

Making Connections

Wisconsin Library Association
Wisconsin Health Sciences Library Association
2006 ANNUAL CONFERENCE
October 31 – November 3
Wisconsin Dells, Wisconsin

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Welcome to the 115th Annual Conference of the Wisconsin Library Association,

It is an honor to have you at the conference that promises to Make Connections. You have an astounding array of programs to choose from. From Caldecott Award winner, Kevin Henkes, and “The Loyalty Leader,” Debra Schmidt, to, my favorite, “Will Duct Tape Cure My Warts?”, I believe you will be struggling with choices. (I always found duct tape to be a necessary repair supply for any event in the library.)

Kalahari Resort is an appropriate place for our conference. Under one roof, we can make connections with our colleagues in a variety of venues - whether it is in the exhibits, in the programs, in the water park, or in the lounge. Here it is in early November, and we can relax in a resort setting, recharging the body and mind, and return to our libraries with new ideas, new friends, and new connections.

This year’s conference gives an additional opportunity for **Making Connections** with the Wisconsin Health Sciences Library Association. Their programs and activities are integrated into the Conference. I welcome their participation.

Making Connections will give us the tools to raise our voice as an Association with our patrons, our municipal leaders, our funding officials, our lo-

cal, state, and federal legislators, and the citizens of Wisconsin. The Campaign for Wisconsin Libraries and the Speak Up for My Library program needs our support. They are reinforcing the value of libraries in the lives of our citizens. Use these tools when you return to your community.



The Committee and the WLA staff deserve a great deal of thanks for arranging the programs, exhibits, events, and activities for this conference. Thanks also to our WLA divisions, sections, roundtables, and affiliated groups, who are sponsoring most of the programs and activities. Give them a word of thanks. They did it for you.

Enjoy,

David Weinhold
WLA President, 2006

Cover image courtesy of H.H. Bennett Studio & History Center

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2006 Board of Directors Wisconsin Library Association



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Eastern Shores Library System



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Wisconsin Association of Academic Librarians

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Wisconsin Library Trustees Association

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Wisconsin Association of Public Libraries

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Northern Waters Library Service, Ashland

Support Staff Section

Cynthia Wallace
Winnefox Library System, Berlin

Youth Services Section

Claudia Backus
Waukesha County Federated Library System

WEMA Representative

Cara Cavin
Verona High School

Meal tickets will be collected at the table for all pre-registered meal functions. Conference attendees who have not pre-registered for meals may attend the speaker portion of programs following meals, provided that space is available.

Other meal options: You may enjoy planning a quieter meal away from the crowd at one of the many fine restaurants in the Wisconsin Dells area. There are many casual or fine dining options located within minutes of the Kalahari. The downtown Wisconsin Dells area also boasts several unique dining establishments. For restaurant selections, please check the local arrangements table for area guide books and brochures..

Join us Wednesday and Friday for a complimentary continental breakfast to start out your day. If you have not registered for the hot breakfast Thursday morning, check out one of the nearby area restaurants or coffee shops.

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

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

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

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

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



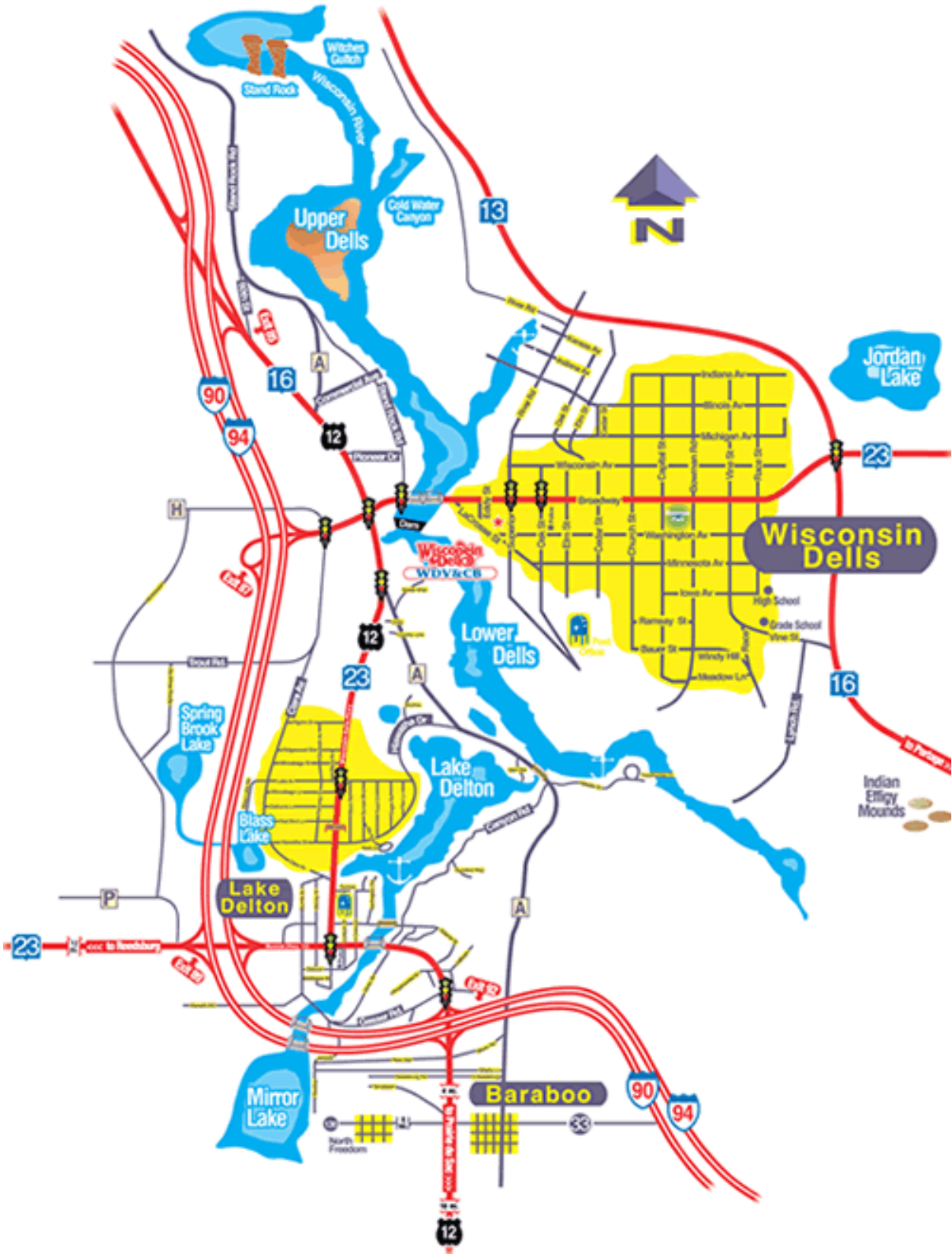
The advertisement features a photograph of a modern library interior with round wooden tables and chairs. On the left side, the Buckstaff logo is displayed, consisting of a curved line above the word "BUCKSTAFF®". Below the logo, the text "Creating Lasting Impressions!" is written in a serif font. At the bottom of the advertisement, the company's address and website are provided.

