare centers and other educational entities. We offer both stand-alone computer workstations and web-based products.

Baker & Taylor, Inc.*
2550 West Tyvola Road, Suite 300
Charlotte, NC 28217
704.998.3231
704.998.3316 (fax)
www.baker-taylor.com
Representative: Jennifer Rose
Baker & Taylor, Inc., is a global information and entertainment services company offering print and digital books, and entertainment products along with value-added services to libraries, education institutions and retailers.

Booth 502

The Book Farm, Inc.
210 Lazenby Street
Blanchester, OH 45107
937.783.8093
937.783.8254 (fax)
www.thebookfarminc.com
Representative: Mary Therese Boyle
Children’s library books, prebounds, trade, puppet, educational toys and felt products available.

Booth 107

Brodart Company
500 Arch Street
Williamsport, PA 17701
570.326.2461
570.651.1635 (fax)
www.brodart.com
Representative: Brette Dorris
Brodart continuously raises the bar to upgrade institutions with books, supplies and furniture.

Booth 205

Centers for Medicare & Medicaid Services (CMS)
233 N Michigan Avenue, Suite 600
Chicago, IL 60601-5505
312.353.8583
443.380.6619 (fax)
Representative: Cathy Leonis
Federal government.

Booth 305

CESA Purchasing
1221 Innovation Drive, Suite 115
Whitewater, WI 53190
262.473.1444
262.472.2269 (fax)
www.cesapurchasing.org
Representative: Lisa Melby
CESA Purchasing is a statewide cooperative that works with local and national vendors to provide contracts to K12 schools, libraries and other nonprofit educational entities.

Booth 404

Childrens Plus, Inc.
1387 Dutch American Way
Beecher, IL 60401
708.946.4100
800.896.7213 (fax)
www.childrensplusinc.com
Representatives: Rick Ziebart, Karla Wustner, Ed McCabe
Childrens Plus sells K-12 library books/media, offering over 160,000 titles, a 100% guarantee, free shipping.

Booth 200

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.

Indicates WLA member
Clear Image Solutions  
Booth 314
5439 Oakwood Avenue  
Stevens Point, WI 54482-9162  
888.932.9002  
715.343.9559  
www.stimaging.com  
Representative: Neil Milkowski
Clear Image Solutions specializes in providing patron friendly systems for digitally scanning & printing images from microfilm, microfiche, microcards, books, pictures, slides and just about any flat media.

CoLibri Systems North America  
Booth 411
925 Vista Park Drive  
Pittsburgh, PA 15205  
412.787.5136  
412.787.5138 (fax)  
www.colibriusa.com  
Representative: Tom Rankin

Comprise Technologies  
Booth 405
P O Box 425  
Navesink, NJ 07752-0425  
732.291.3600  
www.CompriseTechnologies.com  
Representative: Richard Hill
Comprise Technologies is a provider of software and technology to public libraries, offering the only PCI-compliant Unified Payment System compatible with every leading ILS.

Cooperative Children’s Book Center  
Booths 504/506/508
600 North Park Street, Room 4290  
Madison, WI 53706  
608.262.9503  
www.education.wisc.edu/ccbc/
Cooperative Children's Book Center (CCBC) displays a selection of books published for children and young adults in the year 2014.

Demco and Demco Interiors*  
Booth 100
4810 Forest Run Road  
Madison, WI 53704  
608.242.2398  
608.241.1799  
www.demco.com  
Representatives: Gary Stern, Lisa Bintrim
Demco provides solutions to help libraries meet the needs of their customers. From supplies to innovative spaces, our unique family of brands provides the products and services you need to create an inviting environment.

e-Image Data Corp  
Booth 301
340 Grant Street  
Hartford, WI 53027  
262.673.3476  
262.673.3496 (fax)  
www.e-imagedata.com  
Representative: James Westoby, Jeff Middleton
E-ImageData manufactures the market leading ScanPro microfilm scanners. Stop and see the ScanPro 1100, the full featured microfilm scanner at an affordable price.

Exhibit Hall
Visit the WLA Makerspace in the exhibit hall for tons of hands-on activities that let you experience the maker movement and learn how it could apply to your library. The Maker movement combines creativity, collaboration, literacy development, and STEM/STEAM education in a participatory learning environment. The Makerspace team has lots of fun activities planned for this year’s conference.

Wednesday, November 5,  
11:00 A.M. – 5:00 P.M.
Make a Video Game with Paper and an iPad
Make a game with graph paper, an iPad (provided or use your own) and the PixelPress Floors app.
Cereal Box Book Making
Make a hand-stitched notebook out of a cereal box.
Lego Mindstorm Robots
Program and play with Lego Mindstorm Robots.
Squishy Circuits
Learn to teach electronics without soldering or wires with homemade conductive dough.

Thursday, November 6
11:30 A.M. – 4:30 P.M.
Board Game Creation
Create your very own board game! (Morning only)
3D Printing
Make something awesome on a 3D printer.
Lego Mindstorm Robots
Program and play with Lego Mindstorm Robots.
Art Bots / Scribble Bots
Play with Art Bots and explore ways to use them in your library programs
Build-a-Poem Blocks
Build a poem using blocks in an engineering-meets-arts activity.
MaKey-MaKey
Play with a MaKey-MaKey and explore ways to use them in your library programs.
Thanks to these exhibitors for joining us in the Exhibit Hall every year for at least the last ten years.

Indicates WLA member
Exhibit Hall
Opening Extravaganza!

Wednesday, November 5, 10:00 A.M. – 10:45 A.M.
Kalahari Convention Center - Exhibit Hall
Meet up in the exhibit hall for a great start to the day! Greet your favorite vendors and meet some new ones during this no-conflict time. And be sure to check out the new Engage Stage while you’re there. The Stage will kick off with David HB Drake performing music from his Wiscon-Sing CD.

Breaks in Exhibit Hall

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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 E Illinois Route 22
Lake Zurich, IL 60047
847.726.9930
847.726.9935 (fax)
www.rainbowbookcompany.com

Representatives: Scott Erickson, Tim Carlmark
Distributor of children's books, K to 12, eBooks, bilingual titles, easy readers.

Recorded Books
270 Skipjack Road
Prince Frederick, MD 20678
800.638.1304
410.414.2576 (fax)
www.recordedbooks.com

Representative: Bill Schwarting
Recorded Books provides audiobooks, language-learning programs, films and other products for public and university libraries. RBdigital from Recorded Books offers electronic resources and digital databases.

The Retirement Classroom
P O Box 70767
Madison, WI 53707
608.354.3597
www.theretirementclassroom.com

Representatives: Jesse Gurtz, Nick Schreck
A leading educator of topics relevant to today's retiree. Our free classes help build confidence in planning for retirement.

RTI-DVD/CD Repair Machines
4700 W Chase Avenue
Lincolnwood, IL 60712-1689
800.323.7520
847.677.1311 (fax)
www.disccheck.com

Representatives: Scott Jahnke, Debbie Jahnke
RTI's professional industrial products are precision computer controlled machines that automatically perform maintenance through deep scratch repairs on CDs, DVDs, Blu-Ray and Books-on-Disc.

Scholastic Library Publishing
P.O. Box 279
Hamel, MN 55340
612.386.0599

Representatives: Matthew Kopyar, Gabe Flynn, Jack Kubitz
Publisher of both print and digital K-12 products.

Sebco Books
2001 SW 31st Ave
Pembroke Park, FL 33009
954.985.9400
954.987.2200 (fax)
www.sebcobooks.com

Representatives: Kim Rusalen, Jeff Pelant
Sebco Books is a distributor of print books and multi-user eBooks for all ages. Visit sebcobooks.com to browse our collection.

SirsiDynix
3300 N Ashton Blvd, Suite 500
Lehi, UT 84043
801.223.5928
www.sirsiDynix.com

Representatives: Adam Johnson, Jim Schwieters
Through library management technology and search and discovery tools, libraries using SirsiDynix technology bring relevant resources and the power of knowledge to their users and communities.

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

Indicates WLA member
Exhibitors

TMC Furniture
Booth 208

119 E Ann Street
Ann Arbor, MI 48104
734.622.0080
734.622.0088 (fax)
www.tmcfurniture.com

Representatives: Margie Nichols, David Meyer, Michelle Palmer
TMC Furniture’s products for adults and children bring sophistication, warmth and exceptional craftsmanship to the library market. Carefully designed and manufactured in Michigan.

Today’s Business Solution
Booth 207

7820 S Quincy Street
Willowbrook, IL 60527
630.537.1370
630.537.1369 (fax)
www.singlecard.com

Representative: Nathan Handlon
Premier provider of time management software, print for pay systems, public use simple scan stations, web print solutions and e-commerce packages.

USDA Rural Development
Booth 105

5417 Clem’s Way
Stevens Point, WI 54482
715.345.7610
855.731.0161
www.rurdev.usda.gov/wi

Representatives: Brian Deaner, Barb Brewster
Rural Development programs provide direct or guaranteed loans, grants and technical assistance to help rural communities build or improve community facilities and other essential services.

UW-Madison School of Library & Information Studies*
Booth 103

600 North Park Street
Madison, WI 53706
608.263.2909
608.263.4849 (fax)
www.slis.wisc.edu

Representatives: Meredith Lowe, Anna Palmer
The School of Library & Information Studies at UW-Madison offers online and on-campus MA programs and continuing education opportunities, as well as an on-campus PhD program.

UW-Milwaukee School of Information Studies*
Booth 115

P O Box 413
Milwaukee, WI 53201-0413
414.229.4707
414.229.6699 (fax)
www.uwm.edu/sois

Through leading international faculty, undergraduate, master’s and doctoral degree programs, and institutional partnerships spanning the globe, SOIS prepares students for success in our information world.

Engage Stage Schedule

Wednesday, November 5

10:00-10:45  Wiscon-Sing with David HB Drake from Organic Arts
11:00-11:20  BadgerLink’s College, Career, Health, & Computer Skills Resource demo with Kara Ripley from Department of Public Instruction
11:25-11:45  An Overview of EBSCO Ebooks with Paula Brewster from EBSCO
1:45-2:05   Wisconsin’s Patent & Trademark Resource Centers with Kristina Gomez from Milwaukee Public Library
2:10-2:30   ProQuest Research Companion with Lisa Alent from ProQuest
2:45-3:30   Digital Public Library of America with Amy Rudersdorff from DPLA
3:30-4:15   Speed Networking with the WLA Career Center

Thursday, November 6

10:00-10:45  Guerrilla Story Time with Story Time Guerrillas
11:00-11:20  Engaging Parents in Early Literacy Through Storytime with Liz Bowie from Demco
11:25-11:45  Next Generation Libraries with Kate Beihl from OPN Architects
1:45-2:05   Local Content Lab with Wisconsin Library Services (WiLS)
2:10-2:30   TeachingBooks.net with Nick Glass from TeachingBooks
2:45-3:30   Offering a Summer Food Service Program in your Community with Wisconsin librarians
3:30-4:15   Fashion Show with WLA Career Center

Breaks in Exhibit Hall

Wednesday
10:00 – 10:45 a.m.
3:30 – 4:15 p.m.

Thursday
10:00 – 10:45 a.m.
3:30 – 4:15 p.m.
Thanks to these exhibitors for joining us in the Exhibit Hall every year for at least the last ten years.

Indicates WLA member

University of Wisconsin Press* 
Booth 202
1930 Monroe Street, Third Floor
Madison, WI 53711-2059
608.263.1136
608.263.1132 (fax)
www.uwpress.wisc.edu
Representative: Andrea Christofferson
Publisher and distributor of regional, scholarly and general interest books.

UW System Office of the Gender 
& Women's Studies Librarian
Booth 104
728 State Street, 430 Memorial Library
Madison, WI 53706
608.263.5754
http://womenst.library.wisc.edu
Representative: Karla Strand
The Office of the UW System Gender and Women's Studies (GWS) Librarian is one of the premier resources for support of GWS scholarship and librarianship.

Upstart 
Booth 102
P O Box 7820
Madison, WI 53707-7820
Madison, WI 53704
800.558.2110
www.highsmith.com
Representative: Heidi Green, Lynn Kiley
Upstart reading promotions include posters, bookmarks and incentives to get kids excited about reading.

Wegner CPAs 
Booth 114
2110 Luann Lane
Madison, WI 53713
608.441.1922
608.274.3361 (fax)
www.wegnercpas.com
Representatives: Yigit Uctum, Natalie Rew
Wegner CPAs is about people--our clients, our employees, our community. Our professionals guide individuals, businesses and nonprofits with personal service, education and knowledge.

Wisconsin Department of Public Instruction 
Booths 108/110/112
2109 S Stoughton Road
Madison, WI 53716
608.224.6161
http://dpi.wi.gov
Representatives: Kara Ripley, Martha Berninger, Elizabeth Neuman, Nell Fleming
Stop by and learn about the programs and projects of the Department of Public Instruction!

WiLS 
Booth 214
1360 Regent Street, #121
Madison, WI 53715
608.216.8399
608.237.2358 (fax)
www.wils.org
Representatives: Jeff Brunner, Andrea Coffin, Sara Gold, Lisa Marten, Stef Morrill, Emily Pfotenhauer, Bruce Smith
WiLS is a nonprofit membership organization that facilitates collaborative projects and services to save our members time and money, and to advance library services.

Wisconsin Historical Society 
Booths 406/408
Press and Microimaging Lab
816 State Street
Madison, WI 53706
608.264.6517
http://www.wisconsinhistory.org/
Representative: Kathy Borkowski, Halley Pucker, John Friend, Eli Brunet
Since 1846, the Wisconsin Historical Society has established a commitment to collecting, preserving and sharing the stories of our state's past.

Wisconsin Public Television 
Booth 403
821 University Avenue
Madison, WI 53706-1497
608.345.9529
608.263.9763 (fax)
www.wpt.org
Representatives: Leigh Schmidt, Lynne Blinkenberg, Holli Kirchner
Reel-to-Real provides free tools for screenings and discussions featuring PBS films, bridging the gap between viewing a film and creating community dialogue and action.

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

**Wisconsin Talking Book and Braille Library**  
Booth 213

813 W Wells Street  
Milwaukee, WI 53233  
414.286.6918  
www.talkingbooks.wi.gov

*Representative:* Becky Manz

WTBBL provides talking books and players for free to Wisconsin residents who cannot read normal print due to vision or physical limitations.

**Woodland Pattern, Inc.*  
Booths 413/415

720 E Locust Street  
Milwaukee, WI 53212  
414.263.5001  
414.372.7636 (fax)

www.woodlandpattern.org

*Representatives:* Anne Kingsbury, Carolyn Elmer, Chuck Stebelton, Karl Gartung

Woodland Pattern is a nonprofit Literary Arts Center, which specializes in contemporary literature, with an emphasis on poetry, small press and cross-cultural titles.

**World Book, Inc. - School and Library Division**  
Booth 209

233 N Michigan Avenue, Suite 2000  
Chicago, IL 60601-5805  
312.729.5811  
800.975.3250 (fax)

www.worldbook.com

*Representatives:* Mike Kane, Sharon Kane

Award-winning, exclusive library and classroom references, featuring World Book Web PK-12, World Book Encyclopedia and PK-Intermediate nonfiction series for early skills, social studies and sciences.

**Yerges Moving and Storage**  
Booth 101

P.O. Box 339  
Fort Atkinson, WI 53538-0339  
920.563.5000  
920.563.5096 (fax)

www.yergesmoving.com

*Representative:* Kevin Becker

Commercial movers with extensive experience in library relocations and remodeling projects. Experience also in moving medical equipment and household furniture. Onsite storage available.

**Wisconsin Library Association**  
4610 S Biltmore Lane, Suite 100  
Madison, WI 53718-2153  
608.245.3640  
608.245.3646 (fax)

wla.wisconsinlibraries.org

**Career Center Kalahari Convention Center - Exhibit Hall**

**Wisconsin Small Libraries Section**  
Booth 512

**Youth Services Section**  
Booth 510

**Wisconsin Library Association Foundation**  
4610 S Biltmore Lane, Suite 100  
Madison, WI 53718-2153  
608.245.3640  
608.245.3646 (fax)

wla.wisconsinlibraries.org/wlaf

**Fundraiser Kalahari Convention Center - Suite A/B/G/H**

**Silent Auction Kalahari Convention Center - Exhibit Hall**

**Wisconsin Library Heritage Center**  
Booth 211

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**Breaks in Exhibit Hall**

**Wednesday**

10:00 – 10:45 a.m.  
3:30 – 4:15 p.m.

