WISCONSIN LIBRARY ASSOCIATION

ANNUAL CONFERENCE
OCTOBER 17-20, 2017

RECHARGE

KALAHARI RESORT & CONVENTION CENTER
WISCONSIN DELLS
NEW for FALL 2017
Welcome to the Wisconsin Library Association's Annual Conference at the Kalahari in Wisconsin Dells. This year’s theme, Recharge, is how I hope you will all feel after attending this year’s great conference.

Recharge your mind with four days of learning opportunities. There are two excellent pre-conferences on Tuesday. Amy Climer will teach you all about Deliberate Creativity and innovating on demand. Or learn about diversity in youth services with Anna Haase Krueger and Tami Lee from Ramsey County Public Library. Wednesday starts off with a keynote presentation from Grace Lim, UW-Oshkosh, who will talk about the power of storytelling. Among the many sessions from which you can choose are Creative Problem Solving, finding out what the Dabble Box is, and listening to a ukulele strum along. Linda Liukas, author and programmer from Helsinki, Finland, kicks off Thursday with an inspiring presentation on Software & Storytelling and the importance of coding literacy. Thursday’s sessions include learning about Beloit’s Blender Cafe, updates from the PLSR Workgroups, and discovering the Dark Web. And, there’s more to choose from on Friday. There is truly something for everyone at this year’s conference.

Librarians love authors and you’ll be able to meet and hear from many of them at the conference. Among the authors attending are Andrea Davis Pinkney at the YSS Luncheon, Literary and Children’s Award Winners Nick Petrie and Sarah L. Thomson, and Michelle Wildgen at the President’s Luncheon. New this year is the Indie Author Garden in the Exhibit Hall. Be sure to stop by and meet some local indie authors.

Recharge your connections with fellow librarians. There are many opportunities to socialize with your colleagues including the 4th Annual WiLS Fall Classic on Tuesday evening: Librarians Take the Lanes. Then, on Wednesday evening, test out your trivia skills at the WLA Foundation Fundraiser event. Thursday evening is your opportunity to honor and thank our Award Winners at the Awards & Honors Reception. Want to tour the Wisconsin Dells area? You’re in luck as there are 5 different tours available including the Crane Foundation and a hike at Mirror Lake State Park.

Recharge your body and spirit with a walk or run with me and Marge Loch-Wouters. On Friday morning (weather permitting), we’ll host an informal group run/walk leaving from the conference registration area and heading out for 3.1 miles. And, please join me for the President’s Luncheon featuring Michelle Wildgen, author of You’re Not You and Bread and Butter, as she talks about becoming a writer.

Recharge your connections with your vendors. Be sure to visit the exhibit hall and find out about new products and services for libraries. Please thank them for exhibiting at the conference as they help make our conference a success.

Thank you to the 2017 Conference Committee for their dedication and hard work to bring this conference to life. And thanks to all of you for attending this year’s conference.

Jean Anderson, WLA Board President
South Central Library System, Madison
2017 WLA Board of Directors

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**Youth Services Section**
Sue Abrahamson
Waupaca Area Public Library
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 #WLA17.

Registration
Kalahari Convention Center
Tuesday, 3:00 P.M. – 7:00 P.M.
Wednesday, 7:00 A.M. – 7:00 P.M.
Thursday, 7:00 A.M. – 5:30 P.M.
Friday, 7:00 A.M. – 11:00 A.M.

WLA Foundation Silent Auction
Kalahari Convention Center Exhibit Hall
Wednesday, 10:00 A.M. – 5:00 P.M.
Thursday, 8:30 A.M. – 3:30 P.M.
Thursday, 3:30 P.M. pick up and pay

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.; 3:00 – 3:45 P.M.
Thursday, 10:00 – 10:45 A.M., 3:00 – 3:45 P.M.
Special Events

WILS 4TH ANNUAL FALL CLASSIC: LIBRARIANS TAKE THE LANES
Tuesday, October 17, 7:00 – 9:00 P.M.
Kalahari Upper Deck Lounge & Lanes
Hit the lanes in WiLS’ 4th Annual Fall Classic for bowling and socializing with your colleagues and library vendors at WLA 2017! Feel free to bring a group or let WiLS match you up with some teammates. Don’t love bowling? That’s okay! We’ll have plenty of other games and food so a good time can be had by all. Bowling, shoes, food and sodas are provided thanks to our generous sponsors — and there will be prizes!

EXHIBIT HALL GRAND OPENING
Wednesday, October 18, 10:00 – 10:45 A.M.
Kalahari Convention Center - Exhibit Hall
Enter to win drawings at booths, freebies galore as well as a chance at a gift certificate for a one night bed and breakfast package for two at the Radisson La Crosse, location of WLA 2018.

BARABOO PUBLIC LIBRARY TOUR AND OPEN HOUSE
Wednesday, October 18, 5:45 – 8:15 P.M.
Transportation provided by Dells Roo Trolley.
Pick up at the Kalahari Convention Center Main Entrance.

DRIFTLESS GLEN DISTILLERY TOUR
Wednesday, October 18, 6:00 – 8:00 P.M.
Transportation provided by Dells Roo Trolley.
Pick up at the Kalahari Convention Center Main Entrance.

WLA FOUNDATION FUNDRAISER: RETURN OF TEAM TRIVIA
Wednesday, October 18, 8:00 – 11:00 P.M.
Kalahari Resort & Convention Center - Suite A
What do you call an evening of trivia, award-winners, great food and drink, and even better company? We call it the annual WLA Foundation Fundraiser. Join a team or get one together and put your knowledge to the test. We know librarians are filled with answers to all kinds of trivial questions.

DUCK TOURS OF THE DELLS
Thursday, October 19, 10:15 – 11:15 A.M.
Transportation provided.
Pick up at the Kalahari Convention Center Main Entrance.

TOUR OF THE CRANE FOUNDATION AND LIBRARY
Thursday, October 19, 10:30 A.M. – 12:30 P.M.
Transportation provided by Dells Roo Trolley.
Pick up at the Kalahari Convention Center Main Entrance.

FALL HIKE AND CITIZEN SCIENCE AT MIRROR LAKE STATE PARK
Thursday, October 19, 1:30 – 3:30 P.M.
Transportation provided by Dells Roo Trolley.
Pick up at the Kalahari Convention Center Main Entrance.

WLA FOUNDATION FUNDRAISER: RETURN OF TEAM TRIVIA
Wednesday, October 18, 8:00 – 11:00 P.M.
Kalahari Resort & Convention Center - Suite A
What do you call an evening of trivia, award-winners, great food and drink, and even better company? We call it the annual WLA Foundation Fundraiser. Join a team or get one together and put your knowledge to the test. We know librarians are filled with answers to all kinds of trivial questions.
Special Events

H.H. BENNETT STUDIO TOUR
Friday, October 20, 9:45 – 11:30 A.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 by Dells Roo Trolley. Pick up at the Kalahari Convention Center Main Entrance.

KILBOURN PUBLIC LIBRARY OPEN HOUSE
Thursday, October 19, 6:00 – 8:00 P.M.
Transportation on own.

AWARDS & HONORS RECEPTION
Thursday, October 19, 5:45 – 7:15 P.M.
Kalahari Convention Center - Suites A/H
Sponsored by EBSCO
This informal event will give everyone 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.

YSS BOOKTALK & SOCIAL
Thursday, October 19, 7:15 – 8:30 P.M.
Wisteria
Join YSS for an informal discussion of Andrea Davis Pinkney’s luncheon presentation followed by R-Rated Storytime: A low-key, open-mic session for each and every youth services librarian who has ever experienced the occasional inappropriate moment on the job. From Freudian slips to unintentional innuendo to those crazy things that kids say, we know you’ve had THAT moment. Come ready to share and laugh along as we celebrate the unforeseen naughtiness that comes with the territory.

WLA FOUNDATION SILENT AUCTION
Kalahari Convention Center - Exhibit Hall
Wednesday, October 18, 10:00 A.M. – 5:00 P.M.
Thursday, October 19, 8:30 A.M. – 3:30 P.M.
3:30 P.M. – pay and pickup
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.

Registration
Tuesday, 3:00 – 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 – 11:00 A.M.

Exhibits
Wednesday, 10:00 A.M. – 5:00 P.M.
Thursday, 8:30 A.M. – 4:30 P.M.

Exhibit Breaks
Wednesday, 10:00 – 10:45 A.M.; 3:00 – 3:45 P.M.
Thursday, 10:00 – 10:45 A.M.; 3:00 – 3:45 P.M.

Activities in Exhibit Hall
Kalahari Convention Center - Exhibit Hall
Passive Program Share
Demco Maker Zone
Indie Author and Program Garden
Career Center
Author Signings

All signings will take place immediately after program or luncheon, with listed book titles available for purchase. We gratefully acknowledge the assistance of Woodland Pattern Book Center in providing and handling the sale of the books for author signings.

Wednesday, October 18

8:30 A.M. – 10:00 A.M.
Keynote
Suites A/B/G/H
Grace Lim — *Humans of Oshkosh* Vol. 1 (one copy); *Humans of Oshkosh* Vol. 2 - When the Ends Don’t Meet; *Humans of Oshkosh* Vol. 3 - Why I Teach; *Humans of Oshkosh* Vol. 4 - First Responders

11:40 A.M. – 1:10 P.M.
Youth Services Luncheon
Suites A/H
Andrea Davis Pinkney — *Rhythm Ride: A Road Trip through the Motown Sound*; *The Red Pencil*; *Sit In: How Four Friends Stood Up by Sitting Down*; *Hand in Hand: Ten Black Men Who Changed America*; *Martin and Mahalia*; *Bird in a Box*; *Sojourner Truth's Step-Stomp Stride*; *Boycott Blues*; *Duke Ellington*; *Ella Fitzgerald*; *Let it Shine: Stories of Black Women Freedom Fighters*

Thursday, October 19

8:45 A.M. – 10:00 A.M.
Keynote Address
Suites A/H
Linda Liukas — *Hello Ruby: Adventures in Coding*; *Hello Ruby: Journey Inside the Computer*

2:15 P.M. – 3:00 P.M.
Burr/Worzalla Children’s Book Award Winner
Suites A/H
Sarah L. Thomson — *Deadly Flowers*; *Deadly Wish*; *Quick, Little Monkey*; *Secrets of the Seven: The Eureka Key*; *Secrets of the Seven: The Eagle’s Quill*

4:40 P.M. – 5:25 P.M.
Literary Award Winner
Suites A/H
Nicholas Petrie — *Burning Bright, The Drifter*

Friday, October 20

10:35 A.M. – 11:20 A.M.
Authors on Authors: An Insider Look at Today’s Middle Grade Fiction
Suites A/H
Lindsey Becker — *The Star Thief*; Darcy Miller — *Roll*

Learning, Coping and Surviving as an Alzheimer’s Caregiver
Suites A/H
Martin J. Schreiber — *My Two Elaines*

11:30 A.M. – 1:00 P.M.
President’s Luncheon: On Becoming a Writer and Staying a Writer
Suites 2/7
Michelle Wildgen — *You’re Not You; Bread and Butter*
Special Thanks to Our Conference Partners and Advertisers

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

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Wisconsin Historical Society Press

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

Architecture & Design
- Architectural Design Consultants
- FEH Associates, Inc
- HGA Architects and Engineers
- OPN Architects

Audio/Interactive Books and Materials
- Baker & Taylor
- Midwest Tape
- Recorded Books
- Wisconsin Talking Book and Braille Library

Audio Visual Equipment/Products/Systems
- Demco

Automated Handling Materials
- CoLibri Systems North America

Automation Software/Systems
- Demco
- SirsiDynix

Bindery
- CoLibri Systems North America

Books
- Apple Books
- Baker & Taylor, Inc.
- Brodart Company
- CoLibri Systems North America
- e-ImageData Corp.
- Maris Associates
- Penworthy Company, The Rainbow Book Company
- Scholastic Library Publishing
- University of Wisconsin Press
- Wisconsin Historical Society Press
- Wisconsin Talking Book and Braille Library
- Woodland Pattern, Inc.

Book Jobber/Wholesaler
- Baker & Taylor
- Children's Plus
- CoLibri Systems North America

Children's Programs
- Demco

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- Ingram Library Services

Computer Software
- Demco Software
- e-ImageData Corp.
- SirsiDynix

Consortium
- WiLS

Consulting Services
- WiLS

Databases
- CoLibri Systems North America
- EBSCO
- Maris Associates
- ProQuest
- Recorded Books
- Scholastic Library
- WiLS

Digital Collection/Content
- Auto-Graphics, Inc.
- Baker & Taylor
- EBSCO
- Maris Associates
- OverDrive
- Recorded Books
- Scholastic Library Publishing
- WiLS
- World Book, Inc. – School and Library Division

Digital Scanning & Preservation
- Clear Image Solutions, LLC
- e-ImageData Corp
- Indus International, Inc.
- Today's Business Solutions

Disc Repair & Cleaning
- ELM USA

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- Baker & Taylor
- Brodart
- Demco
- Rainbow Book Company
- University of Wisconsin Press

eBooks
- EBSCO
- Rainbow Book Company

eBook Lending System
- Baker & Taylor
- OverDrive
- Recorded Books

Education
- EBSCO
- Recorded Books, LLC
- UW-Madison iSchool
- UW-Milwaukee SOIS
- Wisconsin Historical Society Press

Encyclopedia
- World Book, Inc. – School and Library Division

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

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- Baker & Taylor

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- Brodart
- Coakley Brothers
- Demco
- Embury, Ltd.
Government Agency
Wisconsin Talking Book and Braille Library

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Wisconsin Historical Society Press
Wisconsin Public Television
Recollection Wisconsin
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Meemic Insurance Company

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Architectural Design Consultants
Demco
Embry, Ltd.
FEH Associates, Inc.
HGA Architects & Engineers
OPN Architects

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Recorded Books

Library Management
Demco Software
EBSCO
Today’s Business Solutions

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Delaney Educational Enterprises
Demco
Wisconsin Talking Book and Braille Library

Magazine Subscription Agency
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Wisconsin Talking Book and Braille Library

Makerspaces
Demco

McNaughton Leasing
Brodart

Movers
Coakley Brothers
Yerges

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Online Information
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EBSCO
WiLS

Patron Self Services
Demco Software
e-ImageData Corp.

Portal Software
Demco Software

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Recorded Books, LLC
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Wisconsin Historical Society Press

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Wisconsin Talking Book and Braille Library

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Upstart

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Clear Image Solutions, LLC
Demco Software
ProQuest
SirsiDynix
Today’s Business Solutions
WiLS

Video/DVD/CD Products
Baker & Taylor
Brodart
Midwest Tape
Wisconsin Talking Book and Braille Library
Exhibitors

Apple Books  Booth 311
P.O. Box 3005
Mankato, MN 56002-3005
612.386.0599
Representative: Matthew Kopyar

Architectural Design  Booth 211
Consultants, Inc.
30 Wisconsin Dells Parkway
Wisconsin Dells, WI 53965
608.254.6181
www.adcidesign.com
Representative: Dave Cameron
Our architectural and interior design professionals will guide you through creating or improving your library, enhancing its position as an important and valued community asset.

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Omaha, NE 68008
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www.atozdatabases.com
Representative: Gina Primmer
AtoZdatabases is the premier provider of reference databases for libraries. AtoZ offers Job Search, Business & People Look-up, Credit Searches, Background Checks, Business Profiles, People Finder and Mailing Lists. FREE 30 Day Trial!

Auto-Graphics, Inc.  Booth 307
430 North Vineyard, Suite 100
Ontario, CA 91764-5674
909.569.1544
www.auto-graphics.com
Representatives: Albert Flores, Alexandra Winzeler
Auto-Graphics’ resource sharing solution, SHAREit, powers WISCAT. Stop by to see our integrated library solution, VERSO, and our digital collection solution, MONTGAEdc.

Baker & Taylor*  Booth 415
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Charlotte, NC 28217-4579
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.

Brodart Co.*  Booth 306
500 Arch Street
Williamsport, PA 17701
570.326.2461
800.999.6799 (fax)
www.brodart.com
Representative: Angie Richardson
Brodart pioneered the book jacket cover in 1939. Today, Brodart provides a comprehensive range of book processing/cataloging services, supplies and furnishings, and custom furniture.

Children’s Plus, Inc.  Booth 514
1387 Dutch American Way
Beecher, IL 60401-5094
800.230.1279
800.896.7213 (fax)
www.childrensplusinc.com
Representatives: Rick Ziebart, Ed McCabe
Children’s Plus, Inc. offers nearly 300,000 titles in our K-12 children’s and young adult collection. We specialize in quality and selection.

Clear Image Solutions*  Booth 314
5439 Oakwood Avenue
Stevens Point, WI 54482-9162
715.570.5117
www.stimaging.com
Representative: Neil Milkowski
Visit Neil to see the world’s best-selling, ALL NEW Microform Scanning and Overhead Book Scanning Systems from ST Imaging and nextScan. From complete system installations to reasonable rental options, we offer the right solution based on your needs and budget.

Coakley Brothers  Booth 210
4005 S. 5th Street
Milwaukee, WI 53204
414.238.2525
414.278.8030 (fax)
www.coakleybrothers.com
Representatives: Aaron Winkler, Jeremy Kranz
Integrated provider for commercial moving, design, construction management and new furniture.

CoLibri Systems North America  Booth 406
13301 NW 47th Avenue
Opa Locka, FL 33054
Representative: Tom Rankin
Innovative book covering system that every school and library should have. Save time, save money and save your books.