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Wisconsin Dells Area Map



Downtown Wisconsin Dells

A UNIQUE SHOPPING DISTRICT BESIDE THE
BEAUTIFUL WISCONSIN RIVER

- Walk the scenic Riverwalk
- Sip a nice wine or great cup of coffee
- Savor the wonderful tastes of the cafes, bars, and restaurants
- Indulge at the fine chocolate or ice cream shops
- Treat yourself to GREAT shopping then enjoy a hydro massage
- Learn about the Dells' history

*From the Kalahari, take I94North.
Exit 87 (hwy 13) drive directly into
Downtown Dells (you will need to
Cross the Wis. River Bridge) Free
off season parking.

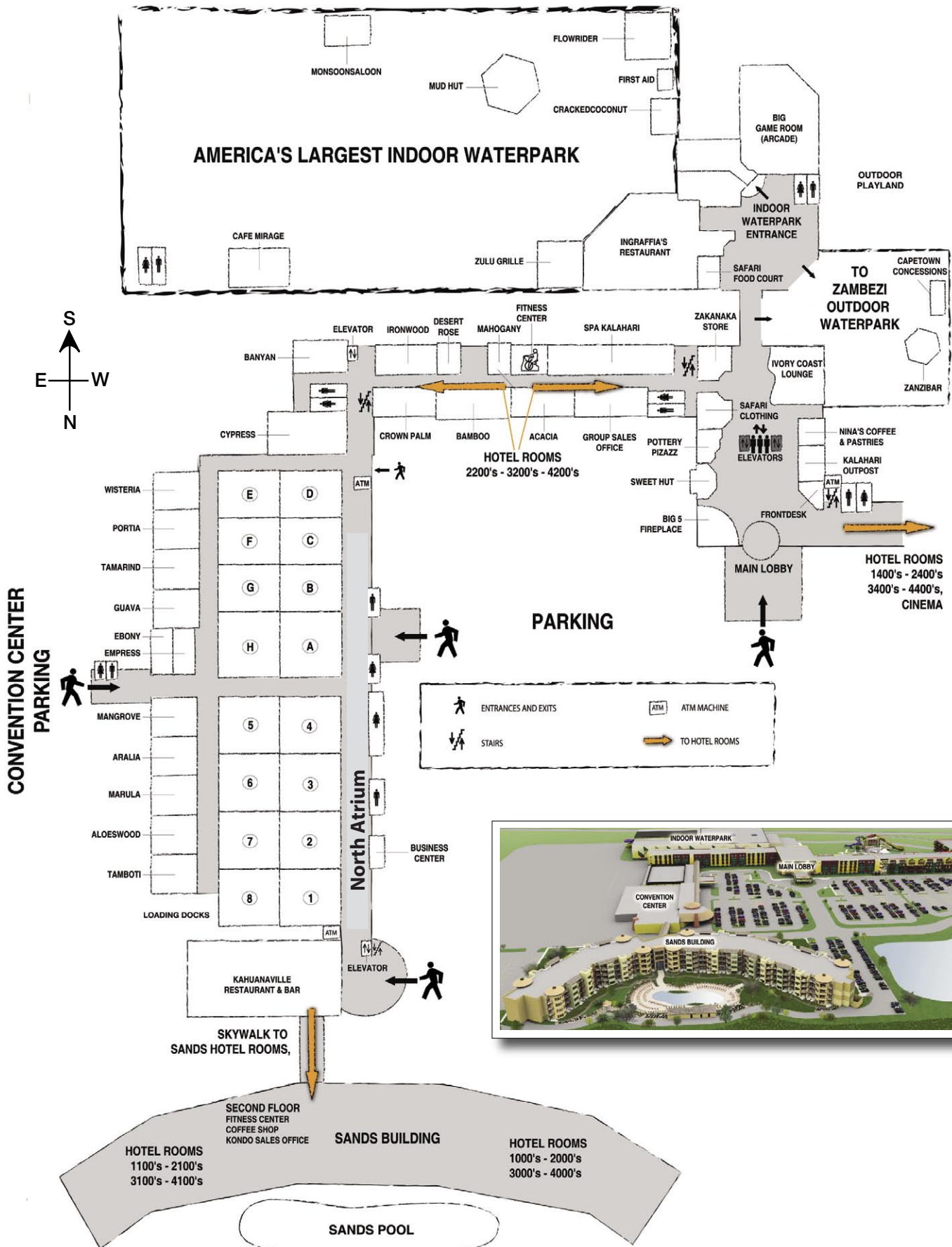


**You Deserve some
“DOWN”town
time!**

www.downtown-dells.com

**Contributing businesses: HighRock Café, Steffes True Value,
Out of the Woods, Relaxation Station , Dandelion, Grapevine,
Days Gone By, Riverwalk Pub, HH Bennett Studio, Dells Bells**