**Thursday**

10:00 – 10:45 a.m.  
3:30 – 4:15 p.m.
Keynote

**RICH HARWOOD**
Wednesday, November 5, 8:45 A.M. – 10:00 A.M.
Kalahari Convention Center - Suite A/B/G/H

Richard C. Harwood is Founder and President of the Harwood Institute for Public Innovation, a nonprofit organization based in Bethesda, Maryland that teaches and coaches people and organizations to solve pressing problems and change how communities work together. Harwood finished his undergraduate work in Political Economy at Skidmore College and received his M.A. in Public Affairs from Princeton University’s Woodrow Wilson School of Public and International Affairs. By focusing on impact and not funding, he has created new ways to support small individual groups and the hardest hit communities. He continues to be a leader in how we can think about moving communities and the country forward, through his books such as: *Hope Unraveled*, *Make Hope Real*, *Why We’re Here*, and *The Work of Hope*. Increasingly, people across the country and around the world have access to Harwood ideas, innovations, and approach. The Institute has partnered with some of the largest nonprofits in the world, as well as foundations and businesses, to help people create meaningful change.

**MICHAEL JOHNSON and TIM METCALFE**
Thursday, November 6, 8:45 A.M. – 10:00 A.M.
Kalahari Convention Center - Suite A/B/G/H

Michael Johnson, MBA, currently serves as the CEO of Boys & Girls Clubs of Dane County. Prior to moving to Madison, Johnson spent 15 years in executive level positions in several cities leading large, complex government and nonprofit agencies. He has an MBA from the University of Phoenix, a BA from Chicago State University and certifications in Human Resource Management at Cornell University and Certifications in Fund Development at the Center of Philanthropy at Indiana University.

Johnson made news last November when he, along with Tim Metcalfe and Will Green, went undercover as a homeless person for three days in Madison. After sharing their experience on social media, donations began to pour in and a mini-movement to help the homeless began in Madison.

Tim Metcalfe is the President of Metcalfe’s Markets, a position he has been in since 2000 when he and his brother purchased the business from their father and become the fourth generation of Metcalfes to be in the grocery business.

Metcalfes’ Market is the Producing Sponsor of the World’s Largest Brat Fest, held every Memorial Day weekend. The event began in 1983 as a way for Metcalfes’ to thank the customers of the grocery store by grilling brats outside the store and selling them for fifty cents; it has grown into a family-friendly festival, featuring live music and many activities, whose mission is to make a positive impact on the personal and social lives of people beyond Madison’s city limits. To date over more than $1,300,000 has been raised for local charities.

Metcalf himself made news last November when he, along with Michael Johnson and Will Green, went undercover as a homeless person for three days in Madison. After sharing their experience on social media, donations began to pour in and a mini-movement to help the homeless began in Madison.
We believe that next generation libraries are flexible community hubs that provide space for people to gather, collaborate, celebrate and learn.
Avi is part of a family of writers extending back into the 19th century. Born in 1937 and raised in New York City, Avi was educated in local schools, before going to the Midwest and then back to NYC to complete his education. Starting out as a playwright—while working for many years as a librarian—he began writing books for young people when the first of his kids came along.

His first book was *Things That Sometimes Happen*, published in 1970, recently reissued. Since then he has published 70 books. Winner of many awards, including the 2003 Newbery award for *Crispin: The Cross of Lead* (Hyperion), two Newbery Honors, two Horn Book awards, and an O’Dell award, as well as many children’s choice awards, Avi frequently travels to schools around the country to talk to his readers.


Avi lives in Clark, Colorado, with his wife.

Rebecca Behrens was born and raised in Wisconsin. She attended Northwestern University and followed that up by eventually earning a master’s degree in comparative literature at the Graduate Center in New York City. In addition to being an author, she currently works as a production editor for children’s books. Her first novel, written for a middle grade audience, is *When Audrey Met Alice*, which blends the modern day with the historical in this tale of the fictional first daughter, Audrey, a lonely teenager who discovers Alice Roosevelt’s secret diary hidden beneath the White House floorboards.

Ching-In Chen is author of *The Heart’s Traffic* and co-editor of *The Revolution Starts at Home: Confronting Intimate Violence Within Activist Communities*. A Kundiman, Lambda and Callaloo Fellow, they are part of Mando and Voices of Our Nations Arts Foundation writing communities, and was a participant in Sharon Bridgforth’s Theatrical Jazz Institute. They have been awarded fellowships and residencies from Soul Mountain Retreat, Ragdale Foundation, Virginia Center for the Creative Arts, Millay Colony, Norman Mailer Center and Can Serrat. A community organizer, they have worked in the Asian American communities of San Francisco, Oakland, Riverside and Boston. In Milwaukee, they are cream city review’s editor-in-chief, senior editor of The Conversant, and serve on the board of Woodland Pattern. www.chinginchchen.com

Genevieve Davis is the author of the nonfiction mystery *Secret Life, Secret Death* as well as the author of *Fanni’s Viennese Kitchen*, a collection of authentic Austrian recipes. Davis is also the producer and director of the film version of *Secret Life, Secret Death*. The film won Best Art Film at Indie Fest in 2013 and has played at the Gene Siskel Film Center in Chicago and in Rome, London, New Orleans and many theaters, museums and libraries in Wisconsin. Currently Davis is at work on *The Brides’ Tale*, a steamy novel of medieval Italy, star-crossed lovers, magic realism, court intrigues and the Black Death.

Heidi Hammond, Ph.D. has 23 years experience as a school librarian at the elementary, middle and high school levels, and currently coordinates the school library media specialist portion of the MLIS program at St. Catherine University in St. Paul, Minnesota. Hammond served on the 2011 Randolph Caldecott Award Committee (Association for Library Service to Children) that selected *A Sick Day for Amos McGee*. She was a member of the 2013 Margaret A. Edwards Award Committee (Young Adult Library Services Association) that selected *Tamora Pierce*. She has also served on the editorial board of SLR-School Library Research (American Association of School Librarians). She will be serving on the YALSA Award for Excellence in Nonfiction Committee in 2016. Along with Gail Nordstrom, Hammond is the co-author of *Reading the Art in Caldecott Award Books: A Guide to the Illustrations*.

Kevin Henkes is the author and illustrator of close to fifty critically acclaimed and award-winning picture books, beginning readers and novels. A Wisconsin native who often visited his local public library and art museum during his childhood, Henkes was encouraged in high school to combine writing with his art. His awards include the Caldecott Medal for *Kitten’s First Full Moon* in 2005, the Caldecott Honor Book *Owen* in 1994 and two Newbery Honors for novels—one for his newest novel for young readers, *The Year of Billy Miller*, and the other for *Olivia’s Ocean*. He lives with his family in Madison, Wisconsin.

Erin Hoag, Madison Children’s Museum’s Local Treasures Manager, earned her B.A. in Theater, B.S. in Textile and Apparel Design in 2005, and MLS from the UW-Madison in 2010. In addition to her work in designing and implementing educational programs with a historical emphasis in the museum’s Log Cabin, she has also done place-based education outreach in partnership with a number of local schools and organizations. In 2012, MCM joined the YOUmedia (youmedia.org) network and, using the mobile media lab concept, Erin developed digital media-based outreach programs for underserved youth in Madison. Most recently, she has focused her efforts as one of the lead instructors for a new collaborative project between MCM
and Madison Public Library. The Madison Story Project is a digital storytelling project, highlighting the people of Madison’s stories of the place they call home.

**Mary Hoddy** (M.S., UW-Madison) is Academic Staff Emerita at UW-Madison and is a Master Trainer for Global Learning Partners. She teaches classes in Coaching Employees and Appreciative Inquiry for the Wisconsin Public Certified Manager Program. In her former position as Staff Education and Training Director for the Wisconsin Union, Mary developed and taught campus classes in communication skills, coaching, management, adult education and workshop design. She also facilitated numerous teams and campus committees. She received an award in 2014 from the Wisconsin Union for her work on campus in creating community and building a diverse and welcoming environment.

**Karen Jensen** is the creator of the Teen Librarian Toolbox (TLT), a professional development website for teens, as well as a part-time Youth Services Librarian at the Betty Warmack Branch Library in Grand Prairie, Texas. She has an undergraduate degree from Mount Vernon Nazarene University in Youth Ministry with a minor in Psychology and received her MLS from Kent State University in 2002. TLT’s mission is to help libraries serving teens and to foster a community of professional development and resource sharing by providing quality information, discussions, book reviews and more. Jensen was named a 2014 Library Journal Mover and Shaker and is the co-author of *The Whole Teen Library Handbook*, published in 2014.

**Dasha Kelly** is founder and director of Still Waters Collective, a Milwaukee-based outreach initiative utilizing the transformative power of the written and spoken word. Dasha has performed and delivered workshops to writers, youth, educators, co-eds, executives, inmates and artists throughout the U.S. She is also an HBO Def Poetry alum. Dasha recently traveled to Botswana as a U.S. Embassy Arts Envoy. As a poet and novelist, Dasha’s writings have appeared in anthologies, text books, magazines and online. Her latest collection of work is titled Call it Forth. Her second novel will be available through Curbside Splendor Publishing in spring 2015.

**Evan Maruszewski** is a part-time melodeon player, full-time multimedia specialist /slash/ jack of all trades. After graduating summa cum laude with a degree in film and video from the University of Wisconsin Milwaukee’s Peck School of the Arts in 2005, he became the multimedia director for Byte Studios, a local web and design firm. There he designed and produced interactive media for Snap-on Tools, The Girls Scouts of America and The School of American Ballet, to name a few. In 2007 he co-founded Cream City Media and Polakię Games, two ventures with the combined focus of putting Milwaukee on the map creatively. In 2011 he collaborated with renowned Midwest rapper Tahrim Tatum (Spade One) and local poetry and publishing magnate Keith Gaustad (The Brümeister) to form *The November Criminals* - the world’s only non-ironic polka/hip hop band. Together they have delighted and confused audiences in pubs and taverns across the Midwest, as well as a few choice cheese markets here and there. He believes firmly in the human race and its potential for good, and one day hopes to make some modicum of difference in this big, crazy world. Failing that, he’d very much like to take his new wife Sarah to France where they can live together on baguettes and brie forever.

**Carrie Mesrobian** is the author of the young adult novels *Sex & Violence* (2013) and *Perfectly Good White Boy* (2014), both of which received starred reviews from *Publishers Weekly*. Her writing has also appeared in the *Star Tribune* and *Brain, Child* magazine and she is an instructor at The Loft Literary Center in Minneapolis.

**Dipesh Navsaria, MPH, MSLIS, MD; Assistant Professor of Pediatrics at the University of Wisconsin School of Medicine and Public Health**

A pediatrician, occasional children’s librarian, public health professional and child health advocate, Dr. Dipesh Navsaria sees the connections between literacy, education and health from the earliest days of life. He practices primary-care pediatrics at a community health center working with underserved populations. He is also involved in advocacy training for residents, medical students and practicing physicians. His educational interests also include public and population health training for clinicians. Additionally, Dr. Navsaria is strongly engaged with early literacy programs in health care settings, particularly around ideas of early brain and child development, which include neurobiological effects of adversity and poverty upon the developing brain. A dynamic speaker who easily translates basic science and clinical medicine for a wide variety of audiences in order to shape programs and policy, Dr. Navsaria lectures locally, regionally and nationally on early literacy, early brain and child development, child health advocacy and technology.

Dr. Navsaria is a pediatrician at the University of Wisconsin School of Medicine and Public Health who is deeply involved in Reach Out and Read. Reach Out and Read is an innovative program that makes literacy promotion a standard part of pediatric primary care, so that children grow up with books and a love of reading. Reach Out and Read trains doctors and nurses to advise parents about the importance of reading aloud and to give books to children at pediatric checkups from six months through five years of age, with a special focus on children growing up in poverty. By building on the unique relationship between parents and medical providers, Reach Out and Read helps families and communities encourage early literacy skills so that children enter school prepared for success in reading.
Speakers

Gail Nordstrom rediscovered the power and delight of children’s books as a youth services librarian for Stillwater Public Library in Minnesota, where she worked with children, teens, and caregivers for nineteen years. She is currently the public library consultant for Viking Library System in west central Minnesota. She continues to share her enthusiasm for children’s literature in workshops and conferences in the state. Nordstrom was a member of the 2002 John Newbery Award Committee and has organized local Newbery and Caldecott mock discussions for librarians and teachers since 1997. While serving on the 2011 Randolph Caldecott Committee with Heidi Hammond, the duo first envisioned writing the book *Reading the Art in Caldecott Award Books: A Guide to the Illustrations*, released in September.

William “Naawacekgize” Quackenbush became the HO-Chunk Nation Historic Preservation Department (HPD) - Cultural Resources Division Manager (CRD) in 2009. He receives advice and support from the Ho-Chunk Nation Heritage Preservation Board. Their mission reads, “To protect and preserve the HoCak culture and heritage as living forces in the lives of the HoCak Wajic. To nurture our Nation’s culture – to strengthen it as a living source of identity and pride for our people.”

William is apprised of native oral traditional practices by the Ho-Chunk Nation National Courts. His current responsibilities also include the following: Tribal Historic Preservation Officer (THPO); The Native American Graves Protection and Repatriation Act (NAGPRA) Designee Alternate; Ground Penetrating Radar Operator (GPR); Tribal Historian; and Tribal Monitor.


Gayle Rosengren is a children’s fiction author who grew up in Chicago. She attended Knox College in Galesburg, Illinois, where she majored in creative writing. She worked as a children’s and young adult librarian at a public library for several years. Rosengren eventually moved to Wisconsin and worked at American Girl, first in the reference library and then as a copyeditor. *What the Moon Said* is her first novel, the story of a young girl, Esther, whose family moves from Chicago when her father loses his job during the Great Depression to a farm in Wisconsin to start over.

Michael Schumacher grew up in Milwaukee and Kenosha. He started writing for magazines and is a former columnist for Writer’s Digest who has interviewed Allen Ginsberg, Kurt Vonnegut and Joyce Carol Oates, among others. Schumacher has written several books including *Mighty Fitz: The Sinking of the Edmund Fitzgerald* (2005) and *Wreck of the Carl D. (2008)*, and has written scripts for twenty-five documentaries on Great Lakes shipwrecks and lighthouses. His latest book is *November's Fury: The Deadly Great Lakes Hurricane of 1913*, the first complete and fully illustrated account of the deadliest storm in Great Lakes history.

Juliette Sterkens, AuD is an audiologist whose efforts have leveraged over 425 hearing loop installations in the Fox Valley and Wisconsin. Hearing loops send the audio or voice signals picked up by microphones wirelessly to hearing aids and cochlear implant users. In Wisconsin libraries stand out as the early adopters of the technology (on service desks and in meeting rooms) as well as the 2,200 seat Fox Cities Performing Arts Center and the Fireside Dinner Theater in Fort Atkinson. Dr. Sterkens recently retired from her audiologic practice in Oshkosh Wisconsin to devote her time to promoting the use of hearing loops in behalf of the Hearing Loss Association of America ([www.hearingloss.org](http://www.hearingloss.org)). She is the recipient of the Wisconsin Audiologist of the Year, the UW-Oshkosh 2014 Alumnus of the Year and Arizona School of Health Sciences Humanitarian of the Year award for her advocacy efforts on a local, state and (inter)national level. For more information see [www.loopwisconsin.com](http://www.loopwisconsin.com).

Stephanie Vance, also known as the “Advocacy Guru”, is author of five books including *Citizens in Action: A Guide to Influencing Government* and the recently released *The Influence Game*. She’s a 25 year veteran of the Washington, D.C. political scene and has held positions as a lobbyist, grassroots consultant and Congressional aide. Stephanie’s experiences as a legislative director and Chief of Staff on Capitol Hill led her to found Advocacy Associates, a firm dedicated to helping individuals and organizations be both heard and agreed with in the legislative environment. To achieve that goal she provides in person and online trainings for thousands of advocates around the world.

Ms. Vance holds a Master’s Degree in Legislative Affairs from George Washington University and a Master’s Degree in Liberal Studies at Georgetown University. She lives and works in Washington, D.C.
Rebecca Vnuk is a readers advisory expert who has been with Booklist as the editor for reference and collection management since 2011. She is a former adult services librarian who has received awards for excellence in readers advisory and was named a 2010 Library Journal Mover & Shaker. Vnuk has authored three books on women’s fiction, including her latest in 2013 with co-author Nanette Donohue — Women’s Fiction: A Guide to Popular Reading Interests. In 2014 she teamed up with Thorndike Press, a large print publisher, on a Women’s Fiction line for which she selects and reviews two books each month. Vnuk has also served as the chair of Chicago’s Adult Reading Round Table and on the board of trustees of the Forest Park Public Library.

Larry Watson was born in Rugby, North Dakota. He grew up in Bismarck and married his high school sweetheart, Susan Gibbons. He received his B.A. and M.A. from the University of North Dakota, his Ph.D. from the creative writing program at the University of Utah, and an honorary Doctor of Letters degree from Ripon College. Watson taught writing and literature at the University of Wisconsin/Stevens Point for 25 years before joining the faculty at Marquette University in 2003 as a Visiting Professor. Watson is the author of the several novels including Let Him Go, Montana 1948, White Crosses, Laura and Orchard. He has frequently been recognized by the Wisconsin Library Association’s Literary Awards Committee, previously winning the 1994 and 2004 Literary Award and celebrated as a Notable Wisconsin Author in 2008. Let Him Go has won the 2014 Literary Award and has received starred reviews from Publishers Weekly, Booklist and Library Journal.