* Thanks to these exhibitors for joining us in the Exhibit Hall every year for at least the last ten years.
### Cooperative Children’s Book Center*  
**Booths 205/207/209**  
600 North Park Street, Room 4290  
Madison, WI 53706  
608.262.9503  
[www.education.wisc.edu/ccbc/](http://www.education.wisc.edu/ccbc/)

Cooperative Children’s Book Center (CCBC) displays a selection of books published for children and young adults in 2016.

### Delaney Educational Enterprises  
**Booth 413**  
P.O. Box 656  
Peotone, IL 60468-0656  
800.788.5557  
800.660.2199 (fax)

*Representative: Susan Umhoefer*

Delaney Educational Enterprises is more than books — we provide literacy solutions for schools and public libraries. We bring you high quality books, pre-K to adult.

### Demco*  
**Booth 200**  
4810 Forest Run Road  
Madison, WI 53704  
608.241.1201  
[www.demco.com](http://www.demco.com)

*Representatives: Kris Childs, Pam Armstrong, Rosalie Franz, Jackie Flavin, Rachel Lehmann*

Imagine what's possible for your library with Demco! Stop by our booth for innovative ideas and solutions, including supplies, equipment, furniture, learning materials and design services.

### Demco Software  
**Booth 204**  
4810 Forest Run Road  
Madison, WI 53704-7336  
608.241.1201  
[www.demco.com](http://www.demco.com)

*Representatives: Heidi van Gennep, Ravi Singh*

Demco Software's integrated suite of solutions includes web discoverability, mobile apps, brain fitness exercises, reading program administration, and room and event management tools.

### e-ImageData Corporation*  
**Booth 500**  
340 Grant Street  
Hartford, WI 53027-1075  
262.673.3476  
262.673.3496 (fax)

[www.e-imagedata.com](http://www.e-imagedata.com)

*Representatives: Harry Gustafson, Mike Lehman*

E-ImageData manufactures the market-leading ScanPro Microfilm Scanners. Stop and see the ScanPro 1100, the full-featured Microfilm Scanner at an affordable price.

### EBSCO Information Services*  
**Booth 301**  
*Sponsor, Awards & Honors Reception*  
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Ipswich, MA 01938  
205.981.4678  
205.995.1613 (fax)

[www.ebsco.com](http://www.ebsco.com)

*Representatives: Jaye Hess, Tim Turner*

EBSCO provides a discovery service, full-text and secondary databases, e-books, e-journals and e-packages, print subscriptions and related services for all types of libraries.

### ELM USA  
**Booth 310**  
1609 Barclay Blvd  
Buffalo Grove, IL 60089-4544  
847.243.4150  
847.243.4155 (fax)

[www.elm-usa.com](http://www.elm-usa.com)

*Representative: Ralph Gutierrez*

Disc cleaning and repair products.

### Embury Ltd*  
**Booth 201**  
809 Burton Blvd., Unit E  
DeForest, WI 53532  
855.846.0999  
877.218.7678 (Fax)

[www.emburyltd.com](http://www.emburyltd.com)

*Representatives: Bruce Deming, Mona Deming*

Embury offers design services for furniture and shelving, and sells furniture, shelving and installation services.

### FEH Design  
**Booth 101**  
W316 S525 Christopher Way  
Delafield, WI 53018-3205  
262.968.2055  
[www.fehdesign.com](http://www.fehdesign.com)

*Representatives: Gregg Baum, Kevin Eipperle*

FEH Design is an architectural, structural, engineering and interior design firm serving libraries for decades having completed more than 100 library projects in the last 30 years.

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<th><strong>Breaks in Event Center</strong></th>
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Indus International, Inc.  Booth 401
340 South Oak Street
West Salem, WI 54669-1737
608.786.0300
608.786.0786 (fax)
www.indususa.com
Representatives: Brian Bowar, Scott Stenslien
Manufacturer of book scanners and micrographics.

The Information School at UW-Madison*
600 North Park Street
Madison, WI 53706
608.890.0364
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Representatives: Tanya Hendricks-Cobb
A graduate program in Library and Information Studies, available on campus and online.

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Maris Associates  Booth 410
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262.628.1926
262.628.2662 (fax)
Representatives: Maris Dambekaln, Ingeborg Froiland
Children's and young adult books, e-books and online databases.

Meemic  Booth 502
1685 N. Opdyke Road
Auburn Hills, MI 48326-2656
248.373.5700
www.meemic.com
Representatives: Roy Hinz, Rusty Bronson
Meemic exclusively supports the educational community with auto, home and umbrella insurance products through Meemic Insurance Company and grant opportunities through the Meemic Foundation.

Midwest Tape  Booth 312
P.O. Box 820
Holland, OH 43528-0820
800.875.2785
800.444.6645 (fax)
www.midwesttape.com
Representative: Courtney Wolfe
Midwest Tape provides public libraries across the US & Canada with shelf-ready audio and video products as well as a wide variety of business solutions, enabling them to better serve their patrons.

* Thanks to these exhibitors for joining us in the Exhibit Hall every year for at least the last ten years.
OPN Architects
301 N. Broom Street
Madison, WI 53703-5216
319.730.2908
319.636.7349 (fax)
www.opnarchitects.com
Representatives: Bryan Mann, Ryan Frank
OPN’s approach to library design is based on our belief that libraries should be unique and specific to the needs of the community, efficient to operate and beautiful in design.

OverDrive®
One OverDrive Way
Cleveland, OH 44125
216.573.6886
216.573.6888 (fax)
www.overdrive.com
Representative: Mike Evans
Create your virtual branch! OverDrive® enables you to offer bestselling audiobooks, ebooks, streaming video and periodicals online 24/7 - from your library’s website.

The Penworthy Company
219 N. Milwaukee Street
Milwaukee, WI 53202-5811
414.921.1518
414.287.4602 (fax)
www.penworthy.com
Representatives: Anne Broda, Holly Ritz
Penworthy offers new Penworthy Prebound Books monthly with no back orders and free shipping - for grades preK-6, with laminated covers and reinforced, side-sewn binding.

ProQuest
789 E. Eisenhower Parkway
Ann Arbor, MI 48106-3218
800.280.3533
734.997.4224 (fax)
www.proquest.com
Representatives: Paul Webb, Julie Salvatori
ProQuest supports the important work of research and learning communities. It curates authoritative content, simplifies workflows and connects information environments for extraordinary outcomes.

Public Library System
Redesign
1360 Regent Street, #121
Madison, WI 53715
608.571.2730
www.plsr.info
Representatives: John Thompson, Steve Ohs, Bridget Christenson, Beth Carpenter, Kent Barnard, Jessi Lee-Jones, Jon Mark Bolthouse
PLSR is considering how to best provide public library system services. Visit for updates or to have a conversation with members of the Steering Committee.

Rainbow Book Company
P.O. Box 159
Crete, IL 60417-0159
800.255.0965
800.827.5988 (fax)
www.rainbowbookcompany.com
Representative: Scott Erickson
Rainbow Book Company, the best in PreK-YA fiction and non-fiction! We bring you a diverse selection, one-step shopping, free shipping!

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Prince Frederick, MD 20678
800.638.1304
410.535.0257 (fax)
www.recordedbooks.com
Representative: Bill Schwarting
Recorded Books provides e-books, audiobooks, language-learning programs, films and other products for public and university libraries. RBdigital from Recorded Books offers electronic resources and digital databases.

Scholastic Library
P.O. Box 3765
Jefferson City, MO 65102-3765
651.303.3460
651.304.6037
www.scholastic.com/librarypublishing
Representatives: Gabe Flynn, Matthew Kopyar
Scholastic Library offers the best nonfiction, Rookie Readers, Nature’s Children and award-winning digital products for your library.
Indicates WLA member

**Sirsidynix**
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3300 N. Ashton Blvd., Suite 500
Lehi, UT 84043-5340
952.201.6778
www.sirsidynix.com

*Representative:* Jim Schwieters

Together with libraries, we help communities thrive by connecting people with library resources that educate and inspire.

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Booth 510

P.O. Box 1463
Green Bay, WI 54305-1463
920.371.9413
www.wiscons.scbwi.org

*Representatives:* Miranda Paul, Brenda Felber, Angie Stanton, Patty Green, Judy Dodge Cummings, Margaret Solberg, Dionne Kelm, Jeanne Styczinski, Amy Laundrie, Susan Manzke

Wisconsin region of the international professional organization for writers and illustrators of children’s literature.

**Today’s Business Solutions**
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630.537.1369 (fax)
www.singlecard.com

*Representatives:* Tim McGahan, Lou Flavio, Vivienne Porter

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**UW-Milwaukee School of Information Studies**
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Milwaukee, WI 53201-0413
414.229.5409
414.229.6699 (fax)
www.ischool.uwm.edu

*Representatives:* Sharon Lake, Chad Zahrt, Julie Walker, Twyla McGhee, Tomas Lipinski, Laura Meyer

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.

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Booth 212

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Madison, WI 53711
608.263.1136
608.263.1132 (fax)
www.uwpress.wisc.edu

*Representative:* Andrea Christofferson

Publisher and distributor of regional, scholarly and general interest books.

**Upstart**
Booth 202

P.O. Box 7488
Madison, WI 53707-7488
800.356.1200
800.245.2329 (fax)
www.upstartpromotions.com

*Representative:* Heidi Green

Upstart reading promotions include posters, bookmarks and incentives to get kids excited about reading.

**Wisconsin Historical Society Press**
Booth 408

816 State Street
Madison, WI 53706-1417
608.264.6465
608.264.6486 (fax)
www.wisconsinhistory.org/whspress/

*Representatives:* TBD

The Wisconsin Historical Society Press has been publishing the best of Wisconsin history and culture since 1855, supporting the mission of the Wisconsin Historical Society to connect people to the past by collecting, preserving and sharing our stories.

**WiLS/Recollection Wisconsin**
Booths 412/414

1360 Regent Street, #121
Madison, WI 53715-1255
608.571.2784
608.237.2358 (fax)
www.wils.org
www.recollectionwisconsin.org

*Representatives:* Jeff Brunner, Kate Clark, Melody Clark, Andrea Coffin, Sara Gold, David Hafner, Melissa McLimans, Stefanie 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.

Recollection Wisconsin is a collaborative digital program that brings together photographs, documents and other unique local resources from libraries, archives, historical societies and museums across Wisconsin.

* Indicates WLA member

* Thanks to these exhibitors for joining us in the Exhibit Hall every year for at least the last ten years.
Wisconsin Talking Book and Braille Library
Booth 313
813 W. Wells Street
Milwaukee, WI 53233-1436
414.286.6918
414.286.3102 (fax)
www.talkingbooks.wi.gov/
Representative: Becky Manz
WTBBL offers a free listening library service for people with low vision or a physical impairment.

Woodland Pattern, Inc.* Booths 103/105
720 East Locust
Milwaukee WI 53212-2547
414.263.5001
414.372.7636 (fax)
www.woodlandpattern.org
Representatives: Anne Kingsbury, Carolyn Elmer, Karl Gartung, Michael Wendt
Woodland Pattern is a nonprofit literary arts center specializing in contemporary literature with emphasis on poetry, fiction and cross cultural titles from small presses. We have a large Native American selection.

World Book, Inc. - School and Library Division Booth 404
180 N. La Salle Street, Suite 900
Chicago, IL 60601-
312.729.5858
888.922.73766 (fax)
www.worldbook.com
Representatives: Michael Kane, Sharon Kane
Award-winning, sole source library and classroom references, featuring cutting-edge PK-Adult World Book Web, PK-Intermediate nonfiction print series for early skills, social studies and sciences along with the only yearly updated print World Book Encyclopedia.

Yerges Moving and Storage Booth 115
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 relocation and remodeling projects. Also movers of medical equipment and household furniture. Onsite storage available.

Wisconsin Library Association Exhibit Hall
Youth Services Section Booth 203
4610 S. Biltmore Lane, Suite 100
Madison, WI 53718-2153
608.245.3640
608.245.3646 (fax)
wla.wisconsinlibraries.org

Wisconsin Library Association Foundation Exhibit Hall
4610 S. Biltmore Lane, Suite 100
Madison, WI 53718-2153
608.245.3640
608.245.3646 (fax)
wla.wisconsinlibraries.org/wlaf

Trivia Fundraiser Suite A
Silent Auction Exhibit Hall
**Abraham Lincoln by Kevin Wood**  
333 S Oak Park Avenue, Unit 2N  
Oak Park, IL 60302-3549  
708.979.3093  
www.mrlincoln.com  
Representative: Kevin Wood  
First-person historical portrayal of Abraham Lincoln at schools, libraries, museums, senior residences, living history events, etc.; programs for all ages and in English and Spanish.

**Brea’s Books**  
W7192 County Road CM  
Portage, WI 53901-9725  
608.393.9940  
www.breasbooks.com  
Representative: Brea Behn  
Hybrid author and speaker has five books published. Her work includes YA dystopian and nonfiction books. Brea is represented by the Purcell Agency.

**Valerie Biel**  
N7130 N Lost Lake Road  
Randolph, WI 53956-9679  
608.235.1966  
www.valeriebiel.com  
Representative: Valerie Biel  
Author of the award-winning Circle of Nine series and frequent library program presenter for preteens and up.

**Barbara M. Britton**  
15880 Ridgefield Court  
Brookfield, WI 53005-3533  
847.436.5237  
www.barbarambritton.com  
Representative: Barbara Britton  
Barbara M. Britton is a Wisconsin author who writes Christian fiction and brings little known Bible characters to light in her novels.

**CKBooks Publishing**  
P.O. Box 214  
New Glarus, WI 53574-0214  
608.220.1885  
www.ckbookspublishing.com  
Representative: Christine Keleny  
CKBooks Publishing is your patron’s link to the writing and publishing world, no matter what age!

**Historic Voices**  
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Freeport, IL 61032-9464  
815.494.4313  
www.LauraFKeyes.com  
Representative: Laura Keyes  
Laura Keyes has been portraying women from history since 2008. Schedule a visit from Mary Todd Lincoln, Laura Ingalls Wilder, or others, today!

**Jeanne Kay Publishing**  
E8867 810th Avenue  
Colfax, WI 53730-5027  
715.962.3179  
www.mrsjeanne.com  
Representatives: Jeanne Styczinski, Josephine Aamodt  
In 2013, kindergarten teacher Jeanne Styczinski created Jeanne Kay Publishing to design quality educational picture books.

**Kristin A. Oakley**  
3853 Maple Grove  
Madison, WI 53719-1841  
815.275.9226  
www.kristinoakley.net  
Representative: Kristin Oakley, Jessica Podemski  
Kristin Oakley will discuss and sign her award-winning novel, *Carpe Diem, Illinois*, and its sequel, *God on Mayhem Street*.

**Wagonbridge Publishing**  
661 East Howard  
Winona, WI 55987  
507.429.1805  
www.wagonbridgepublishing.com  
Representative: Terri Karsten  
Terri Karsten is an independent publisher, writer and speaker with a few titles in historical fiction, fantasy, children's fiction and nonfiction.
**Grace Lim**  
**Librarians of the Galaxy — Recharge!**

Wednesday, October 18, 8:30 – 10:00 A.M.  
Kalahari Convention Center, Suites A/B/G/H

At the age of 5, Grace Lim left the tiny island of Taiwan for the United States, where she quickly learned the language of her adopted country. With more than 20 years of journalism experience, Lim has covered stories ranging from hard-news crime to celebrity profiles, working for the Austin *American-Statesman* and the *Miami Herald*. During one nutty year working as a staff reporter for *The Star* (yes, the supermarket tabloid), she traveled to 30 states, tagged Liz Taylor to Acapulco and secured the worldwide exclusive story from Charles Manson’s biological son.

Despite that year, formerly known as the Grace Gone Wild journalistically period, she was accepted to Columbia University’s Graduate School of Journalism, where, much to the chagrin of the really serious students, she graduated with honors. Prior to moving to Oshkosh, she was a staff correspondent for the Miami bureau of *People* magazine and is proud to say she refrained from selling Justin Timberlake’s phone number on eBay. These days she is paying penance for any journalistic transgressions she may have committed in her youth. She teaches at the University of Wisconsin Oshkosh, where her students produce the Humans of Oshkosh Storytelling Project, and speaks to numerous organizations including TEDx Oshkosh about the power of storytelling.

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**Linda Liukas**  
**Software and Storytelling, Programming and Play**

Thursday, October 19, 8:30 – 10:00 A.M.  
Kalahari Convention Center, Suites A/B/G/H

Linda is a programmer, storyteller and illustrator from Helsinki, Finland. Her book series *Hello Ruby* introduces the whimsical world of technology for kids and has been translated to over 20 languages. *Hello Ruby* made its debut on Kickstarter and quickly smashed its $10,000 funding goal after just 3.5 hours and gathered $380,000 in total funding. *Hello Ruby* was the most funded book on Kickstarter’s children’s book category. The book series has grown to cover three books: on programming, on computers and on the internet.

*Linda believes that code is the 21st century literacy and the need for people to speak the ABCs of programming is imminent. She believes our world is increasingly run by software and we need more diversity in the people who are building it. The best way to introduce programming to children is through compelling storytelling. Having never really outgrown fairytales, she sees the web as a maze of stories and wants to hear more diverse voices in that world.*
Speakers

**Lindsey Becker** is the author of *The Star Thief*, her debut novel, published in April 2017 from Little Brown Books for Young Readers. She is a lifelong Wisconsin resident, and currently lives in Paddock Lake with her husband, son and many pets.