Kalahari Resort Map



Conference Schedule at a Glance

Tuesday, October 31

8:30 a.m. – 12:30 p.m.	Will Duct Tape Cure My Warts?	Tamboti
9:00 a.m. – 4:00 p.m.	Marketing the San José Way	Marula
1:00 – 5:00 p.m.	Digitization and Metadata Workshop	Tamarind
	Making the Health Literacy Connection: Easy as ABC	Portia
3:00 – 6:00 p.m.	Internet Café	Empress
3:00 – 7:00 p.m.	Registration	North Atrium
4:00 – 6:00 p.m.	Vendor Reception	Exhibit Hall
7:00 – 9:00 p.m.	Connecting with Our Past (AWSL/WHSLA members only)	H.H. Bennett Studio

Wednesday, November 1

7:00 a.m. – 7:00 p.m.	Registration	North Atrium
7:00 – 9:00 a.m.	Complimentary Continental Breakfast	Suites Suites A&H
8:30 – 9:30 a.m.	Past Presidents' Breakfast (by invitation only)	Hospitality Room 2435
8:30 a.m. – 5:00 p.m.	Internet Café	Empress
	WLA Foundation Silent Auction	Exhibit Hall
	WLA Store	Exhibit Hall
9:00 – 10:15 a.m.	Book Discussion—Snow Flower and the Secret Fan	Aloeswood
	Cataloging Changes on the Horizon: FRBR and RDA	Tamarind
	Passport to the World	Aralia
	Promoting Public Libraries	Portia
	State and Federal Legislative Update Session	Guava
	Tried and True Toddler Ideas	Tamboti
	User-Generated Metadata in Digital Collections	Cypress
	Wider Units	Marula
	WSLL Web Tour	Mangrove
10:00 – 10:45 a.m.	Break in the Exhibits Area	Exhibit Hall
11:00 a.m. – 12:15 p.m.	Buster Keaton: The Great <i>Stone Face</i>	Cypress
	Conquer the Clock	Tamboti
	Fe-Fi-Fo (Fees, Fines and Forfeitures)	Hospitality Room 3435
	History of the Mystery	Portia
	Notable Books Marathon	Tamarind
	Patriot Act II: No Problem for Libraries Now? Think Again	Marula
	Putting Pizzazz in Preschool Programming	Aralia
	Reference: Heart of the Library or Superfluous Service	Guava
	The San Jose Way	Aloeswood
	Update on DLTCL Technology Plans and Programs	Mangrove
12:30 – 2:00 p.m.	Lunch with Kevin Henkes (YSS Luncheon)	Suites ABGH
2:00 – 4:00 p.m.	Connecting Research, Practice, and Technology	Portia
	Dynamic Library Atmospheres	Mangrove
	From Chaos to Calm: Understanding Moments of Crisis	Cypress
	The Information Specialist Role in Health Care	Hospitality Room 2435
	Intellectual Freedom: From Principles to Best Practices	Guava
	International Crane Foundation Tour	Crane Foundation
	Introduction to Appreciative Inquiry	Marula
	Poof, You're Organized!.	Tamboti
	Stroller Aerobics	Tamarind
	What Do Poor People Need and Deserve From Libraries	Aralia
	What's a WHO? And Digitization Demystification	Aloeswood
4:00 – 4:45 p.m.	Break in the Exhibits Area	Exhibit Hall
5:00 – 6:00 p.m.	Webbies Awards	Reception Hallway
	Keynote Address	Suites A&H
6:00 – 7:00 p.m.	Making Connections: All Conference Reception	Suites B&G
	UW-Madison SLIS Reunion	Aralia
	UW-Milwaukee SOIS Reunion	Mangrove
7:00 – 9:00 p.m.	WLA Foundation Fundraiser	Moose Jaw Brew Pub