Stu Wilson is a Principal and lead consultant with Library Strategies Consulting Group. Previously the executive director of the Friends of the Hennepin County Library (Minneapolis), and vice president of The Friends of the Saint Paul Public Library, Stu has over 25 years of senior management experience. As a consultant, Wilson has led numerous strategic planning, fundraising, marketing, board development, and training activities for libraries, Friends and foundations. He currently serves on the board of Coffee House Press and heads a new nonprofit celebrating F. Scott Fitzgerald in Saint Paul. He has published and presented widely on library, nonprofit, and historical topics. He holds an M.A. degree in architectural history from the University of Oregon, and a B.S. from the University of Wisconsin-Madison.

Christopher Wirth is a Madison, Wisconsin-based psychotherapist in private practice at Mental Health Solutions, as well as the owner of Northside Mental Health and Consulting. He is a native of southern Wisconsin, and attended the University of Wisconsin-Madison, where he received a B.S. in Psychology. He received an M.S., studying Marriage and Family Therapy, from Edgewood College with an emphasis on systems therapy. He enjoys working with a variety of people, and in his spare time is a volunteer mentor for the UW-Madison chapter of Psi Chi, the international honor society for undergraduate psychology majors.

Note: WLA members who are conference presenters are not included in this listing. 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://wla.memberclicks.net/.
**Tuesday**

### PRE-CONFERENCES

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| 9:30 A.M. – 4:00 P.M. | **Library Journal’s Lead the Change**  
Kalahari Convention Center - Suite B  
This program will feature speakers and leadership building exercises for all types of library staff; you do not have to be a director or supervisor to attend this event. For more information, please visit Library Journal’s website: http://lj.libraryjournal.com/lead-the-change.  
*Sponsored by WLA WeLead and UW-Milwaukee SOIS* |
| 1:00 P.M. – 5:00 P.M. | **Teen Librarian Expo**  
Kalahari Convention Center - Suite E/F, Ironwood, Banyan  
Calling all teen, tween or teen-curious librarians! From novice to expert, all are welcome at this Expo. Looking to swap and share practical ideas on teen services? Attend this workshop to experience hands-on Makerspace projects and breakout sessions such as Advocacy, Teen Advisory Groups, Book Parties and Pop Culture Programming, Behavior Management and Technology!  
*Sponsored by WLA YSS and DPI* |

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| 1:30 P.M. – 4:00 P.M. | **System and Resource Library Administrators’ Association of Wisconsin (SRLAAW) Meeting**  
Marula |
| 3:00 P.M. – 4:00 P.M. | **WLA Finance Committee Meeting**  
Mahogany |
| 3:00 P.M. – 7:00 P.M. | **Registration**  
Kalahari Convention Center - North Atrium |
| 4:00 P.M. – 6:00 P.M. | **WPLC Meeting**  
Bamboo |
| 6:00 P.M. – 8:00 P.M. | **Wisconsin Association of Public Libraries (WAPL) Board Meeting**  
Mangrove |
| 7:00 P.M. – 9:00 P.M. | **Early Bird Conference Reception**  
Kalahari Convention Center - North Atrium  
Join us for a kickoff reception with hors d’oeuvres and a cash bar, and take some time to meet and greet your colleagues. |
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Wednesday

7:00 A.M. – 7:00 P.M.
Registration
Kalahari Convention Center - North Atrium

7:00 A.M. – 8:30 A.M.
Continental Breakfast
Kalahari Convention Center - South Atrium

7:30 A.M. – 8:30 A.M.
Past Presidents’ Breakfast
Empress
Technical Services Section
Membership Meeting
Tamboti

8:45 A.M. – 10:00 A.M.
Keynote Address: Reclaiming Main Street
Kalahari Convention Center - Suite A/B/G/H

Rich Harwood is founder and president of The Harwood Institute for Public Innovation, a national nonprofit organization that helps people and organizations address community challenges, improve their own effectiveness, and do their work in a way that makes communities stronger. For months now, Rich has been traveling to cities and towns across the country as part of his nationwide Reclaiming Main Street Campaign to help people address the acrimony and divisiveness that have taken hold of our politics and public life, and get back to the notion that community is a common enterprise. Harwood will focus on the potential for libraries to strengthen their role in communities and civic life during his discussion at the conference. This session will give members from all types of libraries the opportunity to consider the implications for their work as agents of democracy. The Harwood Institute is currently partnering with the ALA on its Libraries Transforming Communities initiative that seeks to strengthen librarians’ roles as core community leaders and change-agents. This initiative addresses a critical need within the library field by developing and distributing new tools, resources, and support for librarians to engage with their communities in new ways.

10:00 A.M. – 5:00 P.M.
Activities in the Exhibits Hall
Kalahari Convention Center - Exhibit Hall

Makerspace...
Visit the WLA Makerspace in the exhibit hall for tons of hands-on activities that let you experience the maker movement and learn how it could apply to your library. The Maker movement combines creativity, collaboration, literacy development and STEM/STEAM education in a participatory learning environment. The Makerspace team has lots of fun activities planned for this year’s conference. Check out page 15 of this booklet for a complete listing of our planned activities.

Make a Video Game with Paper and an iPad
Make a game with graph paper, an iPad (provided or use your own) and the PixelPress Floors app.

Cereal Box Book Making
Make a hand-stitched notebook out of a cereal box.

Lego Mindstorm Robots
Program and play with Lego Mindstorm Robots.

Squishy Circuits
Learn to teach electronics without soldering or wires with homemade conductive dough.

WLA Foundation Silent Auction & Crafty Gift Fair
Your chance to bid on 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.

**Grand Opening and No Conflict Time in Exhibit Hall**

Kalahari Convention Center - Exhibit Hall
Join us for the grand opening of the Exhibit Hall and visit our many new and returning vendors.

**Engage Stage**
Kalahari Convention Center - Exhibit Hall

**Wiscon-Sing**
*David HB Drake, Organic Arts, Milwaukee*
Wiscon-Sing has been seen throughout our state as a sing-along song and slide portrait of the state of Wisconsin. The program presents songs that introduce Wisconsin, from the original inhabitants through the European immigrants up to our present day farmers and Great Lakes sailors.
David plays a variety of handmade and historic instruments, including the Indian Courting Flute, Mountain Banjo, Dulcimer and Concertina, in addition to the Guitar.

11:00 A.M. – 11:20 A.M.

**Engage Stage**
Kalahari Convention Center - Exhibit Hall

**BadgerLink’s College, Career, Health & Computer Skills Resource Demo**
*Kara Ripley, Department of Public Instruction, Madison*
Familiar with BadgerLink but need a refresher? Or new to the field and want to learn more? Highlighting just a few of our trusted resources, see how you can help patrons advance their careers with popular software and computer skills training modules; teach students how to get ahead with GED, ACT and ASVAB practice tests; and improve the well-being of your community with accurate health information. Walk away with the knowledge and tools you need!

Stop by the Library Strategies booth to chat about your needs, or visit us online at [www.librarystrategiesconsulting.org](http://www.librarystrategiesconsulting.org)
ALS’ Mobile Makerspace: Bringing Makerspaces to Our Libraries
Track: Technology & Digital Services
Cypress
Melody Clair, Automated System Administrator, Arrowhead Library System, Janesville; Laura Damon-Moore, Assistant Director, Eager Free Public Library, Evansville
Through an LSTA grant, Arrowhead Library System created a mobile makerspace for use by ALS libraries to provide access to materials, equipment, software and space that ALS patrons would otherwise not be able to use or purchase on their own. This presentation will show how we created, schedule and share the makerspace with our libraries as well as how some of our libraries use and integrate the equipment.

Book Festivals Spark Community Engagement
Track: Engaging People
Mangrove
Tana Elias, Digital Services & Marketing Manager, Madison Public Library; Conor Moran, Wisconsin Book Festival Director, Madison Public Library
Libraries big and small are using book festival events as a way to connect to their core audience of readers. Join Madison Public Library as they share lessons learned from their first two years of organizing the Wisconsin Book Festival.

Front Line Challenges: Materials, Privacy and Policy
Track: Library Issues & Challenges
Tamarind
Sarah Cournoyer, Assistant Director and Children’s Librarian, Horicon Public Library; Dawn Haggerty, Librarian, Herzing University, Kenosha
Whether in public or academic libraries, challenges to intellectual freedom take many forms. This panel discussion will focus on privacy, censorship, collection management, gifts, reference transactions and electronic storage, labeling, materials challenges and academic freedom on campus. Panelists will share best practices, research on current issues and policy examples with ample time for discussion.

The Neurodiverse Library: Preventing Sensory Overload
Track: Mix-It-Up
Portia
Nicole Jenks May, Ph.D. student, UW-Milwaukee SOIS
Students who have autism, ADHD, sensory processing disorders and other challenges may struggle with the modern library concept. As libraries become more hands-on places to learn and to have fun, they pose new challenges to those for whom extra sights, sounds and smells can be distractions. While collaboration tables, coffee shops and playrooms are welcoming to the average patron, they are often located in high traffic areas and cause challenges to other patrons who just want to come to study or pick up a few books. Someone with a sensory processing disorder or ADHD must walk through a virtual minefield of sights, sounds and smells to get to the quiet study spaces located somewhere in the library. This presentation will help you learn some Neurodiverse lingo and ways to make your easily overwhelmed patrons feel at home and even love your library, addressing steps all libraries can take whether they serve primarily children, adults or the public at large.

Partnerships for Success in Summer Reading
Track: Advocacy & Promotion
Aloeswood
Krissy Wick, Youth Services Librarian, Madison Public Library
Do you want your Summer Reading Program to reach kids beyond traditional library users? Do you want to get the word out to your community about the power of summer reading? And do you need to find money to do it? Find out how Madison Public Library is tackling all of these issues and learn about their Group Summer Reading Club, their new pilot program, Read Up! at the Madison Public Library and the grants that made it all happen.

Thrown to the Wolves: Building Trust, Encouraging Independence & Creating an Unstoppable Team
Track: Leadership/Professional Development
Guava
Kati Tvaruzka, Head of Access Services, UW-Eau Claire McIntyre Library
Leadership isn’t always what you know, but how you successfully communicate with and advocate for your employees. The presenter, a reference librarian who was appointed Head of Access Services (Circulation, Interlibrary Loan/Universal Borrowing, Stacks Maintenance and Student Equipment Checkout) in 2011, will share how communication, humility, participation, advocacy and trust helped lessen employee skepticism, allowing for realignment of services and priorities, all while building a strong team.
Understanding Your Preservation Needs: An Introduction to the Preservation Self-Assessment Tool
Marula
Sarah Hopley, Grant Coordinator Connecting to Collections, Wisconsin Historical Society Library-Archives, Madison
This program provides an introduction to the newly-created IMLS-funded Wisconsin Connecting to Collections preservation self-assessment tool. This presentation will guide you through using the self-assessment tool in order to review the preservation conditions in your institution and determine critical preservation needs. We will also discuss how to make improvements and acquire project funding. The self-assessment tool is simple, self-paced and pertinent to all types of libraries.

We Are All Special Librarians! What Public and Academic Librarians Have in Common with Special Librarians
Track: Collaborations & Innovations
Aralia
Kris Turner, Reference and Technology Services Librarian, UW-Madison; Jennifer Edmonds, Knowledge and Resource Manager, ERDMAN, Madison
Many librarians who end up in special libraries do not intend on working there. These accidental librarians often start in the public or academic realm and transition to law, business, medical or another special library. How can these special librarians help you? Find out what topics special librarians can help with, ranging from tricky legal questions to business operations to a medical question with this panel discussion.

11:00 A.M. – 1:00 P.M.
Career Center
Kalahari Convention Center - Exhibit Hall
Sponsored by UW-Madison, UW-Milwaukee, WLA
Résumé Review Drop Off
Looking for a first job or applying for a new position and need a second opinion of your résumé? Drop it off at the Career Center and have it reviewed by a librarian. Come back to the Career Center between 4:00 P.M. and 5:00 P.M. to meet up and chat about it.

11:25 A.M. – 11:45 A.M.
Engage Stage
Kalahari Convention Center - Exhibit Hall
An Overview of EBSCO eBooks
Paula Brewster, EBSCO
Maximize your library’s eBooks collection! Come learn how EBSCO eBooks offers hundreds of thousands of high-quality eBook and Audiobook titles from leading publishers. You can select individual titles, subject sets or featured collections. Also, learn more about our free EBSCOhost® Collection Manager (ECM) service. ECM is a powerful tool that helps you acquire eBooks and Audiobooks that can be delivered on the EBSCOhost® platform.

12:00 P.M. – 1:30 P.M.
Association of Wisconsin Special Librarians (AWSL) Business Meeting
Wisconsin Brew Pub – Skybox
YSS Luncheon: Teen Librarian Toolbox
Karen Jensen, Creator and Administrator, Teen Librarian Toolbox; Youth Services Librarian, Betty Warmack Branch Library, Grand Prairie, TX
Karen will be speaking about the importance and value of teens in libraries, her work with Teen Librarian Toolbox as well as the #SYYALit Project, which uses young adult literature to talk with teens about sexual violence and consent.

1:45 P.M. – 2:05 P.M.
Engage Stage
Kalahari Convention Center - Exhibit Hall
Wisconsin’s Patent & Trademark Resource Centers
Kristina Gomez, Milwaukee Public Library
**Broadening Your Patron Base**  
**Track: Collaborations & Innovations**

Aralia

**Marc Boucher**, Director, UW-Baraboo/Sauk County Library;  
**Meg Allen**, Director, Baraboo Public Library;  
**Katrina Collins**, Youth Services Manager, Neenah Public Library

Discover how you can broaden your patron base by seeking partnerships with organizations in your community. Marc and Meg will discuss their collaboration on an integrated library card, with which library cardholders are given borrowing privileges for both locations and their respective library systems with a single card, as well as the benefits of cooperative outreach programming. Katrina will discuss her partnerships with the local high school, food pantry and community organizations as she seeks to connect with a previously hidden patron population.

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**Creating School / Public Library Partnerships Within Your Community: Second Chance Book Club for High School Reluctant Readers**  
**Track: Advocacy & Promotion**

Aloeswood

**Toni Streckert**, Information Coordinator, Monona Public Library;  
**Rebecca Fox-Blair**, Executive Director and Teacher,  
Monona Grove Liberal Arts Charter School for the 21st Century

Since 2010, Monona Grove Liberal Arts Charter School for the 21st Century and the Monona Public Library have collaborated on a book club for reluctant teen readers. The MG21 school is designed to meet the needs of students in danger of not graduating. The book club has strengthened the students’ love of reading and their connection to the public library and offered additional collaboration. Establishing and sustaining the partnership, funding and a Q & A with a panel of past and current student book club participants will be featured.

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**Internal Conflicts in Public Library Adult Literacy Programs**  
**Track: Library Issues & Challenges**

Tamarind

**Rachel Wedeward**, Graduate Student, Waterloo

Adult literacy programs and public libraries go hand in hand. The mission of many public libraries is to provide lifelong learning by creating more able learners and researchers, while adult literacy programs strive to create accessible, quality instruction that develops life, work and literacy skills. In order for an adult literacy program to be successful in a public library, the program must be based in the institutionalization of public libraries by integrating the mission, goals and programs of the library. Adult literacy programs in public libraries can be improved by addressing confidentiality issues and implementing social service programs as part of creating flexibility within the program and creating applicable policies that will meet the needs of both the adult literacy program and the public library.

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**Navigating the Wisconsin Administrative Code Online**  
**Track: Technology & Digital Services**

Mangrove

**Bruce Hoesly**, Senior Revising Attorney, Wisconsin Legislative Reference Bureau, Madison

Beginning in January 2015 the Wisconsin Administrative Code will no longer be issued in print. This program will demonstrate how to use the electronic version of the code.

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**Notable Books Marathon**  
**Track: Building Collections**

Cypress

**Helene Androski**, Retired UW-Madison Librarian;  
**Jean Anderson**, Continuing Education Consultant, South Central Library System, Madison;  
**Eliot Finkelstein**, Academic Librarian, UW-Madison College Library;  
**Kirsten Houtman**, Librarian, Madison

The annual Notable Books Marathon is once again hosted by the READ Section. Librarians from across the state will be discussing books from ALA’s Notable Books List as well as titles from the current WLA Literary Awards Committee’s list of Outstanding Achievement winners. This will be a fun and fast-paced program!

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**Banned Books Read-In**

Wednesday, November 5, 6:30 P.M. – 7:30 P.M.  
Tamboti

**Kristina Gomez**, Librarian, Milwaukee Public Library

Hang out with fellow intellectual freedom fighters and read some of your favorite banned books at this informal read-in.
**Saving Your Nos**  
Track: Mix-It-Up  
Portia  
Darla Allen, Librarian, Charles and JoAnn Lester Library, Nekoosa  
The Library is filled with a lot of rules .... no food, no loud talking, no checking out books if you have fines. Finding the “yes” in daily situations can be difficult to identify. This session will focus on how small libraries were able to build community relationships, connect generations and turn our libraries into the community living room all by finding the “yes” in sometimes surprising situations.