**Amy Climer** focuses on helping individuals and teams reach their capacity to be creative. Since 1995 she has worked with hundreds of groups teaching creativity, leadership and change, team development, and facilitation skills. She is the designer of Climer Cards, a tool used to evoke metaphors and generate ideas. She hosts The Deliberate Creative, a podcast designed to teach others how to lead innovation in teams. She has a PhD in Leadership and Change from Antioch University. In 2016, she received the Karl Rohnke Creativity Award from the Association for Experiential Education.

**Emily Dabrinski** is Coordinator of Library Instruction at Long Island University, Brooklyn, where she also serves as secretary of the Long Island University Faculty Federation. Dabrinski edits *Gender and Sexuality in Information Studies*, a book series from Library Juice Press/Litwin Books.

**Ryan Dowd** has worked in homeless shelters most of his career. He also trains libraries around the world on how to work with difficult homeless patrons and is the author of the upcoming ALA book, *The Librarian’s Guide to Homelessness*.

**Jenna Friebel**

Originally from Wisconsin, Jenna now lives in Chicago and works at the Oak Park Public Library as a Materials Services Librarian. She is responsible for children’s and teen collection development. Additionally, she is currently serving on the 2018 YALSA Printz Award committee.

**Sarah Joynt** has been Rochester (MN) Public Library’s Teen Librarian since 2013. She loves collaborating with teens and those who serve them to create programs and services to meet the unique needs of youth, and empowering teens to find their own voices. Sarah’s pronouns are she, her, and hers.

**Anna Haase Krueger** is a children’s librarian for the Maplewood branch of Ramsey County (MN) Library and reviewer for School Library Journal who has been working in the field since 2009 and is passionate about early literacy and racial equity.

**Matt Isaia** is the Electronic Resources Librarian at University of Saint Mary of the Lake in Mundelein, Illinois. He received his Master’s degree in Library and Information Science from Dominican University with a specialization in Data and Knowledge Management. Matt’s research paper was recently published in Library Philosophy and Practice, a journal that explores innovative library procedures, methods, and practices.

**Tamara Lee** is the children’s librarian for the New Brighton branch of the Ramsey County (MN) Library and has been working in the field since 2008. She is an ALA Spectrum scholar and is passionate about racial equity in the field of librarianship, early literacy, and diversity in children’s literature.

**Amy Luedtke** has worked as a librarian for Hennepin County Library (HCL) since 1998 in a variety of positions, including children’s librarian, teen librarian, and branch manager. Amy currently focuses on website usability and user testing and manages HCL’s website content for youth and their caregivers. Amy earned her MLS at the University of Iowa.

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*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/*.
**Darcy Miller** lives in Prairie du Sac, WI, with her husband, Ben, and two small children. Despite the fact that Ben has previously chaired the WLA Annual Conference, he is NOT the reason she is on the Friday panel, Authors on Authors: An Insider Look at Today’s Middle Grade Fiction. If anything, he was a hindrance.


**Bobbi Newman** is a librarian, writer, consultant, and international speaker. She has been speaking since 2008 at local, national, and international events, from Iowa to Malaysia, covering topics such as the future of libraries, digital literacy, e-books, policy, and innovation and change. She is a Community Engagement and Outreach Specialist at the National Network of Libraries of Medicine where she helps public libraries meet the health information needs of their communities.

**Andrea Davis Pinkney** is the *New York Times* bestselling and award-winning author of more than thirty books for children and young adults, including picture books, novels, works of historical fiction and nonfiction. Her books have been awarded multiple Coretta Scott King Book Awards, Jane Addams Children’s Literature Honor citations, NAACP Image Award nominations, the Boston Globe/Horn Book Honor medal, several Parenting Publication Gold Medals, and American Library Association Notable Book citations.

Andrea was named one of the “25 Most Influential Black Women in Business” by *The Network Journal*, and is among “The 25 Most Influential People in Our Children’s Lives” cited by *Children’s Health Magazine*.

Andrea was selected to deliver the 2014 May Hill Arbuthnot Lecture. This honor recognizes her significant contributions to literature for young people provided through a body of work that brings a deeper understanding of children’s books and their impact.

**Nick Petrie** received his MFA in fiction from the University of Washington and won a Hopwood Award for short fiction while an undergraduate at the University of Michigan. His first novel, *The Drifter*, was nominated for the 206 Edgar, International Thriller Writer Award, Barry Awards, all for Best First Novel and the 2016 Hammett Prize for Best Novel. He was also named one of Apple’s 10 Writers to Read in 2017. Nick Petrie is the 2017 Wisconsin Library Association Literary Award Winner and will be receiving his honor at this year’s WLA Conference Awards Reception. He will also be part of the Literary Award program on Thursday at 4:50 p.m.

**Karen Rose** is a Principal consultant with Library Strategies, a consulting group of The Friends of the Saint Paul Public Library. Rose has over 15 years of experience in fundraising for a variety of institutions and organizations, including libraries, library foundations & Friends groups, higher education, museums, community development organizations and social service agencies. She also brings valuable experience working with public-private partnerships to address community-wide challenges such as school achievement, youth poverty and homelessness. Rose is passionate about library capital campaigns as opportunities to bring people and resources together to improve communities.

**Rebecca and Rachel Oshlag**

Rebecca is a retired special education teacher with a Ph.D. in educational psychology, and has presented storytelling workshops at the local, state, and national levels. Rebecca is one half of a mother-daughter storytelling team and has been telling stories for over 25 years and professionally as StoriesGalorious since 2010. StoriesGalorious has performed in public libraries throughout NY State for Summer Reading Programs, adult presentations, and special events.

Rachel, the other half of StoriesGalorious, holds an LMSW with specialization in working with children and adolescents. She has given demonstrations on learning and telling stories to beginning storytellers. She began storytelling as a child over 25 years ago as the result of the support and inspiration of a school librarian.

**Stephanie Rosso** has been a web developer for over 10 years and has gathered rich experiences with non-profits, e-commerce, higher education and now libraries as a principal developer for Hennepin County Library (HCL). Stephanie helped establish in-house usability testing at the Library, and is focused on creating a rich and cohesive online experience for patrons. She earned her MLIS at St. Catherine University, St. Paul, Minnesota.

**Jeffrey Russell**, of Russell Consulting, Inc., specializes in guiding organizations in successfully responding to the challenges of continuous change. With a focus on leading change, strategic thinking and planning, employee engagement surveys, leadership and performance management, Jeff has worked with organizations as diverse as Fortune 500 firms, nonprofits, the public sector and small family businesses. Jeff’s work with libraries includes individual libraries throughout Wisconsin and Illinois, and with a number of library systems in Wisconsin. Jeff is a frequent presenter at state, national and international conferences, including past WLA annual conferences, Wisconsin State SHRM Conferences, Minnesota State SHRM Conference, HR Florida State Conference, ATD International Conferences and Jamaica Employer’s Federation Conferences. Jeff received his Master’s Degree in Industrial Relations from the University of Wisconsin-Madison, where he serves as an adjunct faculty member. Jeff and his life/work partner, Linda, have co-authored nine books. Titles include Leading Change Training, Change Basics, Strategic Planning Training, Strategic Planning 101, Engage Your Workforce and Fearless Performance Reviews (McGraw-Hill, 2014).

**Sarah L. Thomson**

“No matter what I read, I hear echoes of it in my own writing. It’s fun to see hints and shadows of the writers that I love coming out in my own prose.”

Sarah L. Thomson spent her formative years in Missouri and Wisconsin. She often notes that “some time around the age of six or seven, I plunged into a book and never really came up for air.” Thomson delved into the epic saga of Middle Earth (Tolkien) and the wonders of Lloyd Alexander’s Prydain, along with classics by Charlotte Bronte and Jane Austen.

During her college years, Thomson studied medieval literature and spent her junior year abroad at Oxford. After college, she took a job in New York in the publishing industry, where she would stay for ten years. Thomson worked her way to a senior editor position at HarperCollins Children’s Books. However, after writing her first book, The Dragon’s Son (2001), she stepped away from editing and took up writing full time. This involved leaving New York behind and making her new home in Portland, Maine.

Sarah L. Thomson is incredibly active in updating the blog elements of her website, from snapshots into her writing process to updates on author events and news. Deadly Flowers is the first in Thomson’s series of adventures about ninjas in feudal Japan. Keep an eye out for Deadly Wish, the next book in the series.

**Jessamyn West** is a librarian and technologist living in rural Vermont. She studies and writes about the digital divide and solves technology problems for schools and libraries. Jessamyn has been speaking on the intersection of libraries, technology and politics since 2003. Jessamyn is the author of Without a Net: Librarians Bridging the Digital Divide, and has written the Practical Technology column for Computers in Libraries magazine since 2008. She is a Fellow at Harvard’s Library Innovation Lab for 2016-2017. Check out her long running professional blog Librarian.net.
Michelle Wildgen is a writer, editor, and teacher in Madison. In addition to being an executive editor at the literary journal *Tin House*, Michelle is the author of the novels *Bread and Butter: A Novel*, *But Not For Long* and *You’re Not You*, and the editor of an anthology, *Food & Booze: A Tin House Literary Feast. You’re Not You* has been adapted for film, starring Hilary Swank and Emmy Rossum.

Mita Williams is a science librarian at the University of Windsor in Windsor, Ontario, Canada. She’s also a founding member of Hackforge, a community-minded hackerspace, and was, until recently, the lead of OpenDataWindsorEssex, an initiative to encourage the sharing of Open Data in the city. She’s been blogging since 1999 and still maintains three of them: Librarian of Things, The Magnetic North and A City To Live In.

Stu Wilson is a principal consultant with Library Strategies, a consulting group of The Friends of the Saint Paul Public Library. He is the former executive director of The Friends of the Hennepin County Library, and has worked with and sat on numerous Library, Foundation, Friends and other nonprofit boards. As a consultant, he specializes in board development and trainings, as well as fundraising, strategic planning, and feasibility studies and capital campaigns.

Sara Zettervall, MLIS, MFA, is the founding consultant for Whole Person Librarianship, which applies social work concepts to library practice. Her experience includes leading innovative projects in public, academic, and school libraries and archives. She presents, trains and consults nationwide on library-social work collaboration.
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<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tr>
<td>9:00 A.M. – 1:00 P.M.</td>
<td><strong>System and Resource Library Administrators’ Association of Wisconsin (SRLAAW) Meeting</strong></td>
<td>Banyan</td>
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<tr>
<td>12:00 P.M. – 7:00 P.M.</td>
<td><strong>WLA Foundation Silent Auction Drop-Off</strong></td>
<td>Kalahari Convention Center - Exhibit Hall</td>
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<tr>
<td>1:00 P.M. – 5:00 P.M.</td>
<td><strong>Deliberate Creativity Workshop: How to Innovate on Demand</strong></td>
<td>Cypress</td>
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<td><strong>Amy Climer</strong>, Climer Consulting, Asheville, NC</td>
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<td>We spend time teaching our team how to communicate better, manage projects and use social media, all while expecting them to be creative and innovative. Yet, we rarely teach them how to be creative. Highly creative people use strategies to help them be more innovative and implement change. In this workshop you will learn and practice the Creative Problem Solving process, a research-based strategy that has been used in organizations around the world. During the workshop, you will work on a real challenge from your organization and leave with dozens of new ideas. Most importantly, you will leave with tools and techniques to repeat with your own staff to bring out their creativity.</td>
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<td>3:00 P.M. – 4:30 P.M.</td>
<td><strong>Wisconsin Public Library Consortium (WPLC) Board Meeting</strong></td>
<td>Aralia</td>
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<tr>
<td>3:00 P.M. – 7:00 P.M.</td>
<td><strong>Registration</strong></td>
<td>Kalahari Convention Center - North Atrium</td>
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<tr>
<td>4:00 P.M. – 5:30 P.M.</td>
<td><strong>Wisconsin Association of Public Libraries (WAPL) Leadership Meeting</strong></td>
<td>Banyan</td>
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<tr>
<td>6:00 P.M. – 8:00 P.M.</td>
<td><strong>Wisconsin Library Association (WLA) Board Meeting</strong></td>
<td>Empress</td>
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<tr>
<td>7:00 P.M. – 9:00 P.M.</td>
<td><strong>WiLS 4th Annual Fall Classic: Librarians Take the Lanes</strong></td>
<td>Kalahari Upper Deck Lounge &amp; Lanes</td>
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<td><strong>Kalahari Upper Deck Lounge &amp; Lanes</strong></td>
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<td>Hit the lanes in WiLS’ 4th Annual Fall Classic for bowling and socializing with your colleagues and library vendors at WLA 2017! Feel free to bring a group or let WiLS match you up with some teammates. Don’t love bowling? That’s okay! We’ll have plenty of other games and food so a good time can be had by all. Bowling, shoes, food and sodas are provided thanks to our generous sponsors — and there will be prizes!</td>
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<td><strong>WiLS 4th Annual Fall Classic: Librarians Take the Lanes</strong></td>
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<td><strong>Kalahari Upper Deck Lounge &amp; Lanes</strong></td>
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**Representation, Authenticity and Being Real: Diversity in Youth Services**

**Marula**

**Anna Haase Krueger** and **Tami Lee**, Youth Services Librarians, Ramsey County Public Libraries, St. Paul, MN

#WeNeedDiverseBooks...and then some. This power-packed YSS + DPI preconference will take a deep dive into collection development (purchasing, weeding, displaying, promoting and MORE) and library programming (themes, language, selections, marketing and MORE). Anna and Tami will share examples and help attendees identify ways to actively make a difference. Preconference participants will also experience hands-on book examination through new lenses of learning. Leave this preconference with a renewed commitment to visibly serving everyone in your local, and global, community. A robust snack is included in the preconference fee.
Our name may have changed, but our commitment to academic excellence remains the same. UW-Madison’s iSchool (formerly SLIS) offers quality learning opportunities from one of the nation’s top universities. Learn more at ischool.wisc.edu.
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 Buffet
Kalahari Convention Center - South Atrium

7:00 A.M. – 9:30 A.M.
WLA Foundation Silent Auction Drop-Off
Kalahari Convention Center - Exhibit Hall

7:30 A.M. – 8:30 A.M.
Past Presidents’ Breakfast
Empress

8:30 A.M. – 10:00 A.M.
Keynote Address:
Librarians of the Galaxy — Recharge!
Kalahari Convention Center - Suites A/B/G/H
Grace Lim, UW-Oshkosh
In an era where information is easily obtained and the ability to discern the good from the bad is under-appreciated, librarians and public libraries are needed now more than ever. In this talk Grace Lim, who came to America at age five, shares how she found solace in books at the public library. It was among the stacks that she developed a love for the printed word, a love that has remained constant throughout her career as a journalist and a college instructor. Lim firmly believes in the power of storytelling and how we all can work toward the proverbial common good through our stories, and how librarians, the unassuming heroes in our community, must continue to take a lead role in the telling, the protecting, and the sharing of these stories.

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

Passive Program Share
Demco Maker Zone
Matt Mulder, Angie Schoeneck, Kurt Zastrow, Jenn Bradley

Indie Author and Program Garden

Career Center
DIY Business Cards
Print your business cards...we have the stock and printer

WLA Résumé Review Drop-Off
Looking for a first job or applying for a new position and would like a second opinion of your résumé? Drop it off at the Career Center to have it reviewed by a librarian.

Free Professional Headshots
Don’t miss an opportunity to have a professional portrait to add to your website or LinkedIn profile...sign up for a free Professional Headshot with Kelly Doering of Stick People Productions. Kelly will take photos between 1:00 P.M. and 3:00 P.M.

WLA Foundation Silent Auction
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 to welcome our new and returning vendors. Enjoy freebies galore and enter to win drawings as well as a chance at a gift certificate for a One Night Bed and Breakfast Package for Two at the Radisson La Crosse, location of WLA 2018.
10:45 A.M. – 11:30 A.M.

**Apps and Beyond:**
*Technology to Enhance Your Library and Help Your Patrons*

Track: Support Staff
Wisteria

**Kris Turner, UW-Madison Law Library**
What technology do you want to use in your library? What technology do you want to introduce to your library users? There are so many choices! This session will review a wide array of technology that can help out on the job or just make life easier in general. Join AWSL as we explore the world of free and low-cost technologies that will get your patrons and staff excited!

**Caregiver Kits:**
*Resources for People Caring for Someone with Memory Loss*

Track: Engaging People
Portia

**Melissa Roelli, Mount Horeb Public Library**
The Mount Horeb Public Library recently created Caregiver Kits to support caregivers helping people with memory loss. These kits are filled with a variety of books, pictures, videos, music and other items designed to evoke memories and invite sharing. Five separate kits, each with a different theme, are available for checkout. The staff worked with the Dane County Aging and Disability Resource Center for ideas and marketing. The kits have been a valuable addition to their collection and staff have heard from numerous people that the kits are very helpful.

**Community Conversation and the Power of Story:**
*Supporting Transgender Youth in Public Libraries*

Track: Library Issues and Challenges
Tamarind

**Shauna Koszegi, Sun Prairie Public Library; Catherine Baer, Rosemary Garfoot Public Library, Cross Plains**
Public libraries have become an important venue for community discussions on sensitive topics. By providing education and reliable information, we can foster dialogue and transform our communities. Librarians in a variety of communities are finding success by partnering with schools, local government and organizations. This session will present some of those success stories, providing tools and resources to help you develop successful programming around topics that may be outside of your comfort zone.