Conference Schedule at a Glance

Thursday, November 2

7:00 a.m. – 5:00 p.m.	Registration	North Atrium	
7:00 – 9:00 a.m.	All Conference Hot Breakfast Buffet	Suites A&H	
8:30 a.m. – 4:30 p.m.	Exhibits	Exhibit Hall	
	WLA Store	Exhibit Hall	
	WLA Foundation Silent Auction	Exhibit Hall	
8:30 a.m. – 5:00 p.m.	Internet Café	Empress	
9:00 – 10:15 a.m.	24/7 Virtual Reference Users Group Meeting	Mangrove	
	Applying Appreciative Inquiry (AI) and...Approaches	Aloeswood	
	Book ‘em, Danno!	Aralia	
	Complete Copyright For the Academic Library	Tamboti	
	Dynamic Library Atmospheres (repeat Wednesday session)	Cypress	
	From Monkey Business to Serious Research	Guava	
	How to Make The Ask.	Suite E	
	Hepcat, Coolcat, Badgercat	Tamarind	
	New Directions in Public Access to Scholarly Research	Suite F	
	Ready to Read with Books2go	Marula	
	Break in the Exhibit Area.	Exhibit Hall	
	11:00 a.m. – 12:15 p.m.	A New Direction: Stepping Off the Ivory Tower	Tamboti
		An Extended Form of Housekeeping: Women Environmentalists	Guava
		Best Books for Young Adults 2007	Aralia
Celebrate What’s Right with the World—Exploring AI.		Aloeswood	
It Doesn’t Have to Be Boring: Government Websites		Tamarind	
LibraryThing: Online, Social, Do-it-Yourself Cataloging		Suite F	
Organizing Your Library (guided discussion)		Cypress	
People to People		Marula	
Reaching Out to People Coming Out		Mangrove	
12:30 – 2:00 p.m.		On Being a Librarian (OSRT Luncheon)	Suites A&H
		Library Advocacy Works (WLTA Luncheon)	Suite E
2:00 – 3:15 p.m.		Alerts and RSS Feeds from Badgerlink	Guava
		Beyond the Ramp: Services for People with Disabilities	Marula
		Books to Movies	Tamboti
	Copyright 101: The Basics for Public Libraries	Suite F	
	MARC My Words: Elements of Speaking for Librarians.	Cypress	
	New and Expanded Youth with Special Needs Resource.	Aloeswood	
	Running Effective Meetings.	Tamarind	
	The Secret Lives of Cranes.	Aralia	
	Statewide Resource Sharing and Information Access	Mangrove	
	Break in the Exhibits Area	Exhibit Hall	
	3:15 – 4:00 p.m.	4:00 – 5:15 p.m.	Banta Award Winner
The Bumpy Road Workshop			Suite E
Life in the Bubble: Information Literacy at Elmhurst			Mangrove
Meet the 2006 Burr/Worzalla Winner			Tamboti
The Ramp of the Future: Equal Access to Technology			Aloeswood
Recruiting and Retaining an Ethnically Diverse Workforce			Tamarind
Teens and Technology			Marula
The World of Wikis and Libraries.			Aralia
7:00 – 9:00 p.m.	Awards Banquet	Suites A&H	

Conference Schedule at a Glance

Friday, November 3

7:00 – 11:00 a.m.	Registration North Atrium
7:00 – 9:00 a.m.	Complimentary Continental Breakfast Suites A&H
8:30 – 11:30 a.m.	Internet Café Empress
9:00 – 10:15 a.m.	Beyond Newsletters: RSS Feeds, Blogs, and Podcasts Suite 3
	Council on Library and Network Development. Suite 6
	Discovering Your Ancestral Story Aloeswood
	H. H. Bennett: The Man who Made Wisconsin Dells Famous Cypress
	Meeting the Demand: 21st Century Trends Marula
	Minnesota Crime Wave. Tamboti
	Taking the Show on the Road Mangrove
	Technology Trends in Libraries Guava
9:00 – 10:30 a.m.	Poster Sessions. North Atrium
	- Building Connections: A Collaborative Discovery of Online Teaching
	- Casper the Ghost as an Academic Library User
	- Celebrating a Century of Library Education in Wisconsin
	- Connecting Librarians and Film: Identifying Stereotypes
	- Connecting the Dots: Improving our Article Delivery Service
	- Development of a Service Philosophy as a Change Management Tool
	- Discover WAAL@ Wisconsin Dells
	- The Health Information Connection: Establishing Consumer Health Libraries
	- Helping Consumers Find Reliable Health Information on the Web
	- Inside Connections
	- Inviting the 800-pound Gorilla to the Table: Integrating Google & Google Scholar
	- Liaison Success: How to Connect
	- Making Connections with Patient Care: ...Clinical Medical Librarian Service
	- MCW Libraries' Support of Personal Digital Assistants (PDA)
	- The Medical Transcriptionist's Tool Box: Addressing the Information Needs
	- Prairie du Chien Memorial Library's Expansion
	- School Libraries & Student Achievement: Making the Connection
	- Shear Terror: Trimming the Print Reference Collection
	- Study Abroad Programs and Site Libraries: Croatia; Canada; Turkey; Morocco
	- Tie One On
	- Top Ten Benefits of Being a GMR Network Member
10:30 – 11:45 a.m.	A Torturous Route: Combing National Security Files Cypress
	Aiming High: Topnotch Authors/Programs to Your Library Tamboti
	Behind Closed Doors? Children's Literature Awards. Guava
	Destination ImagiNation: Creative/Critical Reading Skills Marula
	From the Codification of Text to Manipulation of Reality Aloeswood
	Small Libraries and The Digital Divide Suite 3
	Tradition and Innovation: Patrons...Historical Research Mangrove
	Wisconsin's Legislative and Judicial Websites. Suite 6
12:00 – 2:00 p.m.	President's Luncheon: Speaking Up for Libraries Suites 1,2,7,8

Exhibits

Kalahari Convention Center,
Exhibit Hall, Suites 1-8
Wednesday, 10:00 a.m. –
5:00 p.m.
Thursday, 8:30 a.m. – 4:30 p.m.

Breaks in the Exhibit Hall

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

Internet Café

Kalahari Convention Center,
Empress
Tuesday, 3:00 p.m. – 6:00 p.m.
Wednesday, 8:30 a.m. – 5:00 p.m.
Thursday, 8:30 a.m. – 5:00 p.m.
Friday, 8:30 a.m. – 11:30 a.m.

Registration

Kalahari Convention Center
– North Atrium
Tuesday, 3:00 p.m. – 7:00 p.m.
Wednesday, 7:00 a.m. – 7:00 p.m.
Thursday, 7:00 a.m. – 5:00 p.m.
Friday, 7:00 a.m. – 11:00 a.m.