**Shake It Up!**  
Best Outside-the-Box School-Age Programs  
Track: Engaging People  
Marula  
Terry Ehle, Youth Services Coordinator, Lester Public Library, Two Rivers; Cate Levinson, KidSpace Librarian, Niles Public Library District, Niles, IL; Cole Zrostlik, Youth Services Librarian, St. Croix Public Library  
Feeling less than energized by your school-age offerings? Shake up your community and your creativity with great ideas you can use immediately! From Armchair Astronomy to Banana Pianos, from Swiffer Shuffleboard to Nonfiction Explosions, these elementary programs from all sizes of libraries will leave your kid patrons clamoring for more. Return to your library with an armful of elementary ideas that pack a big punch, and come prepared to share!

**Transform Your Career**  
Track: Leadership/Professional Development  
Guava  
Leah Ujda, Research Specialist, Design Concepts, Madison; Jessica Hutchings, Learning Technology Consultant, UW-Milwaukee; Erin Hoag, Local Treasures Manager, Madison Children’s Museum  
Not all librarians end up working in libraries. In this panel discussion, three degreed librarians who work in non-traditional settings will share what they do, why they were interested in their work and how their skills as librarians are assets in these positions.

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2:00 P.M. – 3:00 P.M.  
**Career Center**  
Kalahari Convention Center - Exhibit Hall  
Sponsored by UW-Madison, UW-Milwaukee, WLA  
**How To Do A Skype Interview**  
Don’t let this type of interview intimidate...get tips and tricks from fellow librarians who have survived this type of hiring conversation. Laptops and headsets will be on hand for some live demos of how to be a successful Skype candidate.

2:10 P.M. – 2:30 P.M.  
**Engage Stage**  
Kalahari Convention Center - Exhibit Hall  
**ProQuest Research Companion**  
Ed McCullough, ProQuest  

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**BOOKGIE NIGHTS**  
GOTTA HAVE THE FUNK!  
WLA Foundation Fundraiser  
Wednesday, November 5, 8:00 P.M. – 11:00 P.M.  
Kalahari Convention Center - Suite A/B/G/H  

Join the area’s favorite live cover band, VO5, for a fun night of dancing to the hits of ‘70s and ‘80s! We’ll take you back to when librarians wore platform shoes while programming with punch cards, and at the same time you’ll be making a pain-free contribution to the WLA Foundation. Disco-appropriate attire encouraged, but not required. The exciting night includes…  
- Dance contest  
- 50/50 Raffle  
- Prize for best costume  

Wednesday

2:45 P.M. – 3:30 P.M.

Caldecott Crash Course: Evaluation of the Art in Picture Books
Track: Building Collections

Marula

Gail Nordstrom, Public Library Consultant, Viking Library System, Fergus Falls, MN; Heidi Hammond, Assistant Professor/SLMS Coordinator, Master of Library and Information Science Program, St. Catherine University, St. Paul, MN

Two 2011 Caldecott Committee members will describe how the most distinguished picture book for children is chosen. Participants will see how the duo evaluates the art in picture books using recent award books, then apply their newfound skills in groups to evaluate possible 2015 Caldecott contenders. The program will transform the way that participants present picture books to children and provide tools to help them connect children more effectively to picture books through the illustrations.

Collaborative Negotiation: When Relationships Are as Important as Solutions
Track: Collaborations & Innovations

Aralia

Bruce Smith, Community Liaison & Service Specialist, WiLS, Madison

How do you get from thinking it would be great to collaborate on a project with another library or community partner to forming a working agreement that all parties feel is fair? The collaborative approach to negotiation seeks to convert individual wants into a single problem and to bring all parties together to work on solving this problem. Learn about processes that can bring about both transparency and trust when you negotiate to collaborate.

Design It! Developing a Graphic Design Process for Diversity Resources
Track: Advocacy & Promotion

Aloeswood

Miguel Ruiz, Resident Librarian, UW-Madison College and Steenbock Libraries

Providing successful library services requires effective communication with users, therefore, it is important that content creators who develop visual materials understand key components of design and, specifically, develop a holistic graphic design process. In many cases, this process is an integral component of the library’s broader marketing and diversity plans and serves as a reflection of the values of a library institution. This session outlines the design planning and development process for creating visual content, including best practices, identifying message and audience, developing form and function, and methods of production.

Developmentally Age-Appropriate Storytimes
Track: Mix-It-Up

Portia

Ashley Thiem-Menning, Youth Services Librarian, Kaukauna Public Library

Libraries today often bundle their youngsters into storytime groups such as “birth to two years old” or have one generic “preschool” storytime. What we sometimes fail to remember in times of limited funds and limited staffing is that we may be failing to meet children’s developmental needs in these bundled storytimes. Brain studies consistently reveal the importance of the first two years of life, even referring to the period as “critical.” As literacy professionals, it is necessary to offer a program that is developmentally accurate, not only as a teaching tool, but to be certain that families are not turned off by a program that is either too far below or above their child’s developmental abilities. This program will teach you how to format a baby/pre-walker program, a one-year-old program, a two-year-old program and how you can still “bundle” a storytime for all ages.

Dispel the Myths, Part 1: Unlock the Keys to Staff Motivation
Track: Library Issues & Challenges

Tamarind

Brian Simons, Director, Verona Public Library; Laura V. Page, Management Consultant, Library Development Resource Alliance, Madison

We know a motivated and engaged staff is critically important, but we have little discretionary money for carrots and we know sticks don’t work. So what’s a Library Leader to do? Come to this interactive and content-rich session where expert guides will dispel the myths of motivation and show you what works by focusing on the three proven keys. Gain practical steps, tools and techniques you can successfully use in your setting.
GeoData at UW-Madison:
Online Access to GIS Data Using OpenGeoportal
Track: Technology & Digital Services
Mangrove
Jaime Stoltenberg, Map and Geospatial Data Librarian, UW-Madison Arthur H. Robinson Map Library; Rebecca Lin, Student Assistant, UW-Madison Arthur H. Robinson Map Library
The method for disseminating Geographic Information Systems (GIS) data for educational use on the UW-Madison campus has recently been updated to enhance efficiency. Since 2005 the Robinson Map Library has been archiving Wisconsin geospatial data for use in research and teaching, resulting in nearly one terabyte of data accessible to students and researchers. With demand steadily increasing, manually handling individual data requests is an unsustainable service model. In a collaborative effort between the State Cartographer’s Office and the Robinson Map Library, we have implemented OpenGeoportal as an online solution for more efficient data sharing. In this presentation we will share the details of the project, including: authoring metadata for Wisconsin datasets, how OpenGeoportal works and future plans for expanding the data archive.

Homegrown Leadership for Youth Services Librarians: Cultivating Your Inner Leader
Track: Leadership/Professional Development
Guava
Shawn Brommer, Youth Services & Outreach Consultant, South Central Library System, Madison; Laura Damon-Moore, Assistant Director, Eager Free Public Library, Evansville; Marge Loch-Wouters, Youth Services Coordinator, La Crosse Public Library
From establishing seminal outreach programs to creating the first statewide summer library program, Wisconsin’s youth services librarians are long recognized as passionate leaders. Innovation requires reflection and in this session youth services librarians from diverse regions and career stages will discuss ways to nurture personal leadership, embrace opportunities and create professional networks. Together we’ll sow the seeds of professional development and become leadership stewards — let’s look beyond making moments and focus on making differences.

Making It Real
Track: Engaging People
Cypress
Rebecca Behrens, Author; Gayle Rosengren, Author
Two Wisconsin authors of middle grade historical fiction will suggest ways for libraries to help educators and parents bring history to life as they prepare students to meet Common Core standards. The use of fiction to make history personal is the first step. Learn why and hear creative suggestions that build on and supplement this premise.
Book signing immediately following program: When Audrey Met Alice, Rebecca Behrens; What the Moon Said, Gayle Rosengren

2:45 P.M. – 3:30 P.M.
Engage Stage
Digital Public Library of America
Kalahari Convention Center - Exhibit Hall
Amy Rudersdorf, Digital Public Library of America

3:30 P.M. – 4:15 P.M.
No Conflict Time in Exhibit Hall
Kalahari Convention Center - Exhibit Hall

4:00 P.M. – 5:00 P.M.
Career Center
Kalahari Convention Center - Exhibit Hall
Sponsored by UW-Madison, UW-Milwaukee, WLA

Résumé Pick-Up and Discussions
Choose Your Future: Strategic Planning Makes It Happen
Track: Mix-It-Up
Portia
Paula Ganyard, Director, UW-Green Bay Cofrin Library; Ewa Barczyk, Director of Libraries, UW-Milwaukee; Valerie Malzacher, Director, UW-River Falls Chalmer Davee Library; Jean Zanoni, Associate Dean, Marquette University Libraries, Milwaukee

As libraries respond to changes in the information landscape, strategic planning is key to redefining their role. This session will explore the strategic planning process including conducting an environment scan, developing a vision statement, setting strategic initiatives and putting the plan into action while involving staff and engaging stakeholders along the way. Join a panel of academic library strategists who will share their unique experiences and get ready to choose your library's future.

Dispel the Myths, Part 2: The Three Keys to Meaningful Staff Motivation & Engagement: Purpose – Mastery – Autonomy
Track: Leadership/Professional Development
Tamarind
Brian Simons, Director, Verona Public Library; Laura V. Page, Management Consultant, Library Development Resource Alliance, Madison

Building on the foundation laid in Part 1, gain practical steps, tools, techniques and resources you can successfully use to motivate staff in your library. Attendance to Part 1 is recommended but not required. This is not a panel discussion, but rather a fast-paced and interactive session with the goal of helping attendees learn what really works to increase employee engagement.

Free and Affordable Apps for Accessibility
Track: Mix-It-Up
Aloeswood
Rhonda Gould, Gould Library Consulting, Tacoma, WA; Nancy Fletcher, Sageweaver Consulting, Milwaukee

Library personnel are the greatest resource in providing outreach services to those with special needs or underserved populations. Free and low cost applications for smart phones and tablets have gone beyond simply games and utility functions and can be used to increase accessibility for library patrons of all ages. These apps and how to implement them in the library's existing outreach resources will be discussed and demonstrated, and a go-to list of additional resources will be provided.

Good Girls, Bad Girls, Real Girls: Teen Girls in YA Lit & in Your Library
Track: Engaging People
Marula
Kelly Jensen, Associate Editor and Community Manager at Book Riot; Carrie Mesrobian, Writer/Author, Columbia Heights, MN

Everyone's a critic when it comes to girls in YA fiction. Girls are either good or bad, likable or unlikable, heroines or damsels. These divisive terms do disservice to YA fiction and its readers. This session will discuss girl characters in YA fiction and the tough issues they face, reader responses to their depiction, and where and how today's teens shape their perspectives and expectations of girls both in the books they read and beyond.

Book signing immediately following program: Sex and Violence: a Novel, Carrie Mesrobian

Libraries Transforming Communities: The Columbus Public Library Experience So Far
Track: Collaborations & Innovations
Aralia
Cindy Fesemyer, Director, Columbus Public Library; Katrina Dombrowsky, Youth Services Librarian, Columbus Public Library; Bruce Smith, Community Liaison & Service Specialist, WiLS, Madison; Shawn Brommer, Youth Services & Outreach Consultant, South Central Library System, Madison; Mary Lou Sharpee, Library Board of Trustees, Columbus Public Library

The Columbus Public Library is transforming its community based on the principles taught by the Harwood Institute. As one of ten recipients nationally of the ALA Libraries Transforming Communities grant, the Columbus team is being trained to turn outward to better reflect the true needs of the community. This panel discussion will be a Wisconsin-specific continuation of the Rich Harwood keynote address and will showcase ideas you can try in your library.

Literary Award Winner
Track: Building Collections
Cypress
Larry Watson, Author

The Wisconsin Library Association has chosen Let Him Go by Larry Watson, who taught at the University of Wisconsin-Stevens Point for 25 years before joining the faculty at Marquette University, as the winner of the 2014 Wisconsin Library Association Literary Award, given for the highest literary achievement by a Wisconsin author for a book published in 2013.

Book signing immediately following program: Let Him Go; Montana 1948; Orchard
**Pointing the Way: Making Signage in Your Library Clear, Concise and Useful**

**Track: Library Issues & Challenges**

Guava

**Kris Turner**, Reference and Technology Services Librarian, UW-Madison; **Liz Zimdars**, Public Services Librarian, Sun Prairie Public Library

One of the many challenges libraries face is disseminating information to its users. Once they are in the building, where do they go? What services do we offer and what resources are here? Creating signage can help make the library environment less stressful, more positive and perhaps even a little more fun. Join AWSL as we explore great (and not-so-great) signage.

**What About Privacy Literacy? Libraries and Privacy Education in the Digital Age**

**Track: Technology & Digital Services**

Mangrove

**Jim Jonas**, Information and Instructional Services Librarian, UW-Madison MERIT

Librarians provide needed instruction for users navigating the increasingly complex information environment. Yet we could be doing more to inform public notions of privacy. Our society remains full of threats to personal privacy as well as opportunities to leverage shared information. Whether the topic is Facebook, Google, Amazon or the NSA, people need help protecting and using their personal information. This presentation will discuss privacy literacy and examine a model for teaching “Personal Privacy in the Digital Age.”

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**EBSCO eBooks**

*Come learn how you can maximize the value of your library’s eBook and audiobook collections with EBSCO eBooks!*

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**Presenter:** Paula Brewster  
**Location:** “Engage Stage”  
**Date:** Wednesday, November 5, 2014  
**Time:** 11:25 AM – 11:45 AM

**Visit EBSCO at Booth #201**

Learn more about EBSCO eBooks at www.ebscohost.com/ebooks.
Wednesday

5:30 P.M. – 6:30 P.M.

**WLA/WLAF Annual Business Meeting**

Guava

5:45 P.M. – 7:00 P.M.

**Association of Wisconsin Special Librarians (AWSL) Social**

Ivory Coast

6:00 P.M. – 6:30 P.M.

**Wisconsin Small Libraries Section (WISL) Board Meeting**

Portia

6:30 P.M. – 7:00 P.M.

**Wisconsin Small Libraries Section (WISL) Business Meeting**

Portia

6:30 P.M. – 7:30 P.M.

**Banned Books Read-In**

Tamboti

*Kristina Gomez, Librarian, Milwaukee Public Library*

Hang out with fellow intellectual freedom fighters and read some of your favorite banned books at this informal read-in.

**UW-Madison SLIS Alumni Reunion**

Wisteria

**UW-Milwaukee SOIS Alumni Reunion**

Kalahari Convention Center - Suite E

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7:00 P.M. – 8:00 P.M.

**Cards Against Librarianship**

Sherry Machones, Director, Edgerton Public Library

This get-together will pit librarians against each other in a battle to create the most outrageous sentences with cards related to libraries and librarianship.

8:00 P.M. – 11:00 P.M.

**WLA Foundation Fundraiser: BOOKGIE NIGHTS Gotta Have The Funk!**

Kalahari Convention Center - Suite A/B/G/H

Join the area’s favorite live cover band, VO5, for a fun night of dancing to the hits of the ’70s and ’80s. We’ll take you back to when librarians wore platform shoes while programming with punch cards, and at the same time you’ll be making a pain-free contribution to the Foundation.

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**YOGA FOR LIBRARIANS**

Thursday, November 6, 7:00 A.M. – 8:00 A.M.

Kalahari Convention Center - Suite F

Gentle Yoga exercises to stretch, rejuvenate and start your day right. Suitable for all ages and abilities.
WISCONSIN LIBRARY ASSOCIATION
AND
WISCONSIN LIBRARY ASSOCIATION FOUNDATION
ANNUAL MEMBERSHIP MEETING

Wednesday, November 5, 2014
Guava
5:30 – 6:30 PM

AGENDA

I. Call to Order, Krista Ross, President

II. Report of the Secretary, Shawn Brommer
    Approval of the minutes of the 2013 Annual Business Meeting

III. Report of the President, Krista Ross

IV. Report of the Treasurer, Jen Gerber

V. Report of the Foundation President, Cheryl Becker
    Approval of 2013 WLAF Business Meeting minutes
    2014 Activities
    “Campaign for Wisconsin Libraries”
    Scholarship Committee
    Wisconsin Library Heritage Center Steering Committee
    Fund Development Committee

VI. Report of the Executive Director, Plumer Lovelace

VII. Report of the American Library Association Councilor, Marge Loch-Wouters

VIII. Committee & Task Force Reports
    Nominations & Elections, Pamela O’Donnell, Chair
    Leadership Task Force, Heather Weltin, Chair
    Membership Task Force, Kathy Michaelis, Chair
    Library Development and Leadership, Kathy Pletcher & Kris Adams Wendt

IX. Resolutions, Peter Gilbert

X. Vice President’s Report, John Pollitz

XI. New Business

XII. Adjournment
Thursday

7:00 A.M. – 5:30 P.M.