**Creative Problem Solving:**
*Do Something Different*

Track: Leadership and Professional Development
Suite C

**Amy Climer, Climer Consulting, Asheville, NC**
Solving complex problems requires creativity to think up new approaches and unique ideas. Great news — we all have the capacity to develop and implement new ideas. Creative Problem Solving is a research-based, four-step process that is used as a guide to innovation. In this fast-paced interactive workshop, you will learn and experience the Creative Problem Solving process, gain a deeper understanding about creativity, and begin to solve a real problem related to your work. Don’t sit back and relax; get ready to dive in and be creative.

**Decolonizing Library Science**

Track: Students and New Professionals
Aloeswood

**Kalani Adolpho, UW-Madison**
Libraries and archives, as they function in the West today, are colonial impositions. They perpetuate colonialism through classification systems, controlled vocabularies, and even the conception of what “counts” as a record. In order to truly be inclusive of Indigenous peoples and cultures, we must carry out the uncomfortable process of examining our own colonial behaviors and beliefs.

**Libraries Are for Everyone...Right?**

Track: Advocacy and Promotion
Mangrove

**Betsy Bleck, Oconomowoc Public Library; Ryan Claringhole, Monona Public Library; Nick Dimassis, Beloit Public Library; Leab Langby, Indianhead Federated Library System, Eau Claire; Tessa Michaelson Schmidt, Department of Public Instruction, Madison**
Just because public libraries are open to the public does not necessarily mean that everyone feels welcome. But how, exactly, could/should/would a library assess their actual (and perceived) accessibility? Making libraries inclusive, from the inside and out, depends on library staff, administration and community members. DPI’s Inclusive Services Statement will be discussed along with a panel presentation from library staff who are actively reflecting on equity, equality and social justice issues.
Plan Less, Program More!
How to Collaborate with Regional Libraries to Bring Larger Scale Youth Programs to Your Communities
Track: Collaborations and Innovations

Marula
Rebekah Palmer, Osceola Public Library; Martha Kaempffer, St. Croix Falls Public Library; Jerissa Koenig, Amery Area Public Library
Youth librarians in small libraries are often solely responsible for planning, promoting, implementing and evaluating youth programs. With time constraints it can be challenging to do this successfully. In an effort to share planning responsibilities and to increase program output, three librarians from small regional libraries are working collaboratively to offer larger scale youth programs to their communities. Hear how they combined their strengths to bring three Harry Potter parties to their respective libraries.

Snapchat, Facebook, Twitter Video, Video:
Or, Using Video to Market Library Services
Track: Technology and Digital Services

Aralia
Anne Hamland, Wisconsin Valley Library Service, Wausau
Social media is flooded with videos of cooking and celebrities in their natural habitat. How can libraries use this trend to market their services? Learn the tools, how and what to film, and what to avoid when creating videos for your library. Social media target saturation statistics acknowledge that images and visuals attract viewers; plain text web pages, Facebook and Twitter postings do not draw viewership.

11:40 A.M. – 1:10 P.M.
AWSL Business Meeting
Ebony

YSS Luncheon with Andrea Davis Pinkney
Suites A/H
Andrea Davis Pinkney is the New York Times best-selling and award-winning author of more than 30 books. She has been named “One of the 25 Most Influential Black Women in Business” by The Network Journal. With more than three decades of corporate diversity experience, including her work as a Senior Editor at Essence magazine, and as the founder of her own African American branded entity at the Walt Disney Company, Andrea is uniquely qualified to impart insights and inspiration on fostering workplace diversity and communicating diversity in popular media. Andrea Davis Pinkney will discuss the role libraries can and do play in creating welcoming and inclusive communities, and how her work as a book creator supports these efforts.

This luncheon was made possible with generous support from: The Friends of the Muehl Public Library, Marge Loch-Wouters, Penworthy Books, Embury, Scott Erickson (Wisconsin Representative for Rainbow Books) and Leah Langby.

1:00 P.M. – 3:00 P.M.
Career Center
Kalahlari Convention Center - Exhibit Hall

Free Professional Headshots
Kelly Doering of Stick People Productions will be taking professional headshots, great for your social media or LinkedIn profile. If you hadn’t signed up ahead of time, please stop by to check availability.

BARABOO PUBLIC LIBRARY TOUR
AND OPEN HOUSE
Wednesday, October 18, 5:45 – 8:15 P.M.
Transportation provided by Dells Roo Trolley.
Pick up at the Kalahari Convention Center Main Entrance.

DRIFTLESS GLEN DISTILLERY TOUR
Wednesday, October 18, 6:00 – 8:00 P.M.
Transportation provided by Dells Roo Trolley.
Pick up at the Kalahari Convention Center Main Entrance.
A Tale of Two Cities: The First Few Months Being a New Library Director
Track: Students and New Professionals
Wisteria
Ryan Claringbole, Monona Public Library; Joe Davies, Burlington Public Library
Being a new library director can be one of the most rewarding and disorienting experiences you will encounter. New work cultures! Building projects! Budgets! Library boards! There are expectations from the library staff, the community and yourself for what you want to accomplish... but what are the differences between expectations and reality? Join Joe and Ryan as they go through the days of excitement and nights of drinking coffee during their first few months in their new roles. They will compare and contrast their experiences, compare leadership styles, and share their dos and don'ts based on their current experience.

From the Vertical File to the Local Wiki: Considering Community Information Services
Track: Technology and Digital Services
Portia
Mita Williams, University of Windsor Laddy Library, Ontario
Libraries used to maintain vertical files to be ready and able to answer the questions of their communities. As local media becomes more ephemeral, should libraries resurrect their community information services and provide local, open data?

“It’s All About the Pen!”... and Relationships
Track: Library Issues and Challenges
Mangrove
Nick Dimassis, Beloit Public Library
We all want Wisconsin libraries to be successful. So do our legislators — on both sides of the aisle. As expected, they use different language to define success and, therefore, so must we to build relationships and get our message across. Those relationships turn requests into legislation, and then into bills that the governor signs: it’s all about the pen. Come hear how Wisconsin’s library advocates are successfully building relationships with their legislators so they know how libraries are bringing value to their constituents. Lots of exciting relationship-building going on — come get ideas and ask questions!

LibraryNOW: Library Cards for All!
Track: Support Staff
Tamarind
Joan Johnson, Milwaukee Public Library; Steve Heser, Milwaukee County Federated Library System, Milwaukee; Petra Duecker, Milwaukee Public Library; Victoria Sanchez, Milwaukee Public Library
Dreaming of issuing library cards to your entire school district? Now you can. Hear how 65,100 students received digital cards that give them access to all public library e-resources, simply by using their student ID number. Learn how to collaborate with your school district and library system, craft a data-sharing agreement, design an education program for students and teachers, create a student-friendly brand, and gather data to measure your success.

Move Beyond the Brainstorm to What Really Works
Track: Leadership and Professional Development
Suite C
Amy Climer, Climer Consultant, Asheville, NC
Since the 1950s, research has shown that typical brainstorms often don’t work. In this fast-paced, interactive workshop, explore new ways to generate ideas quickly and what research says about the ineffectiveness of typical brainstorms. Bring a challenge you have been working on and leave with lots of new ideas.

Talk to Strangers — A Human Library Inspired Event
Track: Engaging People
Aralia
Lizzy Tegeler, UW-Stout, Menomonie; Elizabeth Steans, UW-Stout, Menomonie; Ann Vogl, UW-Stout, Menomonie
In spring of 2017, University of Wisconsin-Stout Library piloted “Talk to Strangers: A Speed Friending Event.” Inspired by the Human Library model and called to create a venue for increased dialogue and understanding on the Stout campus, we collaborated with cross-campus offices to develop a model that does not necessitate self-labeling and instead facilitates quick and organic mini-conversations centered around a list of conversation prompts. The community members of UW-Stout have incredible stories to tell and connections to make, testing prejudices and stereotypes, and we are excited to share what we learned at our March 28th event. This presentation highlights the planning process, strategies for collaborating with student, faculty and staff groups outside of the library, successes and challenges of the event itself, and our vision for future iterations of “Talk to Strangers.”
**Thinking Inside the Box**  
Track: Collaborations and Innovations  
Marula  
Jennifer Cook, L.E. Phillips Memorial Public Library, Eau Claire;  
Susan DeBolt, L.E. Phillips Memorial Public Library, Eau Claire  
Learn from the successes and failures in the planning, publicizing, launching and daily operation of the L.E. Phillips Memorial Public Library's makerspace, the Dabble Box. Explore how focusing on the resources you have at hand and the particular needs of your community will help you to create a successful space whether large or small. Feed your imagination with our experiences and get inspired for creating your own space.

**You're Not Bothering the Patrons!**  
**Marketing on a Shoestring (or no string) Budget**  
Track: Advocacy and Promotion  
Aloeswood  
Kelly Allen, Oregon Public Library; Katharine Clark, E.D. Locke Public Library, McFarland  
No marketing staff? No marketing budget? No problem. We will give you some ideas for traditional and new marketing tools for both Youth Services and Adult programming and collections. Please come prepared to share your best marketing stories too.

**2:15 P.M. – 3:00 P.M.**

**Building Connections with Your Senior Center**  
Track: Collaborations and Innovations  
Wisteria  
Stacey Burkart, Verona Public Library; Mary Hanson, Verona Senior Center; Mary Driscoll, Dane County Library Service, Madison  
Libraries serve everyone from the very young to the very old. But we sometimes forget there's another programming game in town for seniors. Hear about some innovative ways libraries and senior centers are teaming up to support senior citizens by sharing outreach opportunities, staff training, dementia-friendly practices and even problem customers. During this panel discussion you will also learn about multigenerational programming and a Memory Cafe project to reconnect seniors to the public library.

**Coding Initiative Update**  
Track: Technology and Digital Services  
Portia  
Tessa Michaelson Schmidt, Department of Public Instruction, Madison; Jill Miatech, Kenosha Public Library; Gillian Dawson, Brown County Library, Green Bay; Andrea Stepanik, Brown County Library, Green Bay  
Have you found your coding path? Or are you still searching for an intersection between public libraries and computational thinking? The Coding Initiative in Wisconsin Public Libraries is a multi-year project facilitating the whys and hows of coding for library staff and library users of all ages. This session will highlight the online Coding Pathways tools and feature coding stories from libraries around the state. Coding newbies and veterans welcome!

**Keeping Your Staff Safe**  
Track: Support Staff  
Tamarind  
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? How can you prepare your staff to think about the unthinkable? Do you have an evacuation plan? Since 2013, Jill and Michelle have worked on developing best practices for staff safety in an Active Shooter event. This includes an up-to-date evacuation plan and semi-annual staff drills. Jill and Michelle will talk through their planning process, discuss their rationale, share how they have trained staff in their own library and several others, and offer ideas for improvements and follow-up.

**Leader of the Pack: A Blueprint for Transition Planning & Hiring Success**  
Track: Leadership and Professional Development  
Marula  
Brendan Faherty, Middleton Public Library; Jocelyne Sansing, Middleton Public Library; Robert Seltzer, Middleton Public Library  
A panel discussion with several stakeholders on the process of recruiting and hiring a new Library Director, from succession planning to interim management to the hiring and orientation process for the selected candidate. We will share plans, ideas and success stories from the seven-month process that began shortly after the library reopened in February 2016 (following a month-long closure for emergency roof repairs) and ended with the hiring of our current Library Director.

**Publish and Promote: Sharing your Successes and Stories with Children’s Services Colleagues**  
Track: Students and New Professionals  
Mangrove  
Sharon Korbeck Verbeten, Children and Libraries: Journal of the Association for Library Service to Children (ALSC), DePere  
Scoring your library successes is one great accomplishment; sharing those stories is even better — for both your library’s promotion as well as for the good of the profession. Sharon Korbeck Verbeten, editor of the ALSC journal *Children and Libraries,* will discuss best practices for submitting research articles, essays, short features, photographs, interviews and more, to this national peer-reviewed journal as well as to other venues.
Real News: Supporting Information in a Challenging Age
Track: Library Issues and Challenges
Aralia
Joyce Latham, UW-Milwaukee SOIS; David Haynes, Milwaukee Journal Sentinel
The Wisconsin Center for the Book is partnering with the Milwaukee Journal Sentinel to promote strategies supporting the identification of valid news sources, as misinformation and disinformation proliferate. This initial program will invite public librarians from across the state to consider partnering with local journalists to deliver adult programming around the search for “Real News.”

Revolutionary Ideas: Fan Days, Cons and Large Scale Interactive Programs
Track: Engaging People
Guava
Katie Guzek, Brown County Library, Green Bay; Clare Kindt, Brown County Library, Green Bay; Angela Zuidmulder, Brown County Library, Green Bay
Don’t throw away your shot to plan and present a large scale event! Looking for quality over quantity? Planning a signature event? Brown County Library has held several successful large scale interactive programs for teens and adults. Look to local and even national organizations for contributions for a successful event no matter the size of your library or budget! Examples will include fan days for Hamilton, Star Wars, Harry Potter, Jane Austen and Library Comic-Con.

My Library is my...

Cool Books Place

Career-Building Place

Staying Connected Place

Local History Place

Libraries are vital community hubs providing services and life-enriching opportunities as unique as the communities they serve.

When a community decides to renovate or expand this fundamental resource, it’s imperative to select the right architectural partner.

ADCI architects take time to get to know your community and its library for a customized design that uniquely meets your needs and vision.
Wednesday

Virtual Teen Advisory Boards: Taking Your TAB to the Next Level
Track: Advocacy and Promotion
Aloeswood
Keri Whitmore, Franklin Public Library

Having trouble getting teens to join your Teen Advisory Board? Getting only a couple of kids at your monthly meetings? Go virtual! The Franklin Public Library TAB was struggling to get new members and maintain the membership they had. The solution: we decided to use a virtual social chat app called Viber to communicate. This allowed members to become more informed and active without having to dedicate an hour a month to meetings. This program will present the steps of transitioning from a TAB that meets physically to one that uses a virtual chat app as its main form of communication. It will demonstrate the ease of use of the Viber app and give resources and ideas to make your TAB a more dynamic, creative and productive group, utilizing social media/social chat groups that the teens are already familiar with. Since switching to Viber, the FPL TAB members are volunteering more, doing more community service projects, and are more excited about how they can help the library and how the library benefits them.

3:00 P.M. – 3:45 P.M.

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

3:45 P.M. – 4:30 P.M.

C’mon, C’mon, Let’s Work Together: Cross-Community Youth & Teen Collaborations
Track: Collaborations and Innovations
Wisteria
Katherine Schoofs, Aram Public Library, Delavan; Emily Sanders, Barrett Memorial Library, Williams Bay

Do you have nightmares remembering team projects from the past? Do you break out into a sweat even thinking of trying to juggle multiple schedules? What if we told you that collaborative endeavors could be both beneficial and, dare we say it, FUN? Join Katherine and Emily as they tell you all about their wonderful, wacky adventures in collaboration.

Civility Speaks
Track: Advocacy and Promotion
Portia
Mariel Carter, Marinette County Consolidated Library Services, Marinette; Ellen Geisler, UW-Extension Marinette County, Marinette

Your library can be an agent for community change. The presenters will tell you how they brought one hundred people into the library for Civility Speaks, a night focused on creating space for respectful discussions about tough topics. As participants learn about issues, they learn how to transform conflict, take individual and collective action, and improve decision-making. This leads to increased civic capacity and improved community problem solving.

Diversify Me! Incorporating Diverse Titles into Your Collections, Displays and Programming
Track: Support Staff
Tamarind
Jenni Frencham, Columbus Public Library

Literature can provide essential windows (into other worlds) and mirrors (into their own world) for children, yet many of our library collections, displays and programs do not reflect the diversity of today’s world. This session will cover simple, effective ways you can evaluate your library’s collection for diversity, begin collecting more diverse titles and incorporate those titles into displays and library programs.

WLA FOUNDATION SILENT AUCTION
Kalahari Convention Center - Exhibit Hall
Wednesday, October 18, 10:00 A.M. – 5:00 P.M.
Thursday, October 19, 8:30 A.M. – 3:30 P.M.
3:30 P.M. – pay and pickup

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.

BREAKS IN EXHIBIT HALL
Wednesday, 10:00 – 10:45 A.M.; 3:00 – 3:45 P.M.
Thursday, 10:00 – 10:45 A.M.; 3:00 – 3:45 P.M.
**DPI Roundup**

Track: Leadership and Professional Development

Guava

DPI/Division for Libraries & Technology’s Public Library Development (PLD) and Resources for Libraries and Lifelong Learning (RL&LL) Team Members: Tessa Michaelson Schmidt, Abbigail Swanton, Shannon Schultiz, Martha Berninger, Ben Miller

Staff members will give updates on recent projects, such as LSTA, the new Records Retention Schedule for Public Libraries, the 6th Edition of the Public Library Standards and Badger-Link procurement. Additional staff will be on hand to answer any questions.

**Library Services to Incarcerated Patrons**

Track: Engaging People

Mangrove

Nick Demske, Racine Public Library; Sara Krouse, Dodge Correctional Institution, Waupun

At this program, models will be discussed for partnerships between public libraries and the libraries of jails, prisons, detention centers and other facilities of incarceration. From writers’ workshops to book drives to events where poets and musicians perform for the incarcerated patrons…. to events where the incarcerated patrons perform for the community. The great challenges and the often greater rewards of this work will be discussed in depth.

**Milwaukee Civil Rights Online: Collecting the Web to Preserve History**

Track: Technology and Digital Services

Aralia

Joyce Latham, UW-Milwaukee SOIS; Charlotte Lange, UW-Milwaukee SOIS; Jamie Lynn Kiefer, UW-Milwaukee SOIS

How do we identify content on the web to collect and curate? How is it like traditional acquisitions? How is it different? Using the topic of Milwaukee civil rights struggles, presenters will explore the opportunities and challenges.