WLA Foundation Silent Auction

Kalahari Convention Center,
Exhibit Hall, Suites 1-8
Wednesday, 10:00 a.m. – 5:00 p.m.
Thursday, 8:30 a.m. – 3:30 p.m.
Thursday, 4:00 p.m.
pick up and pay

WLA Store

Kalahari Convention Center,
Exhibit Hall, Suites 1-8
Wednesday, 10:00 a.m. – 5:00 p.m.
Thursday, 8:30 a.m. – 4:00 p.m.

Board, Business and Committee Meetings

Tuesday, October 31

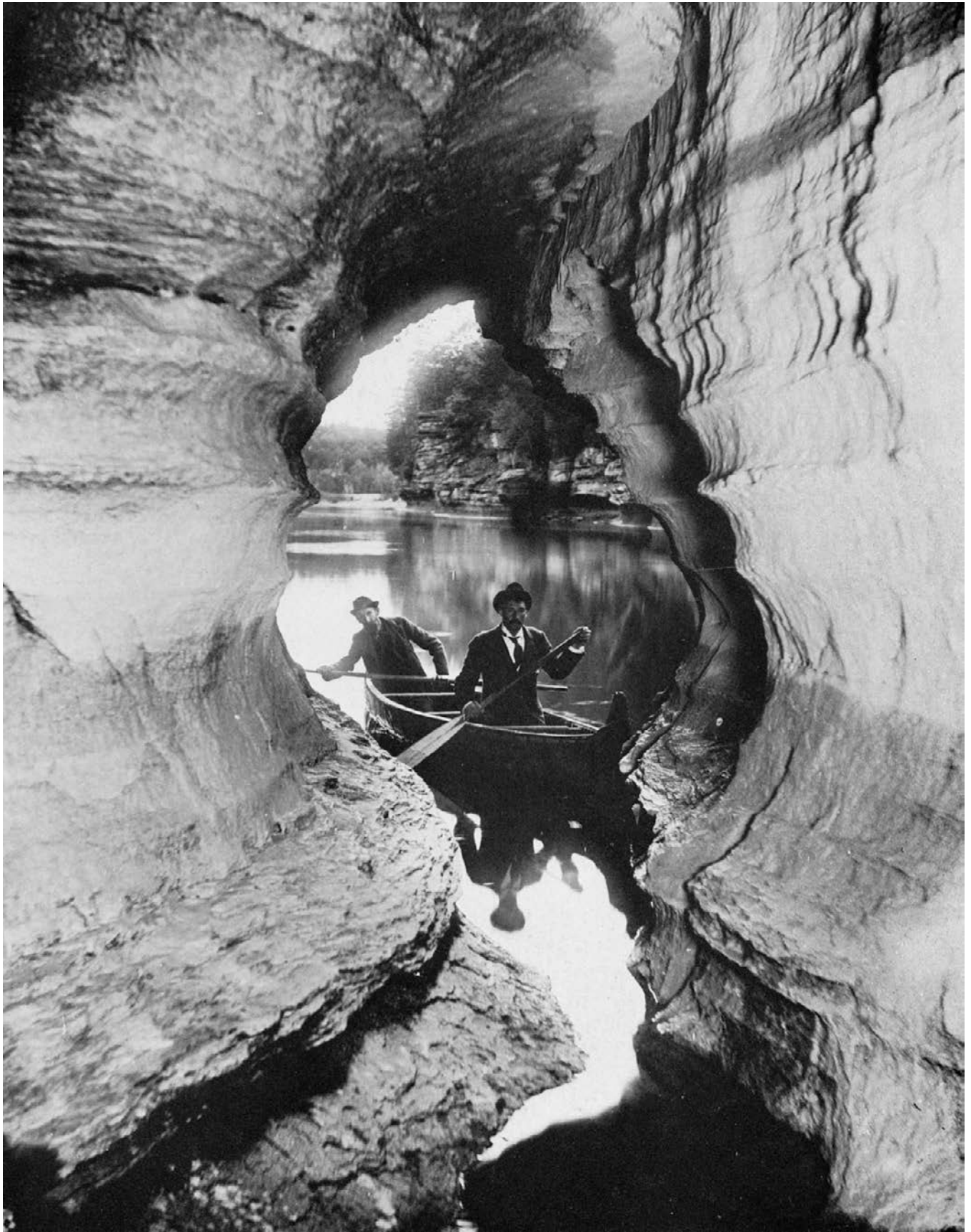
5:00 – 6:00 p.m.	Wisconsin Association of Public Libraries Board Meeting	Portia
	Youth Services Section Board Meeting	Aralia
5:00 – 6:30 p.m.	Wisconsin Health Sciences Library Association Board Meeting	Tamarind
6:00 – 8:00 p.m.	Wisconsin Library Association Board Meeting	Guava

Wednesday, November 1

7:30 – 8:30 a.m.	Association of Wisconsin Special Librarians Business Meeting.	Tamarind
	Media and Technology Section Business Meeting.	Guava
	Wisconsin Association of Academic Librarians Business Meeting.	Tamboti
	Wisconsin Association of Public Libraries Business Meeting . . .	Hospitality Room 3435
	Youth Services Section Business Meeting	Portia

Thursday, November 3

7:30 – 8:30 a.m.	Wisconsin Library Association Foundation Board Meeting	Desert Rose
	The following business meetings will be held in Suites A&H at designated tables.	
	Government Information Round Table Business Meeting	
	Intellectual Freedom Round Table Business Meeting	
	Library Research Round Table Business Meeting	
	Library User Education Round Table Business Meeting	
	Outreach Services Round Table Business Meeting	
	Readers Section Business Meeting	
	Resource Sharing Round Table Business Meeting	
	Support Staff Section Board Meeting	
	Technical Services Section Business Meeting	
	Wisconsin Genealogy and Local History Round Table Board/Business Meeting	
	Wisconsin Small Libraries Round Table Business Meeting	
12:30 – 2:00 p.m.	WLTA Luncheon/Business Meeting	Suite E
5:30 – 6:30 p.m.	Wisconsin Library Association/WLA Foundation Annual Business Meeting	Suite F