Registration
Kalahari Convention Center - North Atrium

7:00 A.M. – 8:00 A.M.

YOGA for Librarians
Kalahari Convention Center - Suite F
Kris Houtler, Youth Services Librarian, Reedsburg Public Library
Gentle Yoga exercises to stretch, rejuvenate and start your day right. Suitable for all ages and abilities.

7:00 A.M. – 8:30 A.M.

Hot Breakfast Buffet
Kalahari Convention Center - Suite A/B/G/H

7:30 A.M. – 8:00 A.M.

COLAND Forum:
A Strategic Vision for Library Systems in the 21st Century
Mangrove
With the encouragement of Superintendent Tony Evers, COLAND has assumed a leadership role in developing a strategic vision and strategic directions for library systems in the 21st century. COLAND will present recommendations to the State Superintendent of Public Instruction by January 2015. The COLAND work group is developing draft recommendations and welcomes feedback from the library community during the WLA Conference.

Ethnic Multicultural Information & Exchange Round Table (EMIERT) Business Meeting
Empress

Intellectual Freedom Round Table (IFRT) Business Meeting
Desert Rose

New Members Round Table ( NMRT) Business Meeting
Kalahari Convention Center - Suite E

Outreach Services Round Table (OSRT) Business Meeting
Aralia

Resource Sharing Round Table (RSRT) Business Meeting
Tamboti

Support Staff & Circulation Services Section (SSCS) Business Meeting
Aloeswood

Youth Services Section (YSS) Board/Business Meeting
Marula

AWARDS & HONORS RECEPTION
Thursday, November 5, 5:30 P.M. – 7:00 P.M.
Kalahari Convention Center - Suite A/H
Sponsored by EBSCO
This informal and free event will give everyone attending the conference the chance to personally thank and interact with award winners. There will be a formal presentation of awards during the reception. It’s a chance to celebrate with the winners and raise a glass in their honor. Entertainment provided by members of the Reedsburg area Brass Ensemble.
**Activities in the Exhibit Hall**
Kalahari Convention Center - Exhibit Hall

**Makerspace**

Visit the WLA Makerspace in the exhibit hall for tons of hands-on activities that let you experience the maker movement and learn how it could apply to your library. The Maker movement combines creativity, collaboration, literacy development and STEM/STEAM education in a participatory learning environment. The Makerspace team has lots of fun activities planned for this year's conference.

Check out page 15 of this booklet for a complete listing of our planned activities.

**Board Game Creation**

Materials and inspiration for creating board games will be available. Hopefully, the games will take only 5–10 minutes to be created. Packets with materials will be available for attendees to make the games on their own time.

**3D Printing**

See a real life 3D Printer and make something awesome!

**Lego Mindstorm Robots**

Program and play with Lego Mindstorm Robots.

**Art Bots / Scribble Bots**

Play with Art Bots and explore ways to use them in your library programs.

**Build-a-Poem Blocks**

Build a poem using blocks in this engineering-meets-art activity.

**MaKey-MaKey**

Play with a MaKey-MaKey and explore ways to use them in your library programs.

**WLA Foundation Silent Auction & Crafty Gift Fair**

Here is the perfect opportunity to find gifts for your loved ones and yourself! Look for scarves, jewelry, books, gift baskets, beer :) and much more. Stop by to admire the handiwork of your fellow librarians and shop for a good cause. All proceeds go to the Wisconsin Library Association Foundation (WLAF).

The WLAF Crafty Gift Fair & Silent Auction will be open for business until 3:30 P.M. today, at which time you can check to see if you won your bid and, if you're the lucky winner, pick up and pay!

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**Keynote Address:**

**Philanthropy and Giving**
Kalahari Convention Center - Suite A/B/G/H

Join Michael Johnson, CEO of the Boys and Girls Club of Dane County, and Tim Metcalfe, President of Metcalfe’s Market and World’s Largest Brat Fest “Brat Man,” as they team up to discuss philanthropy and giving in our community.

Most recently, Brat Fest’s one-day mini event, held at Metcalfe’s West Towne in August, raised $70,000 for a family in need ($1.5 million for local charities since 1983). This summer’s 2014 Bike for Boys and Girls Club event raised more than $430,000 in a matter of weeks.

From partnerships and fundraising events to personal life experiences, Michael and Tim will share their philanthropic journey and the insights they have learned along the way to help libraries engage with and connect to the communities they serve.

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**Aldo Leopold Legacy Center Tour**
Bus loads at front of Kalahari Convention Center at 9:30 A.M.
Located on the land that inspired *A Sand County Almanac*, the Leopold Center boasts Platinum LEED® Certification from the U.S. Green Building Council. Enjoy the Southern Wisconsin countryside on your brief trip to the Center, where you will learn the history of the site and the green features of the building, known as the greenest of its kind in the United States. Whether you are interested in building better libraries or learning how Aldo Leopold’s legacy is being applied today and adapted for the future, this will be a great tour.

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**Breaks in Exhibit Hall**
Wednesday: 10:00 – 10:45 A.M., 3:30 – 4:15 P.M.
Thursday: 10:00 – 10:45 A.M., 3:30 – 4:15 P.M.
10:00 A.M. – 10:45 A.M.

**No Conflict Time in Exhibit Hall**
Kalahari Convention Center - Exhibit Hall

**Engage Stage**
Kalahari Convention Center - Exhibit Hall

**Guerilla Storytime: Share Your Awesome**
*Monica LaVold, Youth Services Librarian, River Falls Public Library*

Do you present storytimes? Do you work in a library that has storytimes? Do you wonder what the fuss is all about? Take part in the movement that is changing the way that storytimes are seen across this country. This is your chance to explore storytime challenges, try out some wiggle dances, learn how to add scarves or puppets to your storytimes and share your own ninja storytime skills. Called by one of Guerilla Storytime’s founders a “mad magical brainstorming session,” this is an event where presenters and participants alike will step up to add insight to real-life questions librarians struggle with every day. Even better, this session will take those challenges and turn them into FREE and tangible ideas, songs, techniques and rhymes that you can take back to your library and use to make your storytimes EVEN MORE AWESOME.

Join the revolution and spread the word. Check out the origins of this movement at Storytime Underground (http://storytimeunderground.org/).

10:45 A.M. – 11:45 A.M.

**WLA Foundation Board Meeting**
Empress

11:00 A.M. – 11:20 A.M.

**Engage Stage**
Kalahari Convention Center - Exhibit Hall

**Engaging Parents in Early Literacy Through Storytime**
*Liz Bowie, Demco, Madison*

Explore how carefully constructed storytimes can lead to meaningful, daily interactions by providing parents with skills and techniques necessary to help their children build critical early literacy skills.

11:00 A.M. – 11:45 A.M.

**Answering Government Information Questions: Secrets Revealed!**
Track: Mix-It-Up
Marula

*Nancy Mulhern, Depository Librarian, Wisconsin Historical Society, Madison; Beth Harper, Government Documents Reference Librarian, UW-Madison*

Veteran government information specialists reveal the secrets, tips, and solutions to navigating the government information universe.

**Building Campaigns — Keys to Fundraising Success**
Track: Advocacy & Promotion
Tamboti

*Jennifer J. Collins, Madison Public Library Foundation*

Are you thinking of building or renovating a library? Do you need private funds to make it happen? Jenni Collins, who has 20 years of professional fundraising experience, will share her expertise on capital campaigns. Where do you start? How do you set a goal? Who do you involve? How do you find donors? How do you stay connected to donors? How can you keep volunteers motivated? And when can we celebrate?

**Genealogy Roadshow II, Who In The WLA Do You Think You Are: Mom’s Side!**
Track: Leadership/Professional Development
Mangrove

*Don Litzer, Assistant Director, T.B. Scott Free Library, Merrill; Nyama Marsh, Director, Whitefish Bay Public Library; Anne Kasuboski, Distance Education & Reference Librarian, UW-Green Bay Cofrin Library; Tony La Luzerne, Cataloging Assistant/Academic Librarian, UW-Green Bay Cofrin Library*

Didn’t get to WPL 2014 where WIGLHR’s Genealogy Roadshow crew revealed the paternal ancestry of Desiree Bongers, Mark Arend and Plumer Lovelace? You get a second chance! Genealogy Roadshow returns to present the mother’s side of each of these WLA leading lights. Not only will Plumer’s, Mark’s and Desiree’s pedigrees entertain, they’ll also inform—serving as great case studies to show what you can do from scratch with your own family history-interested patrons!
It’s Not a Tour — It’s a FIELD TRIP ADVENTURE!
Track: Engaging People

Aralia
Sara Bryce, School Services Librarian, La Crosse Public Library; Linda Jerome, Teen Librarian, La Crosse Public Library; Brooke Rasche, Early Literacy Librarian, La Crosse Public Library

Chuck Norris doesn’t go on tours of the library; he goes on FIELD TRIP ADVENTURES! Be more like Chuck Norris. Join members of the YS team at La Crosse Public Library as we break down the hows and whys of our successful field trips for grades K, 2 and 7. The kids WILL come back! Take away possibilities you can use immediately in your library to provide low-cost, high-yield field trips for your local schools.

The Midwestern Hurricane of 1913
Track: Building Collections

Aloeswood
Michael Schumacher, Author

In November 1913 a perfect storm developed in the upper Midwest creating three hellish days for ships on the Great Lakes. Michael Schumacher, biographer and regional historian, relates the tale of this incredible natural disaster as described in his book November’s Fury: The Deadly Great Lakes Hurricane of 1913. Book signing immediately following program: November’s Fury

Now That It’s Digitized, What Do I Do with It?
Track: Technology & Digital Services

Tamarind
Amy Lutzke, Adult Services Librarian, Dwight Foster Public Library, Fort Atkinson; John Sarnowski, Director, The ResCarta Foundation, La Crosse

Thinking about digitizing your local history and building a website? You might do better by thinking about building an archive of materials that can be sustained over time and hosting the archive on the web. Come see how we did it without breaking the budget or extensive research. You will hear about our missteps and victories and see how you can start gathering local materials into a successful digital archive.

Preparing for the Future: Broadband in Public Libraries
Track: Library Issues & Challenges

Guava
David Cagigal, Chief Information Officer, Wisconsin Department of Administration, Madison; Kurt Kiefer, Assistant State Superintendent, Wisconsin Department of Public Instruction, Madison; Bob Bocher, E-rate and Broadband Consultant, Madison; Matt Yeakey, TEACH Administrator, Division of Enterprise Technology, Wisconsin Department of Administration, Madison

In 2014, the DOA’s TEACH program upgraded over 350 Wisconsin public libraries to fiber connections, providing 10 Mbps at just $100/month. Still, only 8.5% of libraries in Wisconsin have connections over 10Mbps. The project, especially the fiber installations, is a great start in addressing the many needs people have for public library Internet access. It is essential that we continue working to address library bandwidth needs. Join the three speakers as they review the Library Fiber Project and the importance this project has in preparing for the future bandwidth needs of our libraries.

Reach Out and Read: From Inspiration to Reality
Track: Collaborations & Innovations

Cypress
Dr. Dipesh Navsaria, Assistant Professor of Pediatrics, UW-Madison School of Medicine; Karin Mahony, Reach Out and Read Project Manager, Children’s Health Alliance of Wisconsin, Madison; Heidi Feller, Volunteer Coordinator for the Reedsburg School District; Kris Houtler, Youth Services Librarian, Reedsburg Public Library

The inspiration to bring Reach Out and Read to the Reedsburg community began at the 2012 WLA Conference when Dr. Navsaria presented the evidence for the benefits of early literacy education from health care providers to parents at well baby checkups. Be inspired to make Reach Out and Read a reality in your community by creating partnerships with schools, clinics, hospitals and service organizations. This will be a time for sharing ideas on how to inform the community about the importance of early literacy in the home and for finding funding for Reach Out and Read in your area.
Thursday

11:00 A.M. – 2:00 P.M.

Career Center
Kalahari Convention Center - Exhibit Hall
Sponsored by UW-Madison, UW-Milwaukee, WLA

Résumé Review Drop Off
Looking for a first job or applying for a new position and need a second opinion of your résumé? Drop it off at the Career Center and have it reviewed by a librarian. Marked-up résumés with notes will be emailed back to you.

11:25 A.M. – 11:45 A.M.

Engage Stage
Kalahari Convention Center - Exhibit Hall

Next Generation Libraries
Kate Beihl, Marketing Director OPN Architects, Madison
To the average adult, libraries are indelibly associated with books. But in the age of digital media, this association is rapidly changing. Future generations will associate the library more with community, technology, creativity and collaboration. Librarians are at the forefront of this change and are well-equipped to lead the discussion about next generation libraries. For designers, it is important that we recognize these changes are occurring at an extraordinary speed and that we design to maximize the flexibility of spaces while incorporating best practices for today’s libraries. Join designers as we discuss characteristics of next generation libraries and what you can do today to maximize your library’s flexibility and community space.

12:00 P.M. – 1:30 P.M.

WLTF Luncheon:
Listen up, Legislators!
Moving Your Representatives from Information to Action
Track: Advocacy & Promotion
Kalahari Convention Center - Suite C/D
What happens in Madison and Washington, D.C., does not stay there — especially after the recent elections. From net-neutrality and LSTA appropriations to BadgerLink and library system funding to access to attrition among school library media specialists, policy decisions impact the library community every day and in every way. Stephanie Vance, the Advocacy Guru, will show you how to influence these decisions for good (not evil!) by sharing her insider secrets for effective advocacy. We’ll look at the four key steps to developing and delivering a winning message as well as how to build long term relationships that will get your legislators to “Yes!” And you’ll learn the top ten things you should NOT say, as well as the number one tool in the effective advocate’s arsenal (shhh..., it’s a secret). Join us for an informative and entertaining presentation that will give you tangible takeaways. Oh, and did we mention there will be fabulous prizes? WLTF Business Meeting to follow luncheon.

Luncheon with Avi
Kalahari Convention Center - Suite A/H
The WLA Children’s Book Award Committee named Avi as the 2014 Notable Wisconsin Author/Illustrator for his remarkable contribution to the world of children’s literature. Avi is a graduate of UW-Madison.
Book signing immediately following luncheon: City of Orphans; Crispin; Poppy; Sophia’s War

PARTICIPATE IN THE MAKER EXPERIENCE!
Visit the WLA Makerspace in the exhibit hall for tons of hands-on activities that let you experience the maker movement and learn how it could apply to your library. The Maker movement combines creativity, collaboration, literacy development, and STEM/STEAM education in a participatory learning environment. The Makerspace team has lots of fun activities planned for this year’s conference.
Check out page 15 of this booklet for a complete listing of our planned activities.
1:00 P.M. – 3:00 P.M.

**Career Center**
Kalahari Convention Center - Exhibit Hall
*Sponsored by UW-Madison, UW-Milwaukee*

**FREE Professional Headshots**
*Kelly Doering*, *Stick People Productions, Madison*

1:30 P.M. – 4:00 P.M.

**H.H. Bennett Studio Tour**
Bus loads at front of Kalahari Convention Center at 1:30 P.M. The Henry Hamilton Bennett Studio, opened in 1865, is the oldest operating business in Wisconsin Dells. The current studio has been in operation since 1875 and was operated by Bennett’s family until they donated the property to the Wisconsin Historical Society in 1998. On this guided tour of the museum and studio visitors will see many of Bennett’s printed photographic works, cameras and other innovations in photography and learn about Bennett’s roles in the advancement of photography, preservation of local history and the growth of Wisconsin’s tourism industry.

1:45 P.M. – 2:05 P.M.

**Engage Stage**
Kalahari Convention Center - Exhibit Hall

Local Content Lab with Wisconsin Library Services (WiLS)
Thursday

1:45 P.M. – 2:30 P.M.

“Appy” Hour
Track: Technology & Digital Services
Tamarind
Lynne Blinkenberg, Director of Community Engagement, Wisconsin Public Television, Madison

Screens, including TVs, iPads, computers and smart phones... we all have them, we all use them, we all either love them or hate them. Join us for a basic overview of some mobile technology tools, learn about the best of the best (and worst of the worst) applications for education, parenting and kids and explore some ideas for making the best choices. Attendees are encouraged to bring their own mobile devices and to share their favorite apps.

Combating Stress in the Workplace: Tips for Stressed out Librarians
Track: Leadership/Professional Development
Mangrove
Christopher Wirth, Licensed Marriage and Family Therapist, Madison

Everyone can use a bit of help managing the stress of budgets, schedules, demanding patrons and exhausting employees. How do we manage ourselves in the midst of managing everything else? Christopher Wirth, licensed psychotherapist, will share some simple techniques sure to help you figure out how to handle the stress of the librarian life.