**Serving the Underserved**

Track: Library Issues and Challenges

Marula

Kathleen Kennedy, Beloit College

Have you ever thought about who’s using your library? More importantly, have you ever thought about who’s not using your library? Through data analysis and focus groups, the presenter identifies the major barriers preventing people from using public libraries. The goal of this is to better serve different demographics within our communities to make the library as accessible as possible to everyone.

**UX Research Leads to Richer Library Websites**

Track: Students and New Professionals

Aloe wood

Stephanie Ross, Hennepin County Library, Minneapolis, MN; Amy Luedtke, Hennepin County Library, Minneapolis, MN

UX research helps fuel the design of new services for tomorrow’s library by offering insights into the “wants” and “needs” of the library’s users and non-users. It also reveals “how” and “why” people use your website. Librarians want to do what is best for their users and to maximize usage of their resources but are often held back by lack of time or support, or even inertia or experience. In this presentation, Hennepin County Library staff will share research results that have helped spark new approaches and design decisions as well as promoted deeper engagement and participation by users on the website. Hear practical advice on how to gain buy-in, collaborate and scrape together resources to do UX work in libraries of all types, big or small.

4:40 P.M. – 5:25 P.M.

**3D Printers: Annoying Gadget or Technological Wonder Thing?**

Track: Technology and Digital Services

Wisteria

Richard Zaborowske, Neenah Public Library

Not since the invention of the cardigan has the library world experienced an item as popular as the 3D printer. And while 3D printers are undeniably awesome, they are also noisy and time consuming. In this workshop you will not only learn the basics of 3D printing, but how to best incorporate a 3D printer into the library setting. Richard will provide tips on how to choose the right printer, select the best location in your library and to utilize the printer in library programming.

**Banned Books Cabaret**

Track: Advocacy and Promotion

Portia

Barry McKnight, La Crosse Public Library; Teri Holford-Talpe, UW-La Crosse Murphy Library

UW-La Crosse Murphy Library and the La Crosse Public Library have an ongoing partnership to raise awareness and promote Banned Books Week. Join librarians from these institutions as they discuss the ways they engage both students and the community to celebrate Banned Books Week, in particular their Banned Books Cabaret, an evening combining art, theatrical performance and dialogue.
**Great 108: Making Copyright Work for You**  
Track: Students and New Professionals  
Tamarind  
*Rachel Becker, UW-Madison; Liz Antaramian, UW-Parkside, Kenosha*  
Copyright and fair use can be daunting concepts for librarians. However, with a little knowledge about applicable laws and how to make fair use work for you anyone can become comfortable with copyright. Learn about copyright laws specifically for libraries, understand fair use, and how you can speak to your patrons about these concepts. Also, discover resources to help you find answers to your copyright questions.

**How Do You Do?**  
Track: Library Issues and Challenges  
Aralia  
*Lori Burgess, Fond du Lac Public Library*  
The most beneficial parts of attending a conference are often the informal hallway discussions and the connections you make over dinner. Join us for five-minute, small-group, casual conversation starters like: How do you handle kids skateboarding near the entrance of the library? How do you handle meeting room bookings? How do you dispose of discarded materials? How do you keep your bibliographies up to date? How do you track reference questions? How do you make statistics meaningful to your board? How do you start a capital campaign? How do you circulate cake pans? How do you staff a makerspace? Bring your own questions or use ours to spark connections and meet others. Don’t forget to bring your business cards for follow-up conversations!

**K-12 Science and Health Education Resources:**  
**NLM’s Online Playground**  
Track: Support Staff  
Mangrove  
*Bobbi Newman, National Network of Libraries of Medicine, Greater Midwest Region, University of Iowa, Hardin Library for Health Sciences, Iowa City*  
This presentation will introduce free K-12 resources from the National Library of Medicine (NLM). Resources span a variety of subjects including biology, health careers, chemistry, environmental health, forensics and medical technology, general health, genetics, health information tutorials and HIV/AIDS.

**Notable Books Marathon**  
Track: Engaging People  
Guava  
*Jean Anderson, South Central Library System, Madison; Amy Lutzke, Dwight Foster Public Library, Fort Atkinson; Helene Androski, Madison; Eliot Finkelstein, UW-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 Award Committee’s list of Outstanding Achievement winners. As always, this will be a fun and fast-paced program!

**Ukulele Strum Along**  
Track: Collaborations and Innovations  
Marula  
*Mariel Carter, Marinette County Consolidated Library Services, Marinette*  
In this session, Mariel will use her ukulele and three chords to teach librarians to strum simple children’s songs and nursery rhymes on a ukulele. Librarians will benefit by learning songs to liven their existing story time sessions and places to find free resources to continue beyond the basics. In addition, librarians will have the tools they need to teach these skills to adult patrons, so that parents and caregivers of young children can be equipped and motivated to continue singing nursery rhymes and songs at home. Participants are welcome to bring a ukulele to play along.

**The WPLC User / Non-User Research Program:**  
**Gathering, Using and Sharing Data**  
Track: Leadership and Professional Development  
Aloeswood  
*Andrea Coffin, WiLS, Madison; Matt Heindel, Monona Public Library; Larry Outbout, Portage County Public Library, Stevens Point*  
The WPLC User / Non-User Research Program began earlier this year and, in conjunction with Morrill Solutions Research, provided the public library community an opportunity to learn how to create, deploy, and interpret the results of local research into communities of library users and non-users. The resulting data and all the tools used to gather it are freely available to all public libraries in the state. Learn more about this program from members of the WPLC User / Non-User Survey Workgroup and from the library and system staff that developed their own local research projects through the program.

**5:35 P.M. – 6:35 P.M.**  
**WLA Membership Meeting**  
Banyan  
Please see the agenda on page 40 for more information.
5:45 P.M. – 8:15 P.M.

**Baraboo Public Library Tour and Open House**
230 4th Avenue, Baraboo
Transportation provided by Dells Roo Trolley. Pick up at Kalahari Convention Center Main Entrance.

6:00 P.M. – 8:00 P.M.

**Driftless Glen Distillery Tour**
300 Water Street, Baraboo
Transportation provided by Dells Roo Trolley (in conjunction with the Baraboo Public Library Tour). Pick up at Kalahari Convention Center Main Entrance.

6:30 P.M. – 7:30 P.M.

**UW-Madison SLIS Alumni Reunion**
Suite C

**UW-Milwaukee SOIS Alumni Reunion**
Suite D

6:30 P.M. – 8:00 P.M.

**Wisconsin Small Libraries Section (WISL) Business Meeting/Meet and Greet**
Cypress

8:00 P.M. – 11:00 P.M.

**WLA Foundation Fundraiser:**
Return of Team Trivia
Suite A

What do you call an evening of trivia, award-winners, great food and drink, and even better company? We call it the WLA Foundation's Annual Fundraiser! Get your team together and return this year by joining us and putting your knowledge to the test! We know librarians are filled with answers to all kinds of trivial questions!

Think two brains are better than one – why not 8 brains? We welcome teams of up to 8 to form ahead or form at the event. The cost is $30 at the door. Come out and support Wisconsin libraries and let the games begin!!

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Win 1 of 2 Kwik Trip Gift Cards

**TWITTER CONTEST**

You’ve got until 4:30 p.m. Thursday to twitpic what you love about the conference.

To enter your tweet into the contest, use the official hashtag #wla17

@WisconsinLibs
WISCONSIN LIBRARY ASSOCIATION
AND
WISCONSIN LIBRARY ASSOCIATION FOUNDATION
ANNUAL MEMBERSHIP MEETING

Wednesday, October 18, 2017
Banyan
5:35 – 6:35 PM

AGENDA

I. President, Jean Anderson
   Welcome / Call to Order
   Approval of the 2017 Agenda & 2016 Membership Meeting Minutes
   Introduction of New Committees & Special Interest Groups [SIG]
   Changes to the WLA Bylaws / Q&A

II. Foundation President, Linda Pierschalla
    2017 Summary

III. LD&L Committee Co-Chair, Connie Meyer

IV. Financial Report – Treasurer, Jen Gerber

V. Resolutions, Peter Gilbert

VI. Adjournment
## 2017 WISCONSIN LIBRARY ASSOCIATION ROADMAP

### END OF YEAR REVIEW

<table>
<thead>
<tr>
<th>KEY AREAS</th>
<th>TASKS REQUIRED</th>
<th>CURRENT STATUS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Membership</strong></td>
<td>Growth &amp; Retention</td>
<td>• No new membership campaigns completed in 2017</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Added several new member benefits</td>
</tr>
<tr>
<td></td>
<td>Lifetime Membership</td>
<td>• Changes in Lifetime Membership category scheduled for 2018</td>
</tr>
<tr>
<td></td>
<td>Library Outreach</td>
<td>• Executive Director continued tradition of visiting libraries in 2017</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Starting in 2017 Board President also scheduled library visits</td>
</tr>
<tr>
<td><strong>Financial</strong></td>
<td>Alternative Revenue Streams</td>
<td>• Leadership Development Institute is a new revenue stream</td>
</tr>
<tr>
<td><strong>New Initiatives</strong></td>
<td>Special Interest Group (SIG) Pilot Project</td>
<td>• SIG Pilot completed successfully</td>
</tr>
<tr>
<td></td>
<td>Leadership Task Force</td>
<td>• Leadership Task force successfully completed charge and provided report to the WLA Board</td>
</tr>
<tr>
<td></td>
<td>Student Task Force</td>
<td>• Student Task Force successfully completed charge and submitted SIG application</td>
</tr>
<tr>
<td></td>
<td>Leadership Development Institute</td>
<td>• LDI program successfully implemented and scheduled for 2018</td>
</tr>
<tr>
<td><strong>Volunteer</strong></td>
<td>Call for Volunteers</td>
<td>• New online Call for Volunteers tool successfully implemented</td>
</tr>
<tr>
<td></td>
<td>Knowledge Transfer</td>
<td>• WLA Board developed plan to schedule training for volunteers using web conferencing</td>
</tr>
<tr>
<td><strong>WLA Website</strong></td>
<td>Website Redesign</td>
<td>• Vendor identified and preliminary work scheduled to begin in November 2017</td>
</tr>
<tr>
<td><strong>Technology</strong></td>
<td>MemberClicks Upgrade</td>
<td>• MemberClicks upgrade completed</td>
</tr>
<tr>
<td></td>
<td>WLA Listserv</td>
<td>• Rollout of new WLA Listserv successfully completed</td>
</tr>
<tr>
<td><strong>Conferences &amp; Live Events</strong></td>
<td>Exhibitor &amp; Sponsorship</td>
<td>• WLA Board continuing to investigate permanent oversight for this area</td>
</tr>
</tbody>
</table>
## 2017 WISCONSIN LIBRARY ASSOCIATION FOUNDATION ROADMAP

### END OF YEAR REVIEW

<table>
<thead>
<tr>
<th>KEY AREAS</th>
<th>TASKS REQUIRED</th>
<th>CURRENT STATUS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Fund Development Committee</strong></td>
<td>• Continue to seek Fund Development Committee Chair to organize effort to seek large contributions to the endowment</td>
<td>• WLAF Board agreed to fill only the Fund Development Committee Chair position</td>
</tr>
<tr>
<td><strong>Fundraising</strong></td>
<td>• Determine summer activity for 2017</td>
<td>• WLAF Board agreed to postpone the summer fundraising event until 2018</td>
</tr>
<tr>
<td></td>
<td>• Ensure Foundation presence at WAAL, WAPL and WLA Conferences</td>
<td>• Ongoing</td>
</tr>
<tr>
<td></td>
<td>• Generate minimum of 4 donor letters in 2017</td>
<td>• Generated one donor letter</td>
</tr>
<tr>
<td></td>
<td>• Promote planned giving option</td>
<td>• Ongoing</td>
</tr>
<tr>
<td><strong>Endowment</strong></td>
<td>• Continue to expand non-WLA Annual Conference fundraising opportunities</td>
<td>• Ongoing</td>
</tr>
<tr>
<td><strong>Campaign for Relevance</strong></td>
<td>• Develop plan for formalizing process for submission of funding requests to the WLAF Board</td>
<td>• Application form developed by the ED</td>
</tr>
<tr>
<td></td>
<td>• Promote existence of funds and past history of supporting events</td>
<td>• Board voted to accept</td>
</tr>
<tr>
<td><strong>Marketing</strong></td>
<td>• Use multiple channels to promote Foundation to new WLA members</td>
<td>• Ongoing</td>
</tr>
<tr>
<td></td>
<td>• Promote status of Endowment to general WLA membership</td>
<td>• Ongoing</td>
</tr>
<tr>
<td><strong>Alternative Revenue Streams</strong></td>
<td>• Develop a plan to explore opportunities to secure grant money for WLA Foundation</td>
<td>• Ongoing</td>
</tr>
<tr>
<td><strong>Board Development</strong></td>
<td>• Complete Board orientation for new officers</td>
<td>• 7 completed, 2 remaining</td>
</tr>
<tr>
<td><strong>Board Recruitment</strong></td>
<td>• Develop a section of the Foundation web page devoted to seeking volunteers for the Board</td>
<td>• Added WLAF volunteer role to WLA “Call for Volunteers” online form</td>
</tr>
<tr>
<td></td>
<td>• Continue to feed Leadership Pipeline. Contact WLA members in advance to discuss their interest in becoming a future Foundation President</td>
<td></td>
</tr>
</tbody>
</table>

### Wisconsin Library Association Statement of Financial Position
August 31, 2017

<table>
<thead>
<tr>
<th>Net Assets</th>
<th>232,049.21</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fund Balance</td>
<td>232,049.21</td>
</tr>
<tr>
<td>Increase to Net Assets</td>
<td>34,901.27</td>
</tr>
<tr>
<td>TOTAL NET ASSETS</td>
<td>266,950.48</td>
</tr>
</tbody>
</table>

### Wisconsin Library Association Foundation, Inc. Statement of Financial Position
August 31, 2017

<table>
<thead>
<tr>
<th>Net Assets</th>
<th>322,660.62</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fund Balance</td>
<td>322,660.62</td>
</tr>
<tr>
<td>Increase to Net Assets</td>
<td>19,018.78</td>
</tr>
<tr>
<td>TOTAL NET ASSETS</td>
<td>341,926.40</td>
</tr>
</tbody>
</table>
Everything you need to become a highly-energized, sustainable source of information for your community.

Edelweiss Analytics
Smart collection data to support a collection refresh

Shelf-ready services
Lessen time spent on energy draining back office tasks

Curated Selection Lists
Fresh insight into tough categories like Debut Adult Fiction Authors

... And even more services to meet the distinct needs of your community.

Your Mission. Our Purpose. Tools and Services Plugged Into the Needs of #TheLibraryLife

Attend a demo at the Ingram booth for your chance to win a 2018 PLA Scholarship*!

*For full contest guidelines please visit ingramcontent.com/plascholarship.

ingramcontent.com/thelibrarylife
Thursday

7:00 A.M. – 5:00 P.M.

**Registration**
Kalahari Convention Center - North Atrium

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7:00 A.M. – 8:30 A.M.

**Breakfast Buffet**
Kalahari Convention Center - South Atrium
Seating available in Suites A/H

**Youth Services Section (YSS)**
**Membership Meeting**
Portia

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8:30 A.M. – 4:30 P.M.
Kalahari Convention Center - Exhibit Hall

**WLA Foundation Silent Auction**
The 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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8:45 A.M. – 10:00 A.M.

**Keynote Address:**
**Software & Storytelling, Programming & Play**
Suites A/H

[Linda Liukas](#), Helsinki, Finland

We need to reconnect with technology to best take advantage of the opportunities it offers. If code is the crayons and LEGO® blocks of our times — the tools of creation — how do we teach the curiosity, the joy and wonder of creating to everyone? Linda has spent the last several years looking at programming and play: how to create experiences that go deeper than just learning logic. So, just like Alice, she swallowed the pill and fell down inside the machine.

This program was made possible with generous support from: Wisconsin Department of Public Instruction (DPI), Division for Libraries and Technology (DLT), and Institute for Museum and Library Services (IMLS)

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10:00 A.M. – 10:45 A.M.

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

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10:00 A.M. – 5:00 P.M.

**Activities in Exhibit Hall**
Kalahari Convention Center - Exhibit Hall

**Passive Program Share**

**Demco Maker Zone**

Matt Mulder, Angie Schoeneck, Kurt Zastrow, Jenn Bradley

**Indie Author and Program Garden**

**Career Center**

**DIY Business Cards**
Print your business cards...we have the stock and printer

**WLA Résumé Review**
Looking for a first job or applying for a new position and would like a second opinion of your résumé? Drop it off at the Career Center to have it reviewed by a librarian.

**WLA Foundation Silent Auction**
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.

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10:15 A.M. – 11:15 A.M.

**Duck Tour of the Dells**
Pick up at Kalahari Convention Center Main Entrance.

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10:30 A.M. – 12:30 P.M.

**Tour of the Crane Foundation and Library**
Transportation provided by the Dells Roo Trolley. Pick up at the Kalahari Convention Center Main Entrance.
The International Crane Foundation works worldwide to conserve cranes and the ecosystems, watersheds, and flyways on which they depend. We provide knowledge, leadership, and inspiration to engage people in resolving threats to cranes and their diverse landscapes.
10:45 A.M. – 11:30 A.M.