Boat Cave

Photo courtesy of H.H. Bennett Studio and History Center

Exhibit Categories

Architecture & Design

Burnidge Cassell Associates, Inc.
Durrant Group, Inc.
Engberg Anderson Design Partnership, Inc.
Frye Gillan Molinaro, Architects
HGA Architects & Engineers
Nagle Hartray Danker Kagan
McKay Penney Architects

Associations

Library Council of Southeastern Wisconsin
Wisconsin Center for the Book
Wisconsin Women Library Workers

Audio Materials

Baker & Taylor
BBC Audiobooks America
Books on Tape/Listening Library
Brodart Company
Davidson Titles, Inc.
Landmark Audiobooks
Marshall Cavendish-Benchmark
OverDrive – Digital Library Reserve
Regent Book Company
Sebco Books
Unique Books, Inc.

Audio Visual Equipment/Systems

Brodart Company

Automation

Checkpoint Systems, Inc.

Binding

Northern Micrographics

Book Jobber/Wholesaler

Brodart Company
Davidson Titles, Inc.
Emery-Pratt Company
Ingram Library Services Inc.
Learning Opportunities, Inc.
Mister Anderson's Company
Regent Book Company
Sebco Books

Book Leasing

Brodart Company

Book Services

Brodart Company

Books

Alpine Book
Baker & Taylor
Bound To Stay Bound Books

Brodart Company
Brookhaven Press
Davidson Titles, Inc.
H.W. Wilson Company
Ingram Library Services Inc.
Landmark Audiobooks
Learning Opportunities, Inc.
Marshall Cavendish-Benchmark
Mister Anderson's Company
Quality Books Inc.
Scholastic Library Publishing
Sebco Books
South Central Library System
The Penworthy Company
Thomson Gale
Unique Books, Inc.
University of Wisconsin Press
Woodland Pattern, Inc.

Children's Books/Materials

BBC Audiobooks America
Brodart Company
Davidson Titles, Inc.
DEMCO, INC.
Learning Opportunities, Inc.
Marshall Cavendish-Benchmark
Mister Anderson's Company
Quality Books Inc.
Regent Book Company
Sebco Books
The Penworthy Company
Unique Books, Inc.
Woodland Pattern, Inc.
World Book Publishing

Children's Programs

Mister Anderson's Company

Computer Software

SirsiDynix

Consortium

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

Databases

Auto-Graphics, Inc.
Bowker
EBSCO Information Services
H.W. Wilson Company
Marshall Cavendish-Benchmark
ProQuest
Scholastic Library Publishing

Thomson Gale
WI Div for Libraries, Tech., & Community Learning
Wisconsin Library Services (WiLS)

Digital Scanning & Preservation

Auto-Graphics, Inc.
MTM International
Northern Micrographics
ProQuest
ResCarta Foundation

Distributor

Baker & Taylor
BBC Audiobooks America
Brodart Company
Davidson Titles, Inc.
Emery-Pratt Company
Quality Books Inc.
Unique Books, Inc.

Download Digital Media

OverDrive – Digital Library Reserve

DVDs & Videos

Unique Books, Inc.

Education

H.W. Wilson Company
Library Council of Southeastern Wisconsin
National Network Libraries of Medicine
ProQuest
Scholastic Library Publishing
UW-Madison SLIS
UW-Milwaukee School of Information Studies
Voyageur Magazine
Wisconsin Department of Natural Resources
Wisconsin Library Services (WiLS)

Engineers

Durrant Group, Inc.

Fundraising

Saterbak & Associates
South Central Library System

Furniture

Brodart Company
Buckstaff Company
DEMCO, INC.
Embury, Ltd.
Highsmith Inc.
Madden & Associates

Genealogy/Local Histories

Brookhaven Press

Government Agency

National Network Libraries of Medicine

Government-Natural Resources

Wisconsin Department of Natural Resources

Integrated Library System

Auto-Graphics, Inc.

Interior Design

Burnidge Cassell Associates, Inc.
Durrant Group, Inc.
Embury, Ltd.
Engberg Anderson Design Partnership, Inc.
Frye Gillan Molinaro, Architects

Internet

OverDrive – Digital Library Reserve

Landscaping

Burnidge Cassell Associates, Inc.

Library Automation

The Library Corporation TLC

Library Promotions

Upstart/Upstart Books

MARC Subscriptions

Auto-Graphics, Inc.

Metadata

Auto-Graphics, Inc.
Northern Micrographics
ResCarta Foundation

Microfilming

Northern Micrographics

Movers

Coakley Bros. Company
Yerges Moving and Storage

Music

Baker & Taylor

Online Databases for Reference

World Book Publishing

Online Encyclopedia Databases

World Book Publishing

Online Information

Baker & Taylor
EBSCO Information Services
H.W. Wilson Company
National Network Libraries of Medicine
OverDrive – Digital Library Reserve
Portalwisconsin.org – WPT
ProQuest
WI Div for Libraries, Tech., & Community Learning
Wisconsin Department of Natural Resources
Wisconsin Library Services (WiLS)

Portal Software

Auto-Graphics, Inc.
Portalwisconsin.org – WPT
WI Div for Libraries, Tech., & Community Learning

Program Resources

Library Council of Southeastern Wisconsin
WI Div for Libraries, Tech., & Community Learning

Publishers

BBC Audiobooks America
Books on Tape/Listening Library
Brookhaven Press
Marshall Cavendish-Benchmark
Scholastic Library Publishing
University of Wisconsin Press
Upstart/Upstart Books

Puppets

Mister Anderson's Company
The Penworthy Company

Reference Materials

Bowker
Brodart Company
EBSCO Information Services
H.W. Wilson Company
Learning Opportunities, Inc.
Marshall Cavendish-Benchmark
ProQuest
Quality Books Inc.
Unique Books, Inc.
Voyageur Magazine
World Book Publishing

Resource Sharing

Auto-Graphics, Inc.