Let’s Roll! Fall Classic Librarians v. Vendors Bowling Tournament
Thursday, 8:30 P.M. – 10:30 P.M.
Kalahari Indoor Theme Park
Sponsored by WiLS

Join us for the first annual Fall Classic Librarians v. Vendors Bowling Tournament at the Kalahari Lanes, hosted by WiLS! In the first hour we’ll pit teams of librarians against teams of vendors. Beat them and make them buy you drinks. Let them beat you and make them buy you drinks. It’s win-win! The second hour you can make it up to them as we have mixed teams of librarians and vendors, and, who knows, perhaps you’ll build some valuable relationships.

The Division of Vocational Rehabilitation and Public Libraries: Transforming Partnership Opportunities
Track: Collaborations & Innovations
Tamboti
Kate Martin, DVR State LTE Internship Coordinator, Division of Vocational Rehabilitation, Department of Workforce Development, Madison

What do Wisconsin libraries and the Division of Vocational Rehabilitation (DVR) have in common? They both help Wisconsin residents find meaningful careers and now is the ideal time for both organizations to work together to reach shared goals. Attend this session to learn more about the Division of Vocational Rehabilitation, a division of the Department of Workforce Development, and to explore opportunities for collaboration.

Dollars and Sense: Money Smart Week Programming in Wisconsin
Track: Engaging People
Aralia
David Mancl, Director, Office of Financial Literacy, Wisconsin Department of Financial Institutions, Madison; Lori Burgess, Support Services Coordinator, Fond du Lac Public Library

Wisconsin libraries are national leaders when it comes to financial literacy programs in libraries, from Big Read storytimes to budgeting to retirement and funeral pre-planning. Are you participating? Join David and Lori as they lead a discussion about programming ideas and the future of financial literacy programming in libraries. Be prepared to share your ideas!

The Gender and Women’s Studies Librarian: Past, Present, Future
Track: Mix-It-Up
Marula
Karla Strand, The Gender & Women’s Studies Librarian, UW-Madison Memorial Library

The Office of the UW Women’s Studies Librarian was created in 1977 to serve students, faculty and librarians across the UW System. The Office, which recently added “Gender” to its title, has become one of the premier resources for support of gender and women’s studies scholarship and librarianship. In this session the current Gender & Women’s Studies Librarian will describe the history of the office, the services it currently provides and some exciting new initiatives.
Librarian as Enzyme: Access, Intellectual Freedom, and Creative Library Spaces/Makerspaces
Track: Library Issues & Challenges

Shannon Crawford Barniskis, Student, UW-Milwaukee SOIS

Creative library spaces such as makerspaces are touted as a way to increase access to technological tools and literacies and to rejuvenate the library brand in the minds of non-users. This program examines emerging research on how these spaces do (or do not) support the access and intellectual freedom. The role of librarian-as-enzyme is critical to the success of library creative spaces, as is the focus on social making and collaboration.

Listen Up, Library Advocates!
12 Advocacy Actions You Can Take to Save Money, Time — and Your Library!
Track: Advocacy & Promotion


Can you commit 10 to 15 minutes per week to advocate for your library? How about one day per year? If the answer is yes, this is the session for you. Building on the concepts outlined in her keynote address, Stephanie Vance, known as the Advocacy Guru, will provide twelve more specific techniques (just one per month!) that will help you not only be heard – but agreed with. In this fast-paced session, we’ll look at how to use social media in the advocacy environment, strategies for arranging a library visit, resources for learning about new and returning legislators, as well as key local decision makers and much more! Attendees will walk away from this workshop with a step-by-step “effective influence” plan — all while having fun and perhaps even winning a prize. If you want to improve your persuasion powers, without feeling uncomfortable about how to do it, this is the session for you.

What’s New in Women’s Fiction?
Track: Building Collections

Rebecca Vnuk, Editor, Reference and Collection Management, Booklist, Chicago

Women’s fiction is an extremely popular genre in libraries, but it can be hard to define: How is it different from romance? What are the trends? Booklist editor and librarian Rebecca Vnuk, author of three books on the topic, will give an overview of the genre, discussing the trends and sub-categories. Attendees will leave with a better understanding of why readers love women’s fiction and a list of authors and titles to know.

2:10 P.M. – 2:30 P.M.

Engage Stage
Kalahari Convention Center - Exhibit Hall

TeachingBooks.net

Nick Glass, TeachingBooks.net

WLAF Silent Auction & Crafty Gift Fair

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

The Silent Auction is a great way to support the WLA Foundation and continues to be a popular feature of the conference. Be sure to stop by and browse for gifts, while admiring the creative talents of your peers. New this year: A ‘buy-now’ option for those who will not be there on Thursday (or who just prefer immediate gratification).
2:45 P.M. – 3:30 P.M.

**Adult Program Swap**
Track: Engaging People

Aralia

Melissa Carollo, Reference & Programming Librarian, Hedberg Public Library, Janesville; Rene Bue, Programming and Outreach Coordinator, Hedberg Public Library, Janesville; Peg Burington, Library Director/Adult Program Coordinator, Waupaca Area Public Library

Running out of ideas for adult programming? Join us for an Adult Program Swap! Be ready to talk about a successful program you have hosted, bring a question or problem for us to solve and share the name and contact information of a presenter you recommend. Attendees will leave with a new set of ideas for programming that will entertain and educate.

**Booked for Lunch:**
**Collaboration Between Schools and Public Libraries**

Track: Collaborations & Innovations

Aloeswood

Kelsey Johnson-Kaiser, Youth Services Librarian, La Crosse Public Library; Maria Jaszewski, Media Specialist, Columbus High School

Collaboration is key in Booked for Lunch, a monthly book club for Columbus High School students that focuses on in-depth discussion and analysis. Find out how we make this program thrive and how collaboration between the school and public library has created much more success than going it alone. We’ll discuss the ways the school and public library work together to create meaningful programs that actually attract teens (food is fundamental).

**Burr/Worzalla Children’s Book Award Winner**

Track: Building Collections

Cypress

Kevin Henkes, Author

Mr. Henkes is the 2014 Elizabeth Burr/Worzalla winner for his chapter book, *The Year of Billy Miller.*

Book signing immediately following program: *The Year of Billy Miller; Kitten's First Full Moon; Penny and Her Marble; Lily's Purple Plastic Purse*
Streaming Video in the Academic Setting
Track: Technology & Digital Services
Tamarind
Mary Prochniak, Senior Special Librarian, UW-Madison Learning Support Services; Brian Deith, Senior Information Consultant, UW-Madison Learning Support Services

Learning Support Services, a special campus library and instructional technology support unit within the UW-Madison College of Letters and Sciences, has been streaming video for the last five years as part of course support. Presenters will share their experiences with the needs and uses, legal issues, technical processes, instructor and student perspectives, challenges and future directions.

Tales from the WiLS (un)Office: Tools and Tips for Working Together While Sometimes Apart
Track: Library Issues & Challenges
Guava
Jeff Brunner, Andi Coffin, Sara Gold, Lisa Marten, Stef Morrill, Emily Pfotenhauer, Bruce Smith, WiLS, Madison

For over a year WiLS staff has been working in a virtual office environment, working as a team while not sharing the same office space. This “(un)office” changes the way the team interacts and creates new strategies for working together. While the (un)office is the extreme example, we all work with people we don’t see every day whether it’s other library staff, community partners or even co-workers. WiLS staff will share their strategies and tools for communication, team building, time management and other challenges of working with people you don’t see every day. Audience participation will be encouraged: come with your own tips and tricks!

Genealogy Lessons Learned from WHS Webinars & WIGLHR’s Genealogy Roadshow
Track: Mix-It-Up
Marula
Lori Bessler, Microforms Reference Librarian, Wisconsin Historical Society Library Archives, Madison; Don Litzer, Assistant Director, T.B. Scott Free Library, Merrill; Nyama Marsh, Director, Whitefish Bay Public Library; Anne Kasuboski, Distance Education & Reference Librarian, UW-Green Bay Cofrin Library; Tony La Luzerne, Cataloging Assistant/Associate Academic Librarian, UW-Green Bay Cofrin Library

Genealogy patrons are out there ... what resources are in your reference toolbox? You’ll get real-life advice from genealogy librarians. Wisconsin Historical Society staff share what they’ve learned through presenting their popular genealogy webinars, including participant feedback from as far away as Australia. Then WIGLHR’s Genealogy Roadshow crew uses the WLA member genealogies they created from scratch — using tools available to every librarian — as case studies to prepare you for your next family history challenge!

Offering a Summer Food Service Program in Your Community with Wisconsin Librarians

2:45 P.M. – 3:30 P.M.
Engage Stage
Kalahari Convention Center - Exhibit Hall

Reference & Adult Services Section (RASS) Board Meeting
Empress

WLAF Silent Auction & Crafty Gift Fair
Pick Up and Pay
Kalahari Convention Center - Exhibit Hall

Check to see if you won your bid! If yes, pick up and pay for items!
Thursday

4:30 P.M. – 5:15 P.M.

**Accountability Conversations**
Track: Leadership/Professional Development
Mangrove

*Nancy Graff Schultz*, Associate Director for Administration, UW-Madison General Library System; *Mary Hoddy*, Emerita Academic Staff, UW-Madison

As busy professionals, we need to ensure that our conversations with employees are specific and helpful, especially when these conversations deal with difficult topics or correcting behavior. In this session, we will provide useful tips to move away from blaming employees when things go wrong to creating a climate of professional accountability.

**At the Movies with Librarians III**
Track: Engaging People
Cypress

*Rachel Arndt*, Librarian II, Milwaukee Public Library; *Annie Babringer*, Adult Services, W.J. Niederkorn Library, Port Washington; *Sherry Machones*, Director, Edgerton Public Library; *Stephanie Reister*, Children’s Librarian, Germantown Community Library; *Brett Robluing*, Librarian II, Milwaukee Public Library; *Clairellyn Sommersmith*, Director, Princeton Public Library

Back by popular demand! A group of speakers will talk about upcoming movies based on books, and how librarians might incorporate them into their programming. The presentation will include book reviews, movie trailers, witty commentary and free popcorn.

**The BONK! Performance Series: Turning Local Weirdos Into Artistic Powerhouses One Library Program at a Time**
Track: Collaborations & Innovations
Aralia

*Dasha Kelly*, Poet; *Marco Jaimez*, Musician, Madison; *Ching-In Chen*, Poet/Editor-in-Chief at Cream City Review, UW-Madison Department of English; *Evan Maruszewski*, Musician, Madison; *Nick Demske*, Racine Public Library

The Racine Library’s BONK! is a radical performance series. It mainly hosts poets and musicians, and has featured dance crews, comedians, videographers, visual artists and more. Now in its sixth year, BONK! is completely grant-driven, has seven sponsors and a grassroots team of eight community volunteers. In this presentation the librarian who co-founded BONK! will discuss the series and how it transformed Racine’s community. BONK! alumni performers will also give mind-blowing, heart-breaking guest performances.

**Expect the Best, Prepare for the Worst**
Track: Library Issues & Challenges
Guava

*Michelle Dennis*, Hedberg Public Library, Janesville; *Jill Osmond-Groell*, Hedberg Public Library, Janesville

How well is your staff trained for ‘the worst’? If someone came in armed, intending to hurt or kill people, how would your staff respond? Do you have an Emergency Response Plan? How can you prepare your staff to think about the unthinkable? If library literature is to be believed, Hedberg Public Library is one of the first in the country to present such a training for library staff, and to have a Response Plan in place. Jill and Michelle will talk through their planning process, discuss their rationale, share how this and subsequent trainings have gone, and offer ideas for implementation at your library.

**How to Use Badges and Interactive Online Tools**
Track: Technology & Digital Services
Tamarind

*David McHugh*, Education Consultant for Digital Resources, Innovation & Professional Learning, Instructional Media & Technology, Department of Public Instruction, Madison

See how BadgerLink has experimented with badges, quizzes and interactive features and how you can use the underlying tools for your library. Learn how to apply these innovative techniques and resources to deal with the challenge of engaging patrons.

**New Publishing, and Why it’s a Great Time to Be a Writer**
Track: Mix-it-Up
Aloeswood

*Jess Riley*, Author

The author’s debut novel, *Driving Sideways*, was released by a Random House imprint in 2008. Since then she’s self-published two novels and a novella. Join her for a candid chat about the opportunities, pitfalls and evolving landscape of today’s publishing world. Is it better to sign a contract with a large publishing house? What about small presses and “indie-publishing?” Find out how libraries can reach fans of “indie authors” and connect with the authors themselves.

Book signing immediately following program: *Driving Sideways*
The Power of PR: 
Build Your Advocacy Program 
with Targeted Marketing

Track: Advocacy & Promotion

Tamboti

Stu Wilson, Coordinator/Lead Consultant, Library Strategies, The Friends of the Saint Paul Public Library; Slade Kemmet, Marketing and Design Associate and Multimedia Specialist, The Friends of the St. Paul Public Library

Advocacy efforts to increase, or maintain, public funding are essential to the operation of successful libraries today. Ongoing marketing is a critical component of effective advocacy. Learn tools and strategies, many of them simple and affordable, to boost your marketing activities with an end goal of enhancing public support. The presentation is based on the experiences of The Friends of the Saint Paul Public Library (MN) and its work with small libraries in western Wisconsin.

ZUMBA WITH ERIKA GERHARDT

Friday, November 7, 7:00 A.M. – 8:00 A.M.
Kalahari Convention Center - Suite 3

CIRCUS WORLD LIBRARY RESEARCH CENTER AND ARCHIVES TOUR

Friday, November 7
Leave Kalahari Convention Center at 8:00 A.M.
Return to Kalahari Convention Center at 10:45 A.M.
Sponsored by AWSL
Step into three-ring history! Ask questions of the resident librarian and archivist, see their special exhibits and rare artifacts, and go behind the scenes to see how the research library is run! This 1½ hour tour of Circus World’s Robert L. Parkinson Library & Research Center will be led by Peter Shrake, Archivist. Transportation provided.

5:30 P.M. – 7:00 P.M.

Awards & Honors Reception
Kalahari Convention Center - Suite A/H
Sponsored by EBSCO
This is your opportunity to personally thank and interact with our award winners. Entertainment provided by Entertainment provided by members of the Reedsburg area Brass Ensemble.

6:30 P.M. – 7:30 P.M.

New Members Meet-Up
Ivory Coast
Relax and have fun, the day is almost over! NMRT meet-up is a casual event to connect new WLA attendees. Discuss programs with colleagues and new friends. The meet-up is a great time to talk with an NMRT representative about what WLA has to offer you. We guarantee you’ll crack a smile and anyone who attends will be placed in a door prize drawing.

8:30 P.M. – 10:30 P.M.

Let’s Roll! Fall Classic Librarians v. Vendors Bowling Tournament
Kalahari Indoor Theme Park
Sponsored by WiLS
Join us for the first annual Fall Classic Librarians v. Vendors Bowling Tournament at the Kalahari Lanes, hosted by WiLS! In the first hour we’ll pit teams of librarians against teams of vendors. Beat them and make them buy you drinks. Let them beat you and make them buy you drinks. It’s win-win! The second hour you can make it up to them as we have mixed teams of librarians and vendors, and, who knows, perhaps you’ll build some valuable relationships. Plus, you look great in bowling shoes.

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Thursday

Honoring Award Winners

Celebrate at the Awards & Honors Reception
Thursday, November 6, 5:30 – 7:00 pm
Kalahari Convention Center — Suite A/H

Library of the Year
Wisconsin Resource Center Library, Winnebago

Muriel Fuller Award
Martha Gammons
Arrowhead Library System, Janesville

Citation of Merit
Allen Buechel
Fond du Lac County Executive

Librarian of the Year
Tessa Michaelson Schmidt
Youth and Special Services Consultant,
Public Library Development Team,
Department of Public Instruction

Trustee of the Year
Cari Schaeffer
Schreiner Memorial Library, Lancaster and Potosi

WLA Literary Award
Larry Watson
Let Him Go

Elizabeth Burr/Worzalla Award
Kevin Henkes
The Year of Billy Miller

Children’s Book Award
Notable Author
Avi

Intellectual Freedom Award
Megan Schliesman
Cooperative Children’s Book Center
UW-Madison School of Education

Paralibrarian of the Year
Terry Ehle
Youth Services Coordinator
Lester Public Library, Two Rivers

Rising Star
Kris Turner
Reference & Technology Services Librarian
UW-Madison Law Library
Wisconsin Heritage Library Center

Hall of Fame Inductees
Gilbert Harry Deane
Peter Hamon
Nolan I. Neds
Wilbur Lyle Eberhart
Gertrude Thurow

This event is being generously sponsored by EBSCO. Be sure to stop by their booth in the Exhibit Hall to thank them.
2014 Book Awards

Literary Awards Committee Honors

**WLA Literary Award**
Larry Watson
*Let Him Go*

**Notable Authors**
Norbert Blei
Margaret George
Aldo Leopold

**Outstanding Achievement**
Alex Bledsoe
*Wisp of a Thing*

Susanna Daniel
*Sea Creatures*

Kelly Harms
*The Girls of Shipwreck Lane*

Jesse Lee Kercheval
*My Life as a Silent Movie*

Barbara Miner
*Lessons from the Heartland: A Turbulent Half-Century of Public Education in an Iconic American City*

Stuart Nadler
*Wise Men*

Benjamin Percy
*Red Moon*

Richard Rashke
*Useful Enemies: John Demjanjuk and America’s Open-Door Policy for Nazi War Criminals*

David Rhodes
*Jewelweed*

Christina Schwarz
*The Edge of the Earth*

**Outstanding Achievement in Poetry**
B. J. Best
*But Our Princess Is in Another Castle*

Rebecca Dunham
*Glass Armonica*

Karla Huston
*A Theory of Lipstick*

Charles P. Ries
*Girl Friend & Other Mysteries of Love*

Chuck Rybak
*War*

**Children’s Book Award Committee Honors**

**Elizabeth Burr/Worzalla Award**
Kevin Henkes, Writer and Illustrator
*The Year of Billy Miller*

**Notable Author**
Avi

**Outstanding Achievement**
Ilisa J. Bick
*The Sin-Eater’s Confession*

Geoff Herbach
*I’m With Stupid*

Tom Lichtenheld, Illustrator
*Exclamation Mark*

Pat Zietlow Miller
*Sophie’s Squash*

Amy Timberlake
*One Came Home*

Bridget Zinn
*Poison*
7:00 A.M. – 11:00 A.M.