The Blender Cafe: Partnering for Tasty Results
Track: Advocacy and Promotion
Portia
Nick Dimassis, Beloit Public Library; Angela Sanchez, Beloit Public Library Blender Cafe; Tony Capozziello, Beloit Memorial High School
The non-original idea to add a coffee kiosk to the library evolved into a coffee shop and then, after developing partnerships with the high school hospitality program and a global food company, into a full-fledged Panera-esque restaurant. In the library, run by the library, Donovan Rypkema, an international economic development consultant, called The Blender Cafe project “a really cool, imaginative, cutting edge program.” Because of pre-project relationship-building, the key partnerships, and the “story” around the student apprenticeships, the need to raise 75% of the start up costs through private fundraising was easily met. The Blender Cafe opened in May 2017; come hear how it came about and how it has been doing.

Creating and Telling Tales of Suspense: Enabling Tweens and Teens to Adapt and Tell Urban Legends
Track: Engaging People
Tamarind
Rebecca Oshlag, StoriesGlorious, Batavia, NY; Rachel Oshlag, StoriesGlorious, Batavia, NY
This session will take you through the steps of a three-part series that you can use in your library to assist young adults to locate, easily prepare and tell stories designed to raise the maximum number of goose bumps in their listeners. By the end you will have your own story to tell and take back. You also will be able to set up the workshops for young adults in your library.

Free Is Key — Community, Access and the Public Good
Track: Trustees and Friends
Guava
Dawn Wacek, La Crosse Public Library; Katherine Elchert, Rice Lake Public Library; Terry Eble, Lester Public Library, Two Rivers
This panel will explore the gamut of their approaches to fines and fees in libraries. Options to consider include everything from one-day amnesty programs to fully fine free libraries! They’ll explore why they fine, why we ought to break free, and how you can make it happen in your library no matter the size.

Healthier Communities
Track: Leadership and Professional Development
Cypress
Bobbi Newman, National Network of Libraries of Medicine, Greater Midwest Region, University of Iowa; Hardin Library for the Health Science, Iowa City, Iowa
A recent Pew study found that health is the number two most searched for information online. Public libraries are on the front lines of health information needs of their communities, as they are often the only access to computers and/or broadband in their communities and are a trusted institution. This session will provide attendees with ideas for getting started with health outreach and programming in their communities (including funding suggestions!). We will look at no-cost resources for evidence-based health information in multiple languages. Attendees will leave with at least one new thing that they can do immediately to improve their health services in their communities.

Managing Millennials
Track: Leadership and Professional Development
Marula
Emily Vieyra, Shorewood Public Library; Ben Miller, Department of Public Instruction, Madison; Ashley Pike, Frank L. Weyenberg Library, Mequon; Camrin Sullivan, Lomira QuadGraphics Library; Sherry Machones, Northern Waters Library Service, Ashland
The children of Boomers, Gen X-ers and Millennials (the generation born between the early ‘80s and early ‘00s) are now in all levels of staff positions in libraries, including management. Defined broadly as tech-savvy “digital natives” who grow old in their parents’ basements burdened with student debt, what really makes Millennials different as coworkers and leaders? A panel of Millennials and non-Millennials in management positions will examine personal experiences and cultural commentary on this generation to draw conclusions about how to lead libraries into the future, and who will be doing the leading.

Partnering with UW-Extension to Transform Your Library!
Track: Collaborations and Innovations
Aralia
Amanda Hegge, Whitehall Public Library; Adam Trunzo, Trempealeau County UW-Extension, Whitehall
This session will share the strategies one library has used to build partnerships with the county Extension office to maximize outreach and programming efforts. The Whitehall Public Library has partnered with UW-Extension Educators to provide STEM, food preservation, technology literacy, gardening and afterschool programs. There are many other opportunities for library professionals to work with this critical institution. This workshop will also allow participants to learn about and discuss possible program options with library and Extension staff.
Update from the PLSR Delivery Workgroup
Track: PLSR
Mangrove
Begun in December 2015, the Public Library System Redesign (PLSR) is a community-based project to consider how to best provide public library system services in Wisconsin. Building on the work of many, its goal is to develop a plan for implementation of new models of service. The process, led by a Steering Committee, includes seven workgroups centered on major service areas. Each workgroup has been charged with exploring the current Wisconsin public library system landscape, looking at other models and determining the best ways to deliver the best services to Wisconsin public library patrons.

In this session, the Delivery workgroup will share the progress they have made in developing their recommendations and will ask for feedback from the library community. Questions and comments are welcome!

Whole Person Librarianship:
Structured Empathy in Challenging Times
Track: Library Issues and Challenges
Aloeswood
Sara Zettervall, Hennepin County Library, Minnetonka, MN; Mary Nienow, UW-Eau Claire
Libraries providing public services are more important than ever in our current political landscape, where few public spaces feel safe and welcoming to everyone. As librarians we strive to provide equitable service, but this can be challenging when patrons approach us from life experiences we don’t share. Many public libraries and some academic libraries have been turning to social workers for help. Social workers are trained to approach their clients with empathy while maintaining professional boundaries, and public service librarians can benefit from understanding their methods. Whole Person Librarianship is an approach drawing from social work concepts, such as cultural humility and person-in-environment, to help librarians become more confident in learning from, interacting with, and serving diverse patrons. In this session, you will learn some basic ideas from social work which you can apply right away to your library practice, as well as where to find more in-depth information and support.

10:45 A.M. – 11:45 A.M.
WLA Foundation Board Meeting
Empress

11:40 A.M. – 1:10 P.M.
WLTF Luncheon:
Bridging the Divide & Speaking Truth to Power
Suites A/H
Jessamyn West, Randolph, VT
Jessamyn will discuss the complex role we as librarians and institutions can play in social justice issues within our communities. Bridging the divide speaks to technology, literacy, building connections through community engagement, advocacy and increasing the opportunities of all patrons with a special emphasis on marginalized and poorer communities. How can we foster creativity and community within the library and at the same time support it within our broader communities? How can we expand access and inclusion not only within the library but help break down barriers within our society?

DUCK TOURS OF THE DELLS
Thursday, October 19, 10:15 – 11:15 A.M.
Transportation provided.
Pick up at the Kalahari Convention Center Main Entrance.

TOUR OF THE CRANE FOUNDATION AND LIBRARY
Thursday, October 19, 10:30 A.M. – 12:30 P.M.
Transportation provided by Dells Roo Trolley.
Pick up at the Kalahari Convention Center Main Entrance.
Thursday

1:20 P.M. – 2:05 P.M.

Bored with Your Boards? Making Your Boards More Effective and Energized
Track: Trustees and Friends
Tamarind

Stu Wilson, Library Strategies Consulting Group, St. Paul, MN

Many public libraries are blessed or cursed, depending on your perspective, with a multitude of boards — Library, Foundation, Friends, and often City Councils or County Boards. Effective boards can provide much needed support, guidance, and community involvement and engagement for the library, but all too often, our boards become problematic or unhelpful. This session will look at fundamental ways to make our boards more functional and effective, and even fun. In addition to how to make boards work better, board ethics, roles and responsibilities will be touched on, as well as the interplay between the various boards that affect the library.

Increase Library Visibility with Linked Data
Track: Collaborations and Innovations
Portia

Karla Smith, Winnefox Library System, Oshkosh

Winnefox Library System went “live” with linked data in October 2016. Hear from Karla, ILS Manager, how linked data works, about how it was implemented and how it’s being used now.

Leading Your Library Fearlessly through Change: Strategies for Facilitating Change Acceptance Among Staff, Patrons and Trustees
Track: Leadership and Professional Development
Cypress

Jeffrey Russell, Russell Consulting, Inc., Madison

When you introduce change in your library the result is often uncertainty, fear and anxiety. It doesn’t have to be this way. There’s an approach for leading change that anticipates resistance and guides people toward acceptance. This session explores the four phases of the change journey as people move through fear toward embracing the change. You’ll learn how to lead staff, patrons, and trustees through change by exploring their concerns and discovering the hidden opportunities.

Simple, Effective Ways to Create a Partnership with Your Local Workforce Development Centers
Track: Library Issues and Challenges
Aloeswood

M. T. Boyle, Racine County Executive Office, Racine (Moderator); Dave Anderson, Department of Workforce Development, Madison; Cate Zeuske, Department of Administration, Madison; Marc E. Mundle, Racine County Workforce Solutions, Racine

Libraries have long provided valuable support to people seeking to improve their career skills, change careers and apply for jobs. Let’s take it to the next level by partnering with Workforce Development Boards/Centers to have greater impact! A panel of speakers will share stories of successful partnerships, offer strategies to initiate partnerships and provide tips on avoiding political missteps.

Sling Books like a Bartender
Track: Advocacy and Promotion
Aralia

Sara Mosey, Oak Creek Public Library; Brian Williams-Van Klooster, Brown Deer Public Library

Learn outstanding library customer service techniques from some of the least likely sources! Bartenders, hairdressers, social workers, bouncers, salespeople... they all engage the public with a set of scripts and routines that libraries can learn from. They’ll discuss what they can teach us and how to use these lessons at work. Remember, bars have rules, too!

Update from the PLSR ILL/ILS Workgroup
Track: PLSR
Mangrove

Begun in December 2015, the Public Library System Redesign (PLSR) is a community-based project to consider how to best provide public library system services in Wisconsin. Building on the work of many, its goal is to develop a plan for implementation of new models of service. The process, led by a Steering Committee, includes seven workgroups centered on major service areas. Each workgroup has been charged with exploring the current Wisconsin public library system landscape, looking at other models and determining the best ways to deliver the best services to Wisconsin Public Library patrons.

In this session, the ILL/ILS workgroup will share the progress they have made in developing their recommendations and will ask for feedback from the library community. Questions and comments are welcome!

BREAKS IN EXHIBIT HALL

Wednesday, 10:00 – 10:45 A.M.; 3:00 – 3:45 P.M.
Thursday, 10:00 – 10:45 A.M.; 3:00 – 3:45 P.M.
Thursday

Using the Five Practices in School-Age & Teen Programming: Including Partner Collaboration & Evaluation
Track: Engaging People
Guava
Kymberley Pelky, Oneida Community Library
This session will share ideas on incorporating the five literacy practices in lifelong learning, specifically for school-age and teen programming. The five practices are read, write, talk, play and sing. Along with these ideas, suggestions on how to collaborate with partners will be given for each practice. Finally, ideas on measurable outcomes, assessment, and evaluation will be presented along with handouts for attendees to take back with them to foster their own ways of incorporating these ideas into their programs, services and practices.

What Teens Want Parents to Know About Social Media
Track: Technology and Digital Services
Marula
Julie Kinney, Marathon County Public Library, Wausau
After attending a program about managing your digital footprint, the presenter went to her Teen Advisory Group and asked them what they thought was important for parents to know about social media and how teens use it. Together, they created a powerpoint presentation that highlights statistics that show parents what teens are concerned about, what they use social media for and what programs they use. This program will look at how the teens contributed information, what they contributed and what the final presentation looks like.

1:30 P.M. – 3:30 P.M.

Fall Hike and Citizen Science at Mirror Lake State Park
Transportation provided by Dells Roo Trolley. Pick up at the Kalahari Convention Center Main Entrance.

2:15 P.M. – 3:00 P.M
Burr/Worzalla Children’s Book Winner
Track: Advocacy and Promotion
Tamarind
Sarah L. Thomson, Portland, ME
Join Sarah L. Thomson, author of this year’s Burr/Worzalla Award winner, as she presents on her title Deadly Flowers: A Ninja’s Tale, the exciting coming-of-age story about Kata, a female ninja who must pave her own path when her first mission gets wildly out of hand. Thomson’s book was selected as the winner by the Children’s Book Award Committee of the WLA Youth Services Section after the examination and evaluation of titles from 2016 by authors and illustrators with a Wisconsin connection.

Community Engagement with Archives
Track: Collaborations and Innovations
Aralia
Simone Munson, Wisconsin Historical Society, Madison; Joshua Ranger, UW-Oshkosh; David Kranz, La Crosse Public Library
Public and academic libraries are frequently entrusted with the preservation of important local history materials. Beyond published books, these collections often include maps, newspapers on microfilm and in clipping files, and grey literature, as well as archival materials. These materials are often well used and loved by local historians, genealogists and elementary school students. Still, they can also be used very effectively to reach and engage larger library audiences. For programs both large and small, for communities of any size, this session will provide libraries with ideas and direction to create unique opportunities to share local archival collections with the neighbors they serve.

Convivial Making: Lessons from Library Makerspace Research
Track: Engaging People
Cypress
Shannon Crawford Barniskis, UW-Milwaukee SOIS
How do people actually use public library makerspaces and what are the problems that get in the way of their making? How are libraries really helping? This session looks at a multi-site ethnographic study of how these spaces work or don’t work and offers lessons for creating convivial environments for your community to share knowledge and make things they value. It focuses on how to ensure your users have power to pursue their own aims and challenges some of the assumptions often discussed in library makerspace articles. These are practical lessons any library can apply.
The Crisis in Racial (& Cultural) Literacy — And How Libraries Can Help
Track: Library Issues and Challenges

Nick Demske, Racine Public Library; Jessica MacPhail, Racine Public Library

With fake news everywhere, libraries know information literacy is paramount. But some of our narratives were built on mythology, not fact. Narratives around race in the US are the perfect example. Is race biological reality or social construct? Was the Black Panther Party a terrorist group or social services organization? We’ll discuss how libraries can promote racial literacy in their communities.... but how, first, we have to do it in our institutions and our field.

The Keys to Employee Retention: Strategies for Hanging on to Your Top Talent
Track: Leadership and Professional Development
Portia

Jeffrey Russell, Russell Consulting, Inc., Madison

Why do people stick with your library? Why do they leave? Understanding employee retention involves examining these and other questions as you develop strategies for hanging onto your top talent. In this session, we’ll explore topics such as: retention starts before you hire, the top reasons why employees leave their jobs, what people want from their work, it’s all about the boss, and conducting “Stay Interviews” to give you an early warning of trouble signs.

Pulling Off a Great Fundraiser
Track: Trustees and Friends

Jennifer Bernetzke, Schreiner Memorial Library, Lancaster; Kelly McBride, Osecia Public Library; Clairellyn Sommersmith, Princeton Public Library

Each speaker has planned and executed successful fundraising events for their respective libraries’ capital campaigns. Each speaker will describe one of their past fundraising events, outlining the process from planning to execution, discussing challenges, surprises, community response and discoveries applicable to future events.

Shining a Light on the Dark Web
Track: Technology and Digital Services

Rose Trupiano, Marquette University Raynor Memorial Libraries

Did you know that Google, Bing and other common search engines only index approximately 4% of the Internet? In addition to this Surface Web, there is the Deep or Hidden Web (~500% larger) containing links to websites not crawled or indexed by search engines. Some Deep websites are free (government databases, library catalogs, etc.) and some charge for access or have other restrictions. Within the Deep Web is the controversial “Dark Web,” a small portion of the Internet NOT accessible to common Internet browsers and which requires special software such as the Tor browser, which can be obtained freely and legally on the Internet. This software allows users to access services on the Tor network (as part of the Dark Web) and users are provided anonymity, a feature beneficial to whistleblowers, censored citizens or those who seek privacy. However, the Dark Web is also a dangerous place rife with criminal and illegal activities. This program is solely informational and provides recent news reports about the use and possible content of the Dark Web, the Tor network/browser and their implications for the current and future library world.

Update from the PLSR Technology Workgroup
Track: PLSR

Mangrove

Begun in December 2015, the Public Library System Redesign (PLSR) is a community-based project to consider how to best provide public library system services in Wisconsin. Building on the work of many, its goal is to develop a plan for implementation of new models of service. The process, led by a Steering Committee, includes seven workgroups centered on major service areas. Each workgroup has been charged with exploring the current Wisconsin public library system landscape, looking at other models and determining the best ways to deliver the best services to Wisconsin Public Library patrons.

In this session, the Technology workgroup will share the progress they have made in developing their recommendations and will ask for feedback from the library community. Questions and comments are welcome!

3:00 P.M. – 3:45 P.M.

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

3:30 P.M. – 4:30 P.M.

WLA Foundation Silent Auction
Kalahari Convention Center - Exhibit Hall

Check to see if you won your bid! If yes, pick up and pay for items!
3:45 P.M. – 4:30 P.M.

Circulate Anything: How to Increase Access and Circulation with Nontraditional Collections
Track: Collaborations and Innovations
Tamarind
Minetta Lippert, Dwight Foster Public Library, Fort Atkinson; Jane Oliver-Purton, Delafield Public Library
American Girl dolls, crafts, science kits, board games, knitting needles and more. Libraries can circulate so much more than just books and movies. Nontraditional collections can boost circulation numbers and enable families to engage in interesting experiences that they might not be able to afford otherwise. Additionally, we will discuss the logistics of implementing non-traditional collections, including cataloging, packaging and counting pieces. What nontraditional collections could you add to your library?

Finding and Working with a Website Developer
Track: Technology and Digital Services
Portia
Judy Pinger, Milwaukee Public Library; Michael Diedrick, Byte Studios, Milwaukee
A great library website is an investment into your mission and how you interact with your community. Starting the process of creating a new site? This session will help you cast a wide net, find and select the best web developers and get the most out of the working relationship. With details on content strategy, content management, site/catalog searching, site tools and more, you’ll learn practical tips about how to work together to solve problems and find new ways to connect and inspire.

The Gory Story of Horror Readers’ Advisory
Track: Advocacy and Promotion
Cypress
Lisa Pike, Manitowoc Public Library
Horror fiction titles are often lacking in collection development and readers’ advisory recommendations as compared to more popular genres like Sci-Fi and Mystery. Drawing upon a variety of resources, this informative session will consist of a short history of the genre and its various sub-genre and some of the most popular recent titles. The presenter will also touch upon the strong relationship between horror fiction and cinema, and its impact on readers story preferences.