RFID

3M Library Systems

Security

Checkpoint Systems, Inc.

SELF-CHECK

3M Library Systems

Shelving

Brodart Company
DEMCO, INC.
Embury, Ltd.
Madden & Associates

Signage

Brodart Company
DEMCO, INC.

Storage

Coakley Bros. Company
MTM International
Yerges Moving and Storage

Storytelling Resources

H.W. Wilson Company
Mister Anderson's Company
Regent Book Company

Subscription Services

EBSCO Information Services

Supplies

Brodart Company
DEMCO, INC.
Highsmith Inc.

Technology Management

Auto-Graphics, Inc.
Checkpoint Systems, Inc.
SirsiDynix

Video

Baker & Taylor

Video & DVD

BBC Audiobooks America
PBS Video

Viewing & Storage Software

ResCarta Foundation

Directory of Exhibitors

3M Library Systems* Booth 417

3M Center Building 225-4N-14
St. Paul, MN 55144
Representative: Jan Peterson
(651) 730-0955
(651) 730-4308 (fax)
www.3m.com/us/library

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AAA Booth 314

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(715) 828-7523
(920) 738-4234 (fax)
www.aaa.com

Alpine Book* Booth 702

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Representatives: Dave Collins, Deb Collins
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(262) 783-7323 (fax)

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Baker & Taylor* Booth 408

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Charlotte, NC 28217
Representatives: Mark Trunzo, Phyllis Baker
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(704) 998-3316 (fax)
www.btol.com

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BBC Audiobooks America Booth 516

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North Kingstown, RI 02852
Representative: Cynthia Boughan
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(401) 295-3899 (fax)
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(615) 346-9497 (fax)
www.blackstoneaudio.com

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Books on Tape/ Listening Library Booth 506

400 Hahn Road
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The New Wisconsin Almanac

by Jerry Minnich

Information, advice and fun that gardeners and homemakers have relied on for generations—all specially selected for the Badger State!

Soft cover; 5.25 x 8.25; 200 pages; \$16.95



Great Wisconsin Winter Weekends

by Candice G. Andrews

Ski, slide, skate, snowmobile—then find some hot cocoa and a crackling fireplace with this guide to winter weekend excitement throughout the Badger State.

Soft cover; 6 x 9; 280 pages; \$18.95

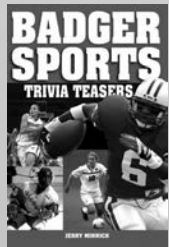


Hunting the American Werewolf

by Linda S. Godfrey

Investigate weird creatures too bizarre to be real and too well documented to be mere fairytales in this sequel to *The Beast of Bray Road*.

Soft cover; 6 x 9; 328 pages; \$18.95

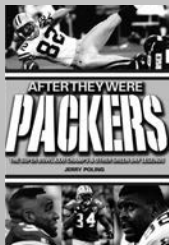


Badger Sports Trivia Teasers

by Jerry Minnich

A must for Badger fans! More than 600 trivia questions span the great tradition of athletics at the University of Wisconsin-Madison.

Soft cover; 6 x 9; 144 pages; \$16.95

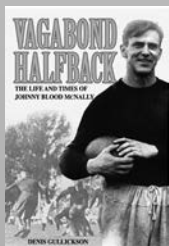


After They Were Packers

by Jerry Poling

Where do the heroes go when the cheering ends? Read about the lives of the 1997 Super Bowl champions and other greats after they left the Packers.

Soft cover; 6 x 9; 288 pages; \$19.95



Vagabond Halfback: The Life and Times of Johnny Blood McNally

by Denis Gullickson

Discover the legendary conflicts and triumphs of one of the greatest Green Bay Packers who ever lived.

Hard cover; 6 x 9; 232 pages; \$18.95

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Directory of Exhibitors

Wisconsin Heritage Online Booth 515

728 State Street, Room 464
Madison, WI 53706
Representative: Debbie Cardinal
(608) 263-5051
(608) 262-6067 (fax)
<http://wisconsinheritage.org>

Wisconsin Heritage Online is a collaborative project of Wisconsin eclectic cultural heritage institutions. The project will expand access to cultural heritage resources by assisting digitization efforts and providing one-step access to digital content.

Wisconsin Library Services (WiLS) Booth 517

728 State Street, Room 464
Madison, WI 53706
Representative: Cheryl Bradley

WiLS is a consortium of Wisconsin libraries offering shared bibliographic information, resource sharing, training and other cooperative activities relating to information technology.

Wisconsin Women Library Workers Booth 306



P.O. Box 1425
Madison, WI 53701-1425
Representative: Mary Knapp
www.danenet.org/wwlw.index.htm

WWLW is a feminist organization committed to improving the status of women in the library field. Look for our annual quilt raffle in the exhibit hall.

Woodland Pattern Book Center* Booths 712/714

720 East Locust Street
Milwaukee, WI 53212
Representatives: Anne Kingsbury, Karl Gartung,
Carolyn Elmer
(414) 263-5001
(414) 372-7636 (fax)
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Madison, WI 53718-8345
(608) 245-3640
(608) 245-3646 (fax)
www.wla.lib.wi.us

Government Information Round Table Booth 412

Outreach Services Round Table Booth 208

Wisconsin Small Libraries Round Table Booth 313

Youth Services Section Booth 214

www.wla.lib.wi.us/yss/

Youth Services Section (YSS) provides a forum and resource for people in Wisconsin's libraries who share a commitment to serving children and young adults, their parents and caregivers.