**Registration**
Kalahari Convention Center - North Atrium

7:00 A.M. – 8:00 A.M.

**ZUMBA with Erika Gerhardt**
Kalahari Convention Center - Suite 3

7:00 A.M. – 8:30 A.M.

**Continental Breakfast**
Kalahari Convention Center - Suite 2/7

8:00 A.M. – 10:45 A.M.

**Circus World Library Research Center and Archives Tour**
Bus departs from front of Kalahari Convention Center at 8:00 A.M.

_Pete Shrake, Archivist, Robert L. Parkinson Library & Research Center, Circus World Museum, Baraboo_

Don't miss your chance to step into three-ring history! Ask questions of the resident librarian and archivist, see their special exhibits and rare artifacts, and go behind the scenes to see how the research library is run! Note: We will just be touring the library and archives, not the full Circus World grounds.

8:30 A.M. – 9:15 A.M.

**Beyond Fart Jokes: What Boys Want and Need from the Library**
Track: Engaging People

_Pete Shrake, Archivist, Robert L. Parkinson Library & Research Center, Circus World Museum, Baraboo_

*Jenny Wegener, Head of Children's and Young Adult Services, Pewaukee Public Library; Betsy Bromley, Children's and Young Adult Librarian, Oconomowoc Public Library_

Boys. They bring energy and life to your library — and present a special set of challenges and opportunities for staff, collections and policies. Hear what the latest research says about boys’ development and leave with some new ideas on how to support and engage boys in your library and community.

**The Book Cycle: Delivering Books on Bikes**
Track: Collaborations & Innovations

_Aralia Amber Garbe, Madison Elementary Reading Specialist, Stevens Point Area Public Schools_

The Book Cycle requires no gas. Instead, this bicycle bookmobile simply fuels children’s love of reading. Each summer volunteers pedal three-wheel bicycles through Stevens Point neighborhoods. The bikes carry 300 books that children borrow on the honor system. Started in 2009 to combat summer reading regression, The Book Cycle continues to flourish. This presentation will feature the latest research on the summer slide and how The Book Cycle addresses that problem.

8:30 A.M. – 9:15 A.M.

**Dear Con-Anne: Prickly Questions Get Answered by Con-Anne the Librarian**
Track: Leadership/Professional Development

_Cypress Diana Skalitzky, Director, Marshall Public Library_

This program is based on a previous WLA program during which WISL members did their best to answer tough questions posed by the audience and ran out of time! Topics include working with difficult board members, dealing with patron behaviors, issues with staff and more.
Leading the Way to Yes: Building Good Will through Policy and Practice
Track: Library Issues & Challenges
Mangrove

Heather Jett, Access Services Librarian, UW-La Crosse Murphy Library
The 21st century library opens doors to information and resources and those doors are unlocked and held open through access services. Libraries must maintain resources through policy and practice so that they can be used by the broadest constituency. Come hear ideas and tips to increase good will in your library using written and applied policies and practices to eliminate both real and perceived barriers to the access and sharing of information resources and services.

Making Academia
Track: Building Collections
Marula

Kimberly Boldt, Systems Librarian, St. Norbert College Mulva Library, De Pere
Follow the journey from conception to present of a makers program at a small academic library. Gain insight into implementing a makers program at your institution. You’ll get practical ideas and advice from someone in the trenches of this exciting adventure in academia.

Tactics: How to Shamelessly Promote Library Programs
Track: Advocacy & Promotion
Aloeswood

Scott Lenski, Community and Adult Services Librarian, Whitefish Bay Public Library; Emily Weiss, Adult Reference Librarian, Whitefish Bay Public Library
Library programming adds to the vibrancy and energy of any library. This program will cover choosing programs, promoting and hosting. Special emphasis will be on technical promotion through the use of public access monitors, social media and web site.

Books Across Cultures: An Established Multicultural Children’s Literature Event Transforms Itself with Unimaginable Results by Connecting with a New Public
Track: Collaborations & Innovations
Aralia

Teri Holford-Talpe, Academic Engagement & Curriculum Librarian, UW-La Crosse Murphy Library; Marc Manke, Library Outreach Assistant, UW-La Crosse Murphy Library; Rick Stewart, Professional Development and Outreach Coordinator, UW-La Crosse School of Education; Karen Lange, Curriculum Collection Assistant, UW-La Crosse Murphy Library
In 2014, UW-La Crosse Murphy Library's organizing team chose to leave the beaten path of its traditional multicultural children’s literature event programming and connect directly with a new population. A local elementary school and UW-La Crosse teacher candidates were targeted. Participation directly benefited the school, students, teachers, curriculum and the teacher candidates. The organizing team has a beautiful tale to tell of how creative collaboration, innovation and transformation led to unimaginable results with a promising future.

Let’s Loop Wisconsin Libraries
Track: Library Issues & Challenges
Cypress

Juliette Sterkens, AuD, HLAA Consumer & Hearing Loop Advocate, Oshkosh; Bradley Shipps, Librarian, Outagamie Waupaca Library System (OWLS), Appleton
Libraries all over Wisconsin have installed hearing loops to improve access for hearing aid users. Audiologist Sterkens will share the benefits of hearing loops, demonstrate best practices for library staff and explain how we can all work together to loop Wisconsin. Bradley will share how, through LSTA grants and with Juliette's help, OWLS has looped service desks at all of their member libraries and looped meeting rooms at six libraries.

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 Madison.
Libraries and Information Inequality in South Africa
Track: Advocacy & Promotion
Aloeswood
Karla Strand, The Gender & Women’s Studies Librarian, UW-Madison Memorial Library

Karla began her doctoral research on information inequality and libraries in South Africa in 2009. Since then she has traveled to this stunning country five times, conducted numerous site visits and interviews with librarians, staff and users to explore how librarians in South Africa can help alleviate information poverty. In this session Karla will describe her experiences, her research and her findings through a lens of an integrative theory of information inequality.

Secret Life, Secret Death: A Story of Family History, Big City Chicago, Small Town Wisconsin and Personal Transformation
Track: Building Collections
Marula
Genevieve Davis, Author and Artist

Genevieve Davis tells how she conducted her exciting, often miraculous ten-year research project, which resulted in the publication of Secret Life, Secret Death. Her book reveals the story of hunting down the mystery of a single mother’s life in crime, in Gangland Chicago in the Roaring Twenties and in rural Wisconsin during the Depression. With themes of genealogy, Chicago mafia, Wisconsin lawlessness, trafficking, alcoholism, women's history and the burden of family secrets, Ms. Davis seeks to educate and provoke. Ms. Davis tells how she researched in libraries, archives and historical societies and through travel to specific locations and personal interviews.

WIGLHR input: Genealogy is an ever-growing popular topic, with televisions hits such as: Who Do You Think You Are (The Learning Channel); Finding Your Roots with Henry Louis Gates (Public Broadcasting Station) and Genealogy Roadshow (Public Broadcasting Station). Further, there is a plethora of genealogy websites and books, and troves of local records, that patrons can dig through to piece together their family histories. Ms. Davis’ experience with conducting such research, plus the fascinating story she unearthed involving her grandmother, Minnie, will provide an excellent opportunity for library personnel to learn how genealogy can help them Connect, Engage and experience Transformation with their patrons.

UnStorytime: Programming for Preschoolers
Track: Engaging People
Guava

You Need a Mentor! Tips and Advice for Getting and Keeping One
Track: Leadership/Professional Development
Mangrove

Ann Hardginski, Youth Services Librarian; Kimberly-Little Chute Public Library; Brooke Rasche, Early Literacy Librarian, La Crosse Public Library; Tiffany Meyer, Director, Dresser Village Library

Patrons love our storytimes! What else can we offer the preschool crowd? “Read, Talk, Sing, Play and Write” are calls to fun and action in easy-to-implement early literacy programs like Artsy Smartsy, Book Boogie, Book Festivals, Gardening Bees, Fairy Tale Hunt and more. Return to your library with enough programming ideas to last till grade school!

You Need a Mentor! Tips and Advice for Getting and Keeping One
Track: Leadership/Professional Development
Mangrove

Katharine Clark, Library Assistant, Madison Public Library; Linda Vincent, Management Librarian, Wisconsin Talking Book and Braille Library, Milwaukee; Kimberly Hennings, Director, C.A. Friday Memorial Library, New Richmond

Mentorship is an excellent way to advance your career, gain professional skills and increase your network of colleagues. This program will give you advice on how to find mentors and how to keep them. Katharine will be joined by Linda and Kimberly, participants in the WLA WeLead mentorship program, to share their experiences in mentoring.

10:15 A.M. —10:45 A.M.

Coffee Break
Kalahari Convention Center - North Atrium

10:45 A.M. —11:30 A.M.

Apps to Make Your Professional and Personal Life Easier
Track: Leadership/Professional Development
Guava

Kris Turner, Reference and Technology Services Librarian, UW-Madison

So many apps, so little time! What apps can be used in a professional capacity? What apps can you recommend to patrons with their first smartphones or tablets? Join AWSL as we delve deep into the murky but exciting world of iOS and Android apps. We’ll talk about professional apps for librarians, productivity apps for everyone and interesting new apps that may make both your personal and professional life easier!
Building and Maintaining Community Partnerships
Track: Advocacy & Promotion
Cypress

Liz Nevers, Administrator, Friends of the UW-Madison Libraries
Whether you are a large library system or a small-town library, community partnerships will help you further your library’s mission. In the first half of the presentation Nevers will discuss the benefits of developing and maintaining community partnerships and collaborations as well as share specific examples and their impacts. In the second half she will ask participants to share their ideas and success stories during a round table discussion. Discussion notes will be made available to participants after the conference.

Industry Partnerships: Getting Things Done Through Support from Local Business
Track: Collaborations & Innovations
Aralia

Shawn Brommer, Youth Services & Outreach Consultant, South Central Library System, Madison; Joan Milke, Software Technician, Thermo Fisher, Fitchburg; Wendy Rawson, Director, Fitchburg Public Library
Learn how libraries are working in partnership with businesses to sponsor library projects and programs. Panelists from both library and industry perspectives will share the stories of their experiences: How do libraries identify possible industry partners? What decision-making processes are involved for the business? In what ways can libraries thank their sponsors? How do they continue to grow their relationship? Join us to find out!

Libraries Transforming Communities: Aspirations
Track: Engaging People
Aloeswood

Cindy Fesemyer, Director, Columbus Public Library; Katrina Dombrowsky, Youth Services Director, Columbus Public Library; Bruce Smith, Community Liaison and Service Specialist, WiLS, Madison
The Harwood team from the Columbus Public Library will take you through an exercise to help you focus on your aspirations for your library community. You’ll identify challenges to those aspirations and create next steps that can help you create change in your community by turning outward. This is a great tool for starting conversations with your community stakeholders.

Love in the WPLC Digital Library: Searching for Diversity in the E-Romance Collection
Track: Building Collections
Marula

Adriana McCleer, Ph.D. Dissertator, UW-Milwaukee SOIS; Renee Bennett-Kapusniak, Ph.D. Dissertator, UW-Milwaukee SOIS
OverDrive statistics show readers discover new content while browsing public library e-book collections. Over 15%, of Wisconsin residents identify as Hispanic or Latina/o, Black or African American, American Indian or Alaska native and/or Asian (U.S. Census Bureau, 2010). Presenters will discuss findings from a study examining the diversity and accessibility of romance e-book titles in the WPLC Digital Library. Participate in an interactive session to share your perspective and ideas on the collection.

User’s Needs + Leadership + Technology Tools = ILEAD USA-Wisconsin
Track: Library Issues & Challenges
Mangrove

Denise Anton Wright, Public Library Administration Consultant, Wisconsin Department of Public Instruction, Madison; Ryan Claringbole, Technology Consultant, Wisconsin Department of Public Instruction, Madison
During 2015, Wisconsin will participate in the multi-state ILEAD USA program, funded in part by a Laura Bush 21st Century Librarian grant coordinated by the Illinois State Library. All types of libraries are eligible to be part of an “ILEAD USA–Wisconsin” team and community-based projects are encouraged. This session will provide program details, walk you through the application process and discuss how your library and community can benefit from this transformative experience.

11:45 A.M. – 1:00 P.M.

President’s Luncheon:
Ho-Chunk Oral History: Past, Present & Future
Kalahari Convention Center - Suite 2/7

William “Naawacekgize” Quackenbush, Ho-Chunk Nation Tribal Historic Preservation Officer and Cultural Resources Division Manager, Ho-Chunk Nation, Black River Falls
An oral interpretative presentation of the Ho-Chunk People.
AWSL: Association of Wisconsin Special Librarians
Apps to Make Your Professional and Personal Life Easier
AWSL Business Meeting
AWSL Social
Circus World Library Research Center and Archives Tour
Pointing the Way: Making Signage in Your Library Clear, Concise and Useful
Tales from the WiLS (un)Office: Tools and Tips for Working Together While Sometimes Apart
Transform Your Career
We Are All Special Librarians! What Public and Academic Librarians Have in Common with Special Librarians

COLAND: Council on Library and Network Development

DPI: Department of Public Instruction
BadgerLink’s College, Career, Health, & Computer Skills
Resource Demo
How to Use Badges and Interactive Online Tools
Internal Conflicts in Public Library Adult Literacy Programs
Preparing for the Future: Broadband in Public Libraries
Teen Librarian Expo
User’s Needs + Leadership + Technology Tools = ILEAD
USA-Wisconsin

EMIERT: Ethnic & Multicultural Exchange Round Table
The BONK! Performance Series: Turning Local Weirdos Into Artistic Powerhouses One Library Program At A Time
EMIERT Business Meeting
The Gender and Women’s Studies Librarian: Past, Present, Future
Internal Conflicts in Public Library Adult Literacy Programs
Libraries and Information Inequality in South Africa
Love in the WPLC Digital Library: Searching for Diversity in the E-Romance Collection

GIRT: Government Information Round Table
Answering Government Information Questions: Secrets Revealed!
Navigating the Wisconsin Administrative Code Online

IFRT: Intellectual Freedom Round Table
Banned Books Read-In
Front Line Challenges: Materials, Privacy and Policy
IFRT Business Meeting
Librarian as Enzyme: Access, Intellectual Freedom, and Creative Library Spaces/Makerspaces

LD&L: Library Development & Legislation Committee
Listen Up, Library Advocates! 12 Advocacy Actions You Can Take to Save Money, Time – and Your Library!