The Green to Dream: Planning a Successful Capital Campaign
Track: Trustees and Friends
Guava
Karen Rose, Library Strategies, St. Paul, MN
Capital campaigns are a little like swan diving off the high board: terrifying, exhilarating, and oh, so beautiful when executed well. In this age of shrinking library budgets, you might think that this kind of fundraising is only for dreamers, but the truth is that libraries still need physical upgrades and healthy endowments if they’re going to respond to the changing needs of their communities. If you are anticipating a capital campaign in your future, you will want to attend this session to learn how to prepare your library — and your community — for success. In fact, you will want to start planning one to two years before launching a campaign. This session will address every element of a campaign, from budgeting to recruiting volunteers to attracting major gifts. No matter the size of your campaign goal, careful planning can make the difference between success and failure — and a well-executed campaign can actually attract more public and private support in the future.

School and Public Library Collaboration
Track: Library Issues and Challenges
Aloeswood
Jennifer Bernertzke, Schreiner Memorial Library, Lancaster; Michelle Uppena, Lancaster Community Schools
Lancaster’s school district and public library have worked together time and time again to enrich the lives of the students in their community. From early literacy offerings to second grade field trips to get each student his/her first library card, all the way through high school study hours during finals week, the school and library work together tirelessly to ensure that each student has access to the resources and learning opportunities he or she needs to be successful. Join Lancaster School District’s Library Media Specialist and Schreiner Memorial Library’s director to learn about some of the collaborations that have developed in their community.

Sing, Sing a Storytime: Integrating Music into Your Storytime
Track: Engaging People
Marula
Lori Bell, Middleton Public Library
After a short introduction outlining the basic research into the importance of music in early literacy development, the majority of the presentation will focus on the practical realities of using music in a storytime. Lori will address the use of technology, instruments, a capella singing and rhythmic chants, and provide solutions for various scenarios. Participants will leave with resources they can use right away at their next storytime.
Update from the PLSR Collections Workgroup
Track: PLSR
Mangrove

Begun in December 2015, the Public Library System Redesign (PLSR) is a community-based project to consider how to best provide public library system services in Wisconsin. Building on the work of many, its goal is to develop a plan for implementation of new models of service. The process, led by a steering committee, includes seven workgroups centered on major service areas. Each workgroup has been charged with exploring the current Wisconsin public library system landscape, looking at other models and determining the best ways to deliver the best services to Wisconsin Public Library patrons.

In this session, the Collections workgroup will share the progress they have made in developing their recommendations and will ask for feedback from the library community. Questions and comments are welcome!

What to Keep, What to Toss, What Matters to History: Records Retention for Libraries
Track: Leadership and Professional Development
Aralia

Joyce Latham, UW-Milwaukee SOIS; Donald Force, UW-Milwaukee SOIS

History will know us by the records we leave behind. Each state has legal requirements about what organizational records must be kept, and for how long. But libraries generate far more internal communications. That is where our real story lives. We will discuss the results of a research survey and what it indicates about how we can tell our own story.

4:40 P.M. – 5:25 P.M.

At the Movies with Librarians IX: Read Another Day
Track: Engaging People
Cypress

Sherry Machones, Northern Waters Library Service, Ashland; Erin Foley, Adams County Public Library; Rachel Arndt, Milwaukee Public Library; Stephanie Reister, Germantown Public Library; Kim Dearth, Wonewoc Public Library

Back by popular demand! The panel will be discussing popular books being made into movies in late 2017 to early 2018. We will screen the trailers for these films and talk about how well (or how poorly) we think these books will translate to the screen. Get to know some of the books that will be coming out as movies soon! We’ll have popcorn!

Digital Readiness: Libraries Easing the Empowerment Divide
Track: Technology and Digital Services
Tamarind

Jessamyn West, Randolph, VT

We used to view the digital divide as people who did not have computers, or who did not have broadband. Now we’re looking at issues of digital inclusion and empowerment as other limiting factors in people making the best use of technology to solve their own problems. The concept of Digital Readiness — users being able to self-direct their learning — is becoming the next big challenge. We’ll explore that concept and look at ways libraries can help.

Libraries Are for Everyone: Creating a Welcoming and Affirming Environment in the Library
Track: Trustees and Friends
Portia

Jenni Frencham, Columbus Public Library; Mo Frencham, Columbus, WI; Jenna Friebel, Oak Park (IL) Public Library

This program will highlight practical ways that a library can become a welcoming and inviting place for the LGBT+ community through policy, collection development, programming, and daily interactions with patrons.

Literary Award Winner
Track: Leadership and Professional Development
Mangrove

Nicholas Petrie, Author, Whitefish Bay

Each year the Wisconsin Library Association Literary Award Committee (LITA) reads over 70 books by Wisconsin writers and selects ten as Outstanding Achievements and one as a Literary Award Winner. This year’s Winner is Milwaukee author Nicholas Petrie for his debut mystery The Drifter. Come hear Petrie speak about his book and writing life.

Online Resources to Recharge Your Batteries
Track: Technology and Digital Services
Guava

Scott Pfitzinger, UW-La Crosse Murphy Library

With all the demands on library staff, it is possible to be overcome by stress and busyness. Come check out some free online resources that can help reduce stress, improve your perspective on life and recharge your mind and spirit. Topics include: humor, health, music, puzzles, meditation and miscellaneous distractions.
Strengthening Higher Education Recruitment and Retention: Library Marketing and Best Practices for High School and College Librarian Collaboration

Track: Library Issues and Challenges

Aralia

David Dettman, UW-Stevens Point

Declining enrollments coupled with falling retention rates at many institutions of higher education have administrators asking, “What more can we do to attract local students and what methods can we employ to see them through to graduation?” One answer is to look for opportunities and creative ways to integrate the library and library resources into larger campus recruitment initiatives. A second answer is to support and foster collaboration between college and high school librarians to prepare students in high school to be successful doing the kind of research they are required to do in college. This presentation will provide an overview of best practices to market the library effectively as part of the larger campus enrollment initiative. We will also explore how librarians at the high school and college level have successfully collaborated to create information literacy-rich experiences to help students succeed academically and persist to graduation. Participants should come prepared to share their experiences and perspectives.

Storytelling 101: Techniques for Telling

Track: Collaborations and Innovations

Marula

Rebecca Oshlag, StoriesGlorious, Batavia, NY; Rachel Oshlag, StoriesGlorious, Batavia, NY

This hands-on workshop, conducted by professional storytelling duo StoriesGlorious, is an introduction to the art of storytelling. It will include basic techniques related to selecting, learning, practicing and telling stories. Opportunities for practice and discussion will be provided. The workshop will end with the identification of various applications of storytelling in libraries.

What Are You Reading (or Listening to) That Influences Your Work?

Track: Advocacy and Promotion

Aloeswood

Stef Morrill, WiLS, Madison; Ryan Claringbole, Monona Public Library

Read a great book on how to work better? Or regularly listen to a podcast that inspires you and helps you on the job? How about a fantastic article about leadership, time management, productivity or work culture? Come share the resources that have helped you work better in this informal discussion with your colleagues from around the state. Ryan and Stef will each share a resource and serve as moderators for the discussion.

5:45 P.M. – 7:15 P.M.

Awards & Honors Reception

Suites A/H

This is your opportunity to personally thank and interact with our award winners.

Sponsored by EBSCO

6:00 P.M. – 8:00 P.M.

Kilbourn Public Library Open House

620 Elm Street, Wisconsin Dells

Transportation not provided.

7:15 P.M. – 8:30 P.M.

YSS Booktalk and Social

Wisteria

Join YSS for an informal discussion of Andrea Davis Pinkney’s luncheon presentation followed by R-Rated Storytime: A low-key, open-mic session for each and every youth services librarian who has ever experienced the occasional inappropriate moment on the job. From Freudian slips to unintentional innuendo to those crazy things that kids say, we know you’ve had THAT moment. Come ready to share and laugh along as we celebrate the unforeseen naughtiness that comes with the territory.
Wisconsin Library Association’s

Leadership Development Institute
August 8-10, 2018

Vision & Mission
- The Wisconsin Library Association, is committed to developing educational programs and volunteer opportunities to help shape tomorrow’s leaders. WLA values the long-term benefits to both the association and to its member libraries in greatly expanding the number of seasoned leaders within the Wisconsin library community.

Program Design
- Leadership Development Institute was designed by and for librarians (3 years in development)
- Program design based on research and best practices
- Program Components
  - 5 overarching leadership competencies with leaner outcomes
  - Leadership style assessment completed for each attendee
  - 2½ day interactive and highly immersive learning event
  - 5-6 Cohort Groups participate in each program
  - Instructors from within and outside of the library industry
  - Focus on decision making, ethics, value and integrity
  - Financial support for attendees from small libraries
  - Upon completion of program participants become part of an electronic community to help continue personal and professional growth
  - Program integration with WLA WeLead Program
Honoring Award Winners

Celebrate at the Awards & Honors Reception
Thursday, October 19, 2017
Kalahari Resort & Convention Center – Suites A/H

**Elizabeth Burr/Worzalla Children’s Book Award**
Sarah L. Thomson
*Deadly Flowers: A Ninja’s Tale*

**WLA Literary Award**
Nicholas Petrie
*The Drifter*

**Notable Wisconsin Authors**
Beth Amos
Victoria Houston

**Citation of Merit**
Amy Glaser
River Falls Public Library

**Programming Innovation Award**
Melissa Roelli
Mt. Horeb Public Library
Big Read Program

**Special Service Award**
Steven Conway
WLA Government Relations Advisor
DeWitt Ross & Stevens

**Trustee of the Year**
Stephen Runde
Verona Public Library

**Library of the Year**
UW-Parkside
Kenosha

**WLA/DEMCO Librarian of the Year**
Leah Langby
Indianhead Federated Library System
Eau Claire

**Wisconsin Library Heritage Center Hall of Fame Inductees**
Joe Jax
Louise Robbins

This event is generously sponsored by EBSCO.
Be sure to stop at Booth 301 in the Exhibit Hall to thank them.
2017 Book Awards

**Literary Awards Committee Honors**

**WLA Literary Award**

Nicholas Petrie  
*The Drifter*

**Notable Authors**

Beth Amos  
Victoria Houston  
Sarah Monette

**Outstanding Achievement**

Michelle Brafman  
*Bertnard Court*

Jane Hamilton  
*The Excellent Lombards*

Peter Shrage  
*The Silver Man*

Matthew Desmond  
*Evicted: Poverty and Profit in the American City*

Shaun Harris  
*The Hemingway Thief*

Emma Straub  
*Modern Lovers*

Matthew Hefti  
*A Hard and Heavy Thing*

Larry Watson  
*As Good as Gone*

**Outstanding Achievement in Poetry**

Robin Chapman  
*Six True Things*

Susan Firer  
*Transit of Venus*

John Koethe  
*The Swimmer*

Naomi Cochrain  
*Fill in the Blank*

Catherine Jagoe  
*Bloodroot*

Franco Pagnucci  
*Firstborn*

**Children’s Book Award Committee Honors**

**Elizabeth Burr/Worzalla Award**

Sarah L. Thomson  
*Deadly Flowers: A Ninja’s Tale*

**Notable Author**

Neil Gaiman

**Outstanding Achievement**

Brittany Cavallaro  
*A Study in Charlotte*

Alexandra S.D. Hinrichs  
and Renée Graef  
*Thérèse Makes a Tapestry*

Tina Kügler  
*Snail and Worm: Three Stories About Two Friends*

Tricia Clasen  
*The Haunted House Project*

E.M. Kokie  
*Radical*

Jim LaMarche  
*Pond*

Brian Farrey  
*The Secret of Dreadwillow Carse*

Franco Pagnucci  
*Firstborn*

Shelley Tougas  
*A Patron Saint for Junior Bridesmaids*
Friday

7:00 A.M. – 11:00 A.M.

Registration
Kalahari Convention Center - North Atrium

7:00 A.M.

5K Run/Walk
Meet at WLA Registration area - North Atrium

7:00 A.M. – 8:30 A.M.

Potato Skillet Breakfast
Kalahari Convention Center - Suites 1/8

8:45 A.M. – 9:30 A.M.

Connecting with Communities: Digital Marketing and Beyond!!!
Track: Advocacy and Promotion

Tamboti

Cole Zrostlik, River Falls Public Library
You know people love your library, but where are they when it's time to try your new maker program, meet a local author or attend your after-hours teen program? Harness the enthusiasm of your most loyal library users to attract a broader audience to your programs. Learn how to translate real-life community connections, data and personal observations into a digital strategy that will engage patrons and save you time, energy and worry. Attendees will learn about writing with personas, short and simple survey data, free digital marketing tools, and to embracing and harnessing the connections of community partners to advocate for their libraries and advertise their programs.

Critical Librarianship in Challenging Times
Track: Mix It Up

Suite 3

Emily Drabinski, Long Island University, Brooklyn, NY
Critical librarianship asks us to analyze and challenge the political, social, and economic underpinnings of our work to change the world. But what about surviving the world as it is? As librarians, we navigate the tension between resistance and compliance in our efforts to deliver library services and resources to patrons in a world that undervalues and attacks what we care about. This talk will frame the dilemma and offer strategies for building librarian power.

Enriching Reference Service in Academic Libraries with the Emerging Technology
Track: Technology and Digital Services

Guava

Sukwon Lee, UW-Milwaukee SOIS; Benjamin Omwando, UW-Milwaukee SOIS
In academic libraries there has been a significant change from in-person reference service to Virtual Reference Service (VRS). To measure VRSs effectiveness, we consider the level of satisfactory or frustrating experience by using the eye tracking device. Thus, we can better understand usability issues, which lead to well-informed decision-making. Our data collection consists of eye-tracking data, questionnaires and interviews. Based on the results, we discuss the future of VRS as it is being enhanced by emerging technology.

H.H. BENNETT STUDIO TOUR
Friday, October 20, 9:45 – 11:30 A.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 by Dells Roo Trolley. Pick up at the Kalahari Convention Center Main Entrance.
Group Problem Solving with Evidence-Based Case Discussion
Track: Leadership and Professional Development
Cypress
Leah Langby, Indianhead Federated Library System, Eau Claire; Shawn Brommer, South Central Library System, Madison; Sue Abrahamson, Waupaca Area Public Library

Birth to Three practitioners in Wisconsin developed Evidence-Based Case Discussions to help each other resolve complicated situations with the children and families they serve. The technique is extremely useful for helping untangle knotty library problems as well—it has been used successfully to help librarians feel empowered to address situations ranging from moving forward with a stalled early literacy area to staffing challenges to working with a demanding patron. We will demonstrate how this process works with a real library situation, and send participants home with the tools they will need to implement this powerful technique in their own libraries.

Providing Respite for Caregivers
Track: Collaborations and Innovations
Marula
René Bue, Hedberg Public Library, Janesville; Maureen Birchfield, Hedberg Public Library, Janesville; Julie Seeman, Rock County Council on Aging, Janesville

Oftentimes the people who are caregivers for adults with dementia or Alzheimer’s need something to occupy the person so that they can prepare a meal, clean or do other daily chores. Through a partnership with the Rock County Council on Aging, Hedberg Library now has 20 Caregiver Activity kits that can be used for that purpose. Learn how these kits can be used and how your library can offer this service also.

Reading in the Digital Age: A Circulation Analysis of Print & Digital Reading
Track: Library Issues and Challenges
Aloeswood
Matt Isaia, Dominican University, River Forest, IL

In 2016, Matt completed an independent study at Dominican University that focused on the reading preferences of adult library patrons by analyzing circulation statistics from four public libraries. It explored the benefits of and differences between digital reading and print reading while looking at the reading habits of users over the course of a year. This research contemplates the importance of reading and the role that libraries play in helping to build foundations of life-long learning in our communities.

Tuesdays with Murder: A Different Kind of Book Group
Track: Engaging People
Aralia
Richard MacDonald, Stoughton Public Library; Gretchen Viney, University of Wisconsin Law School, Madison

A book group where everyone reads something different? It really works! Learn how a dislike of traditional book discussion groups resulted in the creation of a different kind of group: one focused on the desire to read, learn and talk about genres and authors, and how it works.

Update from the PLSR CE/Consulting Workgroup Track
Track: PLSR
Mangrove

Begun in December 2015, the Public Library System Redesign (PLSR) is a community-based project to consider how to best provide public library system services in Wisconsin. Building on the work of many, its goal is to develop a plan for implementation of new models of service. The process, led by a Steering Committee, includes seven workgroups centered on major service areas. Each workgroup has been charged with exploring the current Wisconsin public library system landscape, looking at other models and determining the best ways to deliver the best services to Wisconsin Public Library patrons.

In this session, the CE/Consulting workgroup will share the progress they have made in developing their recommendations and will ask for feedback from the library community. Questions and comments are welcome!
9:40 A.M. — 10:25 A.M.

**Community Collaborations:**
Programs by Your Community, for Your Community (with a little help from you!)
Track: Collaborations and Innovations
Suite 3
Scott Lenski, Whitefish Bay Public Library; Rosalia Slawson, Cedarburg Public Library

Do you plan adult programs for your library, but struggle to find people to present (or attend)? There are many people in your community who are experts who would love to share their knowledge with others, but how do you find them? In this session, the presenters will share ideas about how to find community members and local organizations to present at your library. They'll also share some of their success stories plus some potential challenges and pitfalls that come with the territory. Want to get those juices flowing for collaborative programming? Please join them!

**Fear Not:**
Coding for the Rest of Us!
Track: Technology and Digital Services
Tamboti
Andrea Stepanik, Brown County Library, Green Bay; Gillian Dawson, Brown County Library, Green Bay

Do you cringe at the thought of running coding programs for children and teens? Fear not! Learn how librarians at the Brown County Library have implemented coding events using tech-focused STEM Kits. From Code-a-pillars for toddlers to Coding Escape Rooms and Arduino microcontrollers for (w) eens, we’ve got you covered! With options for every budget and ages 3-18, you’ll leave inspired to start coding programs at your library!

**Get to Know the WLA Literary Awards Committee**
Track: Advocacy and Promotion
Aralia
Katharine Clark, E.D. Locke Public Library, McFarland; Leah Fritsche, Deerfield Public Library

Did you know there is a WLA Committee that reads and selects the best book written by a Wisconsin author each year? Join us for a discussion about the history of the Literary Awards Committee, what it does and how you could become a part of it. There will be a discussion of this year’s winner as well as several of the books considered.

**Practical Tips for Difficult Homeless Patrons**
Track: Library Issues and Challenges
Guava
Ryan Dowd, Homeleslibrary.com

Based on his career working in homeless shelters, Ryan has a training program that gives library staff a deeper understanding of homeless patrons and the practical tools for solving problems and resolving conflict. Ryan is also in the process of writing a book for ALA Editions on the topic.

**Reach One Teach One**
Track: Leadership and Professional Development
Cypress
Ebryn Barthelm, Planned Parenthood of Minnesota; Sarah Joynt, Rochester, MN, Public Library

Join us for an interactive session about the reality of what teens and young adults are thinking about, dealing with and experiencing related to sexual health, sexuality and gender expression. Learn about some best practices and resources for connecting with teens and providing them with important information about sensitive topics.

**Strategic Library Partnerships:**
More than Books — Lending Biomolecular Models
Track: Mix It Up
Marula
Denise Gergetz, Milwaukee School of Engineering

For nearly 15 years, the Walter Schroeder Library and the Center for Biomolecular Modeling at the Milwaukee School of Engineering (MSOE) have collaborated to maintain the MSOE Model Lending Library, a unique collection of molecular science models and materials that are loaned to educators nationwide for use in K-12 and college classrooms. Learn how this interdepartmental partnership leverages library practices to enhance student learning and to strategically extend MSOE’s scientific and technical educational outreach efforts.

**WLA 2018 Conference**
See you at
the Radisson La Crosse and La Crosse Center,
October 23–26
Update from the PLSR Resource Libraries  
Track: PLSR
Mangrove

Begun in December 2015, the Public Library System Redesign (PLSR) is a community-based project to consider how to best provide public library system services in Wisconsin. Building on the work of many, its goal is to develop a plan for implementation of new models of service. The process, led by a Steering Committee, includes seven workgroups centered on major service areas. Each workgroup has been charged with exploring the current Wisconsin public library system landscape, looking at other models and determining the best ways to deliver the best services to Wisconsin Public Library patrons.

In this session, the Resource Libraries workgroup will share the progress they have made in developing their recommendations and will ask for feedback from the library community. Questions and comments are welcome!

welcoming Non-English Speaking Residents to the Library  
Track: Engaging People
Aloeswood

Nick Dimassis, Beloit Public Library

In fall 2016, the Stateline Literacy Council (SLC) in Beloit was in danger of closing. Since the only other literacy council in Rock County had recently closed, and with 25% of Beloit’s population Hispanic (and growing), the English Language Learner (ELL) classes were vitally important to Beloit — and the county. After other organizations declined to “merge” with the SLC, the Beloit Public Library stepped in — and stepped up — to offer its spaces for the ELL classes and, importantly to funders, to help SLC reduce its administrative costs and align its curriculum with that of the higher level classes being offered at the local community college, making the transition for students comfortable and seamless. The partnership is one that perfectly fits the educational missions of all libraries, meets a growing need for ELL options, and ensures the library remains vital to an evolving community.

9:45 A.M. – 11:30 A.M.
Tour of the H.H. Bennett Studio
215 Broadway, Wisconsin Dells, WI 53965
Transportation provided via Dells Roo Trolley. Pick up at the Kalahari Convention Center Main Entrance.

10:25 A.M. – 10:35 A.M.
Need coffee...here’s a chance for a quick pick-me-up

10:35 A.M. – 11:20 A.M.
Authors on Authors: An Insider Look at Today’s Middle Grade Fiction  
Track: Engaging People
Cypress

Sally Pla, Encinitas, CA, Lindsey Becker, Paddock Lake; Darcy Miller, Prairie du Sac

A survey of the latest in middle-grade coming-of-age literature, from the perspective of three debut middle-grade authors with Wisconsin roots. We’ll talk about our personal writing journeys, about connecting with kids and the special importance of libraries to middle graders.

Characters, Plots, Settings and Details: Finding Inspiration in the Archives  
Track: Mix It Up
Suite 3

Deb Anderson, UW-Green Bay

Inspiration for authors can be found in the wealth of information held in archival collections. Original diaries, record books, reminiscences, minute books, court records, photos, maps, letters and official records contain rich details and untold stories. This session will explore how archivists and librarians might help authors of all genres use original records as both a muse and as a way to make writings come alive.

Learning, Coping and Surviving as an Alzheimer’s Caregiver  
Track: Mix It Up
Tamboti

Martin Schreiber, Former Wisconsin Governor

Former Governor Martin J. Schreiber is one of the nation’s leading crusaders for Alzheimer’s caregivers. Including today’s event, he will have given more than 120 presentations by year’s end throughout Wisconsin as well as in Michigan and Florida. Marty uses humor and compassion as he shares lessons from his ongoing, decade-plus journey as caregiver.
Serving Youth in Juvenile Justice Programs
Track: Collaborations and Innovations

René Bue, Hedberg Public Library, Janesville; Laurie Bartz, Hedberg Public Library, Janesville
Youth who are incarcerated spend a lot of time in their cells with little to do. Learn how the program provided by Hedberg Public Library to the juveniles at the Rock County Youth Services Center not only provides entertainment but also an opportunity to learn and grow. You will receive information to take back with you so you can consider doing this type of program at one of the other centers close to your library.

Think like an Architect: Project Planning for Librarians
Track: Technology and Digital Services

Elizabeth Gibes, Marquette University, Milwaukee
Architects’ work juggles the complexities of designing for a community and managing a creative process. The types of digital projects supported by libraries offer many of the same opportunities and challenges: multiple collaborators with diverse skill-sets, talents and motives, and multiple technical obstacles, deadlines and stakeholders. This presentation relates the six steps of architectural programming to librarians. We’ll use library digital projects as cases and offer example tools that can be customized to the participant’s own project planning needs.

Tune in @ Your Library
Track: Advocacy and Promotion

Colin McGinnis, McMillan Memorial Library, Wisconsin Rapids; Jeff Messerman, Cedarburg Public Library; Scott Morfitt, BluGold Radio, UW-Eau Claire
Reach out and engage diverse communities in audible ways. Hear one library’s experience with podcasting, how another library started an Internet radio station and how an indie rock station found a new home in a library. Find out more about audio trends and new ways libraries can become part of a community through sound.

Update from the PLSR Chapter 43
Track: PLSR

Mangrove
Begun in December 2015, the Public Library System Redesign (PLSR) is a community-based project to consider how to best provide public library system services in Wisconsin. Building on the work of many, its goal is to develop a plan for implementation of new models of service. The process, led by a Steering Committee, includes seven workgroups centered on major service areas. Each workgroup has been charged with exploring the current Wisconsin public library system landscape, looking at other models and determining the best ways to deliver the best services to Wisconsin Public Library patrons.

In this session, the Chapter 43 workgroup will share the progress they have made in developing their recommendations and will ask for feedback from the library community. Questions and comments are welcome!

White Privilege in the Library (and How to Restore True Equity)
Track: Library Issues and Challenges

Aloeswood
Nick Demske, Racine Public Library; Kristina Gomez, Milwaukee Public Library
The Declaration of Independence proclaimed “All men are created equal.” But this did not apply to “other persons” — the coded language the US Constitution used when referring to slaves. How does the privilege established for white people in our country’s founding perpetuate racial bias in libraries today? Come learn some of the answers to this question...and then learn about some steps we can take to restore that lost equity.

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 La Crosse.
Here’s a snapshot of dates to keep in mind for 2018

January 12 . . . . Volunteer Orientation,
DeForest Public Library
February 20 . . . . Library Legislative Day,
Madison Concourse Hotel
April 25-27 . . . . WAAL Conference,
Best Western Premier Waterfront &
Conference Center, Oshkosh
May 2-4 . . . . . . WAPL Conference,
Country Springs Hotel & Conference
Center, Waukesha
May 24 . . . . . . . . SSCS One-Day Conference,
UW-Baraboo/Sauk County, Baraboo
August 8-10 . . . . Leadership Development Institute,
Best Western Park Hotel, Madison
October 23-26 . . . . WLA Conference,
Radisson La Crosse and La Crosse Center

11:30 A.M. – 1:00 P.M.

President’s Luncheon:
On Becoming a Writer and Staying a Writer
Suites 2/7

Michelle Wildgen
The written word has power to transform lives, both for the creator and consumer, and libraries have been integral to the dissemination of the written word. Michelle Wildgen will explore the role that books and libraries have played on her path to writing professionally, and she’ll share her insights into the ways that writing and her life have unexpectedly informed each other. Michelle will open with a short comic essay about one of her more formative literary attachments, which had a significant effect on her view of the world, and of her mother, when she was young. Michelle will also discuss in more detail her work, and how it has overlapped with, and been shaped by, life.
**Association of Special Librarians (AWSL)**
Apps and Beyond: Technology to Enhance Your Library and Help Your Patrons
International Crane Foundation and Library Tour

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

**Department of Public Instruction (DPI)**
Coding Initiative Update
DPI Round Up

**Library Development & Legislation Committee (LD&L)**
“It’s All About the Pen!”...and Relationships
Simple, Effective Ways to Create a Partnership with Your Local Workforce Development Center

**Literary Awards Committee (LITA)**
Get to Know the WLA Literary Awards Committee
Literary Award Winner — Nicholas Petrie
Tuesdays With Murder? A Different Kind of Book Group
You’re Not Bothering the Patrons! - Marketing on a Shoestring (or no string) Budget

**Outreach Services Section (OSRT)**
Connecting with Communities: Digital Marketing and Beyond!!!
Learning, Coping, and Surviving as an Alzheimer's Caregiver
Libraries Are For Everyone...Right?
Library Services to Incarcerated Patrons
Providing Respite for Caregivers
Serving the Underserved
Serving Youth in Juvenile Justice Programs
Snapchat, Facebook, Twitter Video, Video, Video: Or, Using Video to Market Library Services

**Public Library System Redesign (PLSR)**
Update from the Collections Workgroup
Update from the PLSR CE-Consulting Workgroup
Update from the PLSR Chapter 43 Workgroup
Update from the PLSR Delivery Workgroup
Update from the PLSR ILL/ILS Workgroup
Update from the PLSR Resource Libraries Workgroup
Update from the PLSR Technology Workgroup

**Reference & Adult Services Section (RASS)**
Building Connections with your Senior Center
Caregiver Kits: Resources for People Caring for Someone with Memory Loss
Civility Speaks
Community Collaborations: Programs by Your Community, for Your Community (with a little help from you!)
Community Conversation and the Power of Story: Supporting Transgender Youth In Public Libraries
Digital Readiness: Libraries Easing the Empowerment Divide
The Crisis in Racial (& Cultural) Literacy—And How Libraries Can Help
Tune in @ Your Library
What Are You Reading (or listening to) that Influences Your Work?

**READERS Section (READ)**
Banned Books Cabaret
Notable Books Marathon
Reading in the Digital Age: A Circulation Analysis of Print & Digital Reading
Sling Books like a Bartender
The Gory Story of Horror Reader’s Advisory

**UW-Milwaukee School of Information Studies (SOIS)**
Enriching Reference Service in Academic Libraries with the Emerging Technology
Milwaukee Civil Rights Online: Collecting the Web to Preserve History
Real News: Supporting Information in a Challenging Age
What to Keep, What to Toss, What Matters to History: Records Retention for Libraries

**Support Staff and Circulation Services Section (SSCS)**
Keeping Your Staff Safe
Leading Your Library Fearlessly through Change: Strategies for Facilitating Change Acceptance Among Staff, Patrons, and Trustees
Managing Millennials
Technical Services Section (TSS)

How Do You Do?
Increase Library Visibility with Linked Data
UX Research Leads to Richer Library Websites

Wisconsin Association of Academic Librarians (WAAL)

Critical Librarianship in Challenging Times
Great 108: Making Copyright Work for You
Managing Millennials
Strategic Library Partnerships: More than Books — Lending Biomolecular Models
Strengthening Higher Education Recruitment and Retention: Library Marketing and Best Practices for High School and College Librarian Collaboration
Talk to Strangers — A Human Library Inspired Event
Think like an Architect: Project Planning for Librarians
Whole Person Librarianship: Structured Empathy in Challenging Times

Wisconsin Association of Public Libraries (WAPL)

A Tale of Two Cities: The First Few Months Being A New Library Director
Community Conversation and the Power of Story: Supporting Transgender Youth In Public Libraries
Digital Readiness: Libraries Easing the Empowerment Divide
Leader of the Pack: A Blueprint for Transition Planning & Hiring Success
LibraryNOW: Library Cards for All!
Managing Millennials
Publish And Promote: Sharing your Successes and Stories with Children's Services Colleagues
The Blender Cafe: Partnering for Tasty Results
The WPLC User / Non-User Research Program: Gathering, Using, and Sharing Data
Think like an Architect: Project Planning for Librarians
Tuesdays With Murder ? A Different Kind of Book Group
What Are You Reading (or listening to) That Influences Your Work?
Whole Person Librarianship: Structured Empathy in Challenging Times

Wisconsin Genealogy and Local History Round Table (WIGLHR)

Community Engagement with Archives

Wisconsin Small Libraries Section (WISL)

A Tale of Two Cities: The First Few Months Being A New Library Director
At the Movies with Librarians IX: Read Another Day
Bored with Your Boards? : Making Your Boards More Effective and Energized
Digital Readiness: Libraries Easing the Empowerment Divide
Managing Millennials
Partnering with UW-Extension to Transform Your Library!

Wisconsin Library Trustees & Friends (WLTF)

Bored with Your Boards? : Making Your Boards More Effective and Energized
Free is Key — Community, Access and the Public Good
Pulling off a Great Fundraiser
The Green to Dream: Planning a Successful Capital Campaign
WLTF Luncheon with Jessamyn West

(continued on next page)
WLA Conference Planning Committee

3D Printers: Annoying Gadget or Technological Wonder Thing?
Characters, Plots, Settings and Details: Finding Inspiration in the Archives
Convivial Making: Lessons from Library Makerspace Research
Creative Problem Solving: Do Something Different
Decolonizing Library Science
Dells Duck Tours
Fall Hike and Citizen Science at Mirror Lake State Park
Finding and Working With a Website Developer
From the Vertical File to the Local Wiki: Considering Community Information Services
H.H. Bennet Studio Tour
Healthier Communities
Libraries are for Everyone: Creating a Welcoming and Affirming Environment in the Library
Move Beyond the Brainstorm to What Really Works
Online Resources to Recharge Your Batteries
Practical Tips for Difficult Homeless Patrons
President’s Luncheon with Michelle Wildgen
Revolutionary Ideas: Fan Days, Cons and Large Scale Interactive Programs
Shining a Light on the Dark Web
The Keys to Employee Retention: Strategies for Hanging On to Your Top Talent
Thinking Inside the Box
Thursday Keynote with Linda Liukas
Wednesday Keynote with Grace Lim
welLLcoming non-English Speaking Residents to the Library
White Privilege in the Library (and How to Restore True Equity)

Youth Services Section (YSS)

Authors on Authors: An Insider Look at Today’s Middle Grade Fiction
Circulate Anything: How to Increase Access and Circulation with Nontraditional Collections
C’mon, C’mon, Let’s Work Together: Cross-Community Youth & Teen Collaborations
Creating and Telling Tales of Suspense: Enabling Tweens and Teens to Adapt and Tell Urban Legends
Diversify Me! Incorporating Diverse Titles into Your Collections, Displays, and Programming
Fear Not: Coding for the Rest of Us!
Group Problem Solving with Evidence-Based Case Discussion
K-12 Science and Health Education Resources: NLM’s Online Playground
Plan Less, Program More! How to Collaborate with Regional Libraries to Bring Larger Scale Youth Programs to Your Communities
Reach One Teach One
School and Public Library Collaboration
Sing, Sing a Storytime: Integrating Music into your Storytime
Storytelling 101: Techniques for Telling
Ukulele Strum Along
Using the Five Practices in School Age & Teen Programming: Including Partner Collaboration & Evaluation
Virtual Teen Advisory Boards: Taking your TAB to the Next Level
What Teens Want Parents to Know about Social Media
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smart library + smart community

The future library sustains the life of the community. As culture continues to change, so must the services a library provides. As demand for information continues to grow, a library must meet those demands. Future-friendly, accessible technology, mobile furnishings and scalable planning allow the library to embrace on-going changes in service delivery with minimal disruption and expense. Our team’s planning approach considers spatial and technology adaptability the heart of successful library design. We are firm believers in the power of libraries to shape lives and appreciate the role of design in creating a transformative space.

Want to learn more? Contact Engberg Anderson Architects and let’s build a smart community together.
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