LUERT: Library User Education Round Table
Making It Real: What About Privacy Literacy? Libraries and Privacy Education in the Digital Age
“Appy” Hour
How to Use Badges and Interactive Online Tools
Let’s Loop Wisconsin Libraries

NMRT: New Member Round Table
NMRT Business Meeting
NMRT Meet-up
Yoga for Librarians

OSRT: Outreach Services Round Table
The Book Cycle: Delivering Books on Bikes
Booked for Lunch: Collaboration Between Schools and Public Libraries
Collaborative Negotiation: When Relationships Are as Important as Solutions
Creating School/Public Library Partnerships Within Your Community: Second Chance Book Club for High School Reluctant Readers
Dollars and Sense: Money Smart Week Programming in Wisconsin
Free and Affordable Apps for Accessibility
The Great Outdoors @ Your Library
Industry Partnerships: Getting Things Done Through Support from Local Business
Libraries Transforming Communities: Aspirations
Libraries Transforming Communities: The Columbus Public Library Experience So Far
OSRT Business Meeting
Partnerships for Success in Summer Reading
The Power of PR: Build Your Advocacy Program With Targeted Marketing
Tactics: How to Shamelessly Promote Library Programs
Reach Out and Read: From Inspiration to Reality
Saving Your Nos

RASS: Reference & Adult Services Section
Adult Program Swap
Broadening Your Patron Base
The Division of Vocational Rehabilitation and Public Libraries: Transforming Partnership Opportunities
Internal Conflicts in Public Library Adult Literacy Programs
RASS Board Meeting
READ: Readers Section
At the Movies with Librarians III
Book Festivals Spark Community Engagement
Caldecott Crash Course: Evaluation of the Art in Picture Books
Good Girls, Bad Girls, Real Girls: Teen Girls in YA Lit & in Your Library
Literary Award Winner: Larry Watson
Love in the WPLC Digital Library: Searching for Diversity in the E-Romance Collection
The Midwestern Hurricane of 1913
Notable Books Marathon, 2014
Partnerships for Success in Summer Reading
What's New in Women's Fiction

RSRT: Resource Sharing Round Table
RSRT Business Meeting

SLIS: School of Library and Information Studies
UW-Madison SLIS Alumni Reunion

SOIS: School of Information Studies
UW-Milwaukee SOIS Alumni Reunion

SRLAAW
System and Resource Library Administrator's Association of Wisconsin (SRLAAW) Meeting

SSCS: Support Staff & Circulation Services Section
Leading the Way to Yes: Building Good Will through Policy and Practice
SSCS Business Meeting
Thrown to the Wolves: Building Trust, Encouraging Independence & Creating an Unstoppable Team

TSS: Technical Services Section
Now That It's Digitized, What Do I Do With It?
TSS Membership Meeting

WAAL
Accountability Conversations
Books Across Cultures: An Established Multicultural Children's Literature Event Transforms Itself with Unimaginable Results by Connecting with a New Public
Choose Your Future: Strategic Planning Makes it Happen
Design It! Developing a Graphic Design Process for Diversity Resources
GeoData at UW-Madison: Online Access to GIS Data Using OpenGeoportal
Making Academia
Streaming Video in the Academic Setting
Understanding Your Preservation Needs: An Introduction to the Preservation Self-Assessment Tool

WAPL: Wisconsin Association of Public Libraries
ALS' Mobile Makerspace: Bringing Makerspaces to Our Libraries
Booked for Lunch: Collaboration Between Schools and Public Libraries
Building and Maintaining Community Partnerships
Creating School/Public Library Partnerships Within Your Community: Second Chance Book Club for High School Reluctant Readers
Dispel the Myths, Part 1: Unlock the Keys to Staff Motivation
Dispel the Myths, Part 2: The Three Keys to Meaningful Staff Motivation & Engagement: Purpose – Mastery – Autonomy
Dollars and Sense: Money Smart Week Programming in Wisconsin
Expect the Best, Prepare for the Worst
Free and Affordable Apps for Accessibility
Good Girls, Bad Girls, Real Girls: Teen Girls in YA Lit & in Your Library
How to Use Badges and Interactive Online Tools
Internal Conflicts in Public Library Adult Literacy Programs
Libraries Transforming Communities: Aspirations
Libraries Transforming Communities: The Columbus Public Library Experience So Far
The Neurodiverse Library: Preventing Sensory Overload
New Publishing, and Why it’s a Great Time to Be a Writer
Partnerships for Success in Summer Reading
Preparing for the Future: Broadband in Public Libraries Tactics: How to Shamelessly Promote Library Programs
WAPL Board Meeting
What's New in Women's Fiction

WeLEAD
Building Campaigns- Keys to Fundraising Success
Combating Stress in the Workplace: Tips for Stressed out Librarians
Dispel the Myths, Part 1: Unlock the Keys to Staff Motivation
Dispel the Myths, Part 2: The Three Keys to Meaningful Staff Motivation & Engagement: Purpose – Mastery – Autonomy
Internal Conflicts in Public Library Adult Literacy Programs
Library Journal's Lead the Change
What's New in Women's Fiction?
You Need a Mentor! Tips and Advice for Getting and Keeping One

(continued on next page)
WIGLHR: Wisconsin Genealogy & Local History Round Table
Genealogy Lessons Learned from WHS Webinars & WIGLHR’s Genealogy Roadshow
Genealogy Roadshow II, Who In The WLA Do You Think You Are: Mom’s Side!
Secret Life, Secret Death: A Story of Family History, Big City Chicago, Small Town Wisconsin and Personal Transformation
Making It Real: Now That It’s Digitized, What Do I Do With It?

WiLS
Let’s Roll! Fall Classic Librarians v. Vendors Bowling Tournament
Tales from the WiLS (un)Office: Tools and Tips for Working Together While Sometimes Apart

WISL: Wisconsin Small Libraries Section
At the Movies with Librarians III
Cards Against Librarianship
Dear Con-Anne: Prickly Questions Get Answered by Con-Anne the Librarian
WISL Board Meeting

WLA
Aldo Leopold Center Tour
Awards & Honors Reception
Early Bird Reception
H.H. Bennett Studio Tour
Ho-Chunk Oral History: Past, Present & Future
Past Presidents’ Breakfast
Philanthropy and Giving with Michael Johnson and Tim Metcalf
Reclaiming Main Street with Rich Harwood
Wisconsin’s Patent and Trademark Resource Centers!
WLA Board of Directors Meeting
WLA/WLAF Annual Business Meeting
WLA Finance Committee Meeting
Yoga For Librarians
Zumba

WLAF: WLA Foundation
WLA/WLAF Annual Business Meeting
WLAF Board Meeting
WLAF Silent Auction & Crafty Gift Fair
WLAF Fundraiser: BOOKGIE NIGHTS Gotta Have the Funk!

WLTF: Wisconsin Library Trustees & Friends
Listen Up, Library Advocates! 12 Advocacy Actions You Can Take to Save Money, Time – and Your Library!
WLTF Luncheon: Listen up, Legislators! with Stephanie Vance (plus 15 min WLTF board meeting)

WPLC
WPLC Meeting

YSS: Youth Services Section
“Appy” Hour – Parenting & Kids apps
Beyond Fart Jokes: What Boys Want and Need from the Library
Booked for Lunch: School/Public Library
Burr/Worzalla Award Winner – Kevin Henkes
Book Cycle – Summer Books for Kids
Books Across Cultures to Kids: An Established Multicultural Children’s Literature Event Transforms Itself with Unimaginable Results by Connecting with a New Public
Caldecott Crash Course: Evaluation of the Art in Picture Books
Creating School/Public Library Partnerships
Developmentally Age-Appropriate Storytimes
Good Girls, Bad Girls, Real Girls: Teen Girls in YA Lit & in Your Library
Guerrilla Storytime Swap
Homegrown Leadership for Youth Services Librarians: Cultivating Your Inner Leader
It’s Not a Tour—It’s a FIELD TRIP ADVENTURE!
Luncheon with Avi
Making it Real
The Management Side Sucks My Soul
Partnerships for Success in Summer Reading
The Neurodiverse Library: Preventing Sensory Overload
Shake It Up! Best Outside the Box School Age Programs
Reach Out and Read: From Inspiration to Reality Teen Librarian Expo
UnStorytime – Programming for Preschoolers
YSS Business Meeting
YSS Luncheon with Karen Jensen, Teen Librarian Toolbox
Rebecca Behrens  
519 E 86th Street, Apt 2A  
New York, NY 10028  
917.363.8964  
rebecca.behrens@gmail.com

Lynne Blinkenberg  
Director of Community Engagement  
Wisconsin Public Television  
821 University Avenue  
Madison, WI 53706  
608.265.6331  
lynne.blinkenberg@wpt.org

David Cagigal  
Chief Information Officer  
Wisconsin Department of Administration  
PO Box 7844  
Madison, WI 53703-7844  
608.261.8406  
David.Cagigal@wisconsin.gov

Ching-in Chen  
Writer, BONK!  
2324 E Belleview Place  
Milwaukee, WI 53211  
781.632.4737  
chinginchen@gmail.com

Jennifer Collins  
Madison Public Library Foundation  
201 W Mifflin Street  
Madison, WI 53703  
608.261.9691  
jcollins@mplfoundation.org

Genevieve Davis  
Author and Artist  
205 Evans Drive, #10  
Cambria, WI 53923  
608.524.0206  
davisartist@yahoo.com

Tana Elias  
Digital Services & Marketing Manager  
Madison Public Library Foundation  
201 W Mifflin Street  
Madison, WI 53703  
608.266.4953  
telias@scls.lib.wi.us

Heidi Feller  
Volunteer Coordinator  
Reedsburg School District  
501 K Street  
Reedsburg, WI 53959

Rebecca Fox-Blair  
Executive Director  
MG21 Liberal Arts Charter School  
5301 Monona Drive  
Monona, WI 53716  
608.316.1924  
rebecca.fox-blair@mgschools.net

Amber Garbe  
Madison Elementary Reading Specialist  
Central Wisconsin Reading Council/Book Cycle  
6324 Indiana Avenue N  
Stevens Point, WI 54481  
715.341.1175  
ambergarbe@gmail.com

Heidi Hammond  
Assistant Professor/SLMS Coordinator  
St. Catherine University  
2004 Randolph Avenue, Suite 4125  
St. Paul, MN 55105  
651.690.6991  
hhammond@stkate.edu

Rich Harwood  
President and CEO  
The Harwood Institute  
4915 5th Elmo Avenue, Suite 462  
Bethesda, MD 20814  
301.66.3669  
rich@theharwoodinstitute.org

Kevin Henkes  
c/o Patty Rosati, HarperCollins Publishers  
New York, NY 10007  
212.207.7960  
patty.rosati@harpercollins.com

Erin Hoag  
Madison Children's Museum  
100 N Hamilton Street  
Madison, WI 53703  
achoag@madisonchildrensmuseum.org

Mary Hoddy  
Learning Consultant, Emeritus Academic Staff, UW-Madison  
6718 Franklin Avenue  
Middleton, WI 53562  
608.831.4886  
mhoddy.wisc.edu

Bruce Hoesly  
Legislative Reference Bureau  
1 E Main Street, Suite 200  
Madison, WI 53706  
608.266.7590  
Bruce.Hoesly@legis.wisconsin.gov

Marco Jaimez  
Musician/BONK!  
2401 Bate Street  
Racine, WI 53403  
262.498.8645  
mexicocityissinking@yahoo.com

Karen Jensen  
Teen Librarian Toolbox  
704 Bowie Street  
Forney, TX 75126  
740.815.7262  
kjensemls@yahoo.com

Kelly Jensen  
Associate Librarian  
1117 Spruce Street  
Delavan, WI 53115  
708.945.7323  
kellybjenisen@gmail.com

Michael Johnson  
CEO  
Boys & Girls Club of Dane County  
2001 Taft Street  
Madison, WI 53713  
314.335.9814  
mjohnson@bgcdc.org

Dasha Kelly  
300 E Walnut  
Milwaukee, WI 53212  
414.788.8833  
dasha@dashakelly.com
Non-Member Speakers

**Slade Kemmet**  
Marketing and Design Associate/  
Multimedia Specialist  
Friends of the St. Paul Public Library  
325 Cedar Street, Suite 555  
St. Paul, MN 55101  
651.366.6489  
slade@thefriends.org

**Kurt Kiefer**  
Assistant State Superintendent  
Wisconsin Department of Public Instruction  
PO Box 7841  
Madison, WI 53701-7841  
608.266.2205  
kurt.kiefer@dpi.wi.gov

**Cate Levinson**  
Kidspace Librarian  
Niles Public Library  
2328 W Argyle Street, Apt. 2  
Chicago, IL 60641  
312.399.4375  
clevins@nileslibrary.org

**Karin Mahony**  
Read Out and Read Wisconsin Project Manager  
Children’s Health Alliance of Wisconsin  
133 S Butler St., Suite 340  
Madison, WI 53703  
608.442.8036

**David Mancl**  
Policy Advisor  
Wisconsin Department of Financial Institutions  
PO Box 8861  
Madison, WI 53708-8861  
608.261.9540

**Marc Manke**  
UW-La Crosse Murphy Library  
1631 Pine Street  
La Crosse, WI 54601  
mmanke@uwla.edu

**Kate Martin**  
Division of Vocational Rehabilitation  
Department of Workforce Development  
201 E Washington Avenue, Suite 100  
Madison, WI 53703  
608.261.4433  
kathleenl.martin@dwd.wisconsin.gov

**Evan Maruszewski**  
4305 N Marlborough Drive, Apt. 3  
Shorewood, WI 53211  
414.841.6983  
evam.maruszewski@gmail.com

**David McHugh**  
BadgerLink Coordinator  
Resources for Libraries & Lifelong Learning  
2109 S Stoughton Road  
Madison, WI 53716  
608.224.5389  
david.mchugh@dpi.wi.gov

**Carrie Mesrobian**  
2127 Forest Drive NE  
Columbia Heights, MN 55421  
763.923.5593  
carrie.mesrobian2@gmail.com

**Tim Metcalfe**  
President  
Metcalf’s Market  
726 N Midvale Blvd.  
Madison, WI 53705  
608.345.2220  
tim.m@shopmetcalfes.com

**Joan Milke**  
Software Technician  
Thermo Fisher Scientific  
2468 Pinto Trail  
McFarland, WI 53558  
608.273.5076

**Conor Moran**  
Wisconsin Book Festival Director  
Madison Public Library  
201 W Mifflin Street  
Madison, WI 53703  
608.772.9565  
cmor@mplfoundation.org

**Dr. Dipesh Navsaria**  
UW-School of Medicine & Public Health  
226 S Owen Drive  
Madison, WI 53705-5067  
608.234.5067  
dipesh@navsaria.com

**Liz Nevers**  
Administrator  
Friends of the UW-Madison Libraries  
728 State Street  
330 H Memorial Library  
Madison, WI 53706  
608.265.2505  
friends@library.wisc.edu

**Gail Nordstrom**  
Public Library Consultant  
Viking Library System  
19595 Nidaros Church Drive  
Clitherall, MN 56529  
218.739.5286

**Laura V. Page**  
Principal Consultant  
Page Management Consulting  
PO Box 5283  
Madison, WI 53705-5283  
608.231.1979  
lvp@lauravpage.com
Non-Member Speakers

William Quackenbush  
Historic Preservation Officer  
Ho-Chunk Nation  
W7972 US Hwy 12  
Black River Falls, WI 54615  
bill.quackenbush@ho-chunk.com

Jess Riley  
1027 Rugby Street  
Oshkosh, WI 54902  
920.203.3353  
jessrileywrites@gmail.com

Gayle Rosengren  
5232 Sassafras Drive  
Fitchburg, WI 53711  
608.206.0861  
gaylerosengren@gmail.com

Nancy Graff Schultz  
Associate Director for Administration  
UW-Madison Memorial Library  
728 State Street, Room 372H  
Madison, WI 53706  
608.262.0076

Michael Schumacher  
1110 67th Street  
Kenosha, WI 53143  
262.654.1834  
schudog22@yahoo.com

Juliette Sterkens  
National Hearing Loop Advocate  
Hearing Loss Association of America  
1555 Candlelight Court  
Oshkosh, WI 54904  
920.450.0148  
jsterks@new.rr.com

Rick Stewart  
UW-La Crosse School of Education  
1725 State Street, 145 Graff Main Hall  
La Crosse, WI 54601  
608.785.8133

Stephanie Vance  
Principal  
Advocacy Advocates  
1030 15th Street NW, Suite 750  
Washington, DC 20005  
202.349.1030  
info@advocacyassociates.com

Rebecca Vnuk  
Editor  
Booklist Magazine  
1413 Elgin Avenue  
Forest Park, IL 60130  
773.562.0053  
rvnuk@ala.org

Larry Watson  
1028 Juneau Avenue, #622  
Milwaukee, WI 53202  
414.291.4167  
larrysusanwatson@yahoo.com

Stu Wilson  
Library Strategies Consulting Group  
325 Cedar Street, Suite 555  
St. Paul, MN 55101-1055  
651.253.3231  
stu@thefriends.org

Chris Wirth  
Psychotherapist  
Northside Mutual Health and Consulting, LLC and Mental Health Solutions, S.C.  
7633 Ganser Way, Suite 204  
Madison, WI 53719  
608.829.1800 ext. 1841  
cjaywirth@gmail.com

Avi Wortis  
c/o Winding Oak  
6985 Crest Drive  
Maple Grove, MN 55311-3545  
763.416.5385  
ficki@windingoak.com

Matt Yeakey  
TEACH Administrator  
101 E Wilson Street  
Madison, WI 53707  
608.264.6692  
matthew2.yeakey@wisconsin.gov
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ANNUAL CONFERENCE

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UW-Milwaukee's iSchool invites all alumni, students, faculty, staff and friends to attend our annual reunion. Please join us for an evening of fun, refreshments and networking.

WHEN:
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Kalahari Resort
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FOR MORE INFORMATION:
Ph: 414-229-4707
soisinfo@uwm.edu
sois.uwm.edu
The 21st Century Library sustains the life of the community. Inviting interiors, advanced technology and flexible meeting and “maker” spaces bring people together to think and do all sorts of things, whether personal, professional, educational or social.

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