Wisconsin Library Association Foundation

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(608) 245-3640
(608) 245-3646 (fax)
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WLA Foundation Silent Auction Fundraiser — display of items and opportunity for conference participants to bid on Wednesday and Thursday in the Exhibit Hall.



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Autograph Garden

Kalahari Convention Center

Award-winning authors will be featured at the WLA Autograph Garden. Buy your books in the Exhibit Hall and get them signed in the autograph garden. Great for gift-giving!

Wednesday, November 1

10:15 – 11:00 a.m.	Susan Dailey, <i>A Storytime Year</i>	Exhibit Hall, Suites 1-8
2:00 – 3:00 p.m.	Kevin Henkes, <i>Lilly's Big Day</i> , <i>Kitten's First Full Moon</i>	Exhibit Hall, Suites 1-8
4:00 – 5:00 p.m.	Debra J. Schmidt, <i>101 Ways to Build Customer Loyalty</i>	Suites A&H

Thursday, November 2

10:15 – 11:00 a.m.	Scott Niedermeyer, <i>Street Smart Selling</i>	Exhibit Hall, Suites 1-8
2:00 – 3:00 p.m.	Pete Hautman, <i>Invisible</i>	Exhibit Hall, Suites 1-8
4:00 p.m. – 5:00 p.m.	Jennifer Steele, <i>Miss Seventeen</i>	outside Suites A&H
5:15 – 6:00 p.m.	Sean Carroll, <i>Endless Forms Most Beautiful: The New Science of Evo Devo and the Making of the Animal Kingdom</i>	Cypress

Friday, November 3

10:15 – 11:00 a.m.	<i>Minnesota Crime Wave</i> William Kent Krueger, <i>Copper River</i> ; Carl Brookins, <i>The Greedy Lawyers</i> ; Ellen Hart, <i>The Iron Girl</i>	outside Tamboti
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Exhibits

Kalahari Convention Center,
Exhibit Hall, Suites 1-8
Wednesday,
10:00 a.m. – 5:00 p.m.
Thursday, 8:30 a.m. – 4:30 p.m.

Breaks in the Exhibit Hall

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

Internet Café

Kalahari Convention Center,
Empress
Tuesday, 3:00 p.m. – 6:00 p.m.
Wednesday, 8:30 a.m. – 5:00 p.m.
Thursday, 8:30 a.m. – 5:00 p.m.
Friday, 8:30 a.m. – 11:30 a.m.

Registration

Kalahari Convention Center
– North Atrium
Tuesday, 3:00 p.m. – 7:00 p.m.
Wednesday, 7:00 a.m. – 7:00 p.m.
Thursday, 7:00 a.m. – 5:00 p.m.
Friday, 7:00 a.m. – 11:00 a.m.

WLA Foundation

Silent Auction

Kalahari Convention Center,
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Wednesday, 10:00 a.m. – 5:00 p.m.
Thursday, 8:30 a.m. – 3:30 p.m.
Thursday, 4:00 p.m.
pick up and pay

WLA Store

Kalahari Convention Center,
Exhibit Hall, Suites 1-8
Wednesday, 10:00 a.m. – 5:00 p.m.
Thursday, 8:30 a.m. – 4:00 p.m.

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Exhibits Showcase Drawing

Here's your chance to win valuable prizes and to thank our exhibitors for our continued support for WLA and Wisconsin libraries. Here's how to win:

- ✓ Find entry forms in your registration packet
- ✓ Fill out your forms and drop them in the Exhibit Hall
- ✓ Be in the Exhibit Hall during designed Exhibits Breaks on:

Wednesday at 10:00 a.m. and 4:00 p.m.

Thursday at 10:00 a.m. and 3:15 p.m.

Great prizes will be given at each drawing. **YOU MUST BE PRESENT TO WIN!**

GRAND PRIZE

The Regency Suites and KI Convention Center (location of the WLA Conference, October 16-19, 2007) has generously donated a Gift Certificate that entitles the recipient to one night's accommodation for two adults in a standard suite with two double-sized beds. The coupon is not valid during EAA Air Venture, home Packer football game weekends or on New Year's Eve. Expires November 1, 2007.

2006 Door Prize Contributors

3M Library Systems	H.W. Wilson Company	PBS Video
Alpine Book	Highsmith Inc.	The Penworthy Company
Big Earth Publishing	Ingram Library Services, Inc.	Quality Books, Inc.
Bound To Stay Bound Books	Library Council of	Thomson Gale
Clear Imagine Solutions	Southeastern Wisconsin, Inc.	University of Wisconsin Press
DEMCO, Inc.	Maris Associates	Upstart/Upstart Books
Emery-Pratt Company	Mister Anderson's Company	Wisconsin Center for the Book
HGA Architects & Engineers	MTM International	Woodland Pattern
	NEWIST/CESA 7	World Book

Keynote Speaker

Wednesday, November 1

Building Customer Loyalty

Customer loyalty is the responsibility of every employee within your organization. It is earned by building positive relationships, one customer and employee at a time. Loyalty-focused libraries are community assets. Loyal customers are more pleasant, they use the library more, refer others and are more forgiving when problems occur.

Debra Schmidt will teach you how to build customer loyalty through a combination of powerful facts, entertaining stories and interactive exercises. She will help you identify the expectations of internal customers (co-workers, employees) and external customers and teach you how to surprise and delight your customers through exceptional service.

Debra J. Schmidt is known as “The Loyalty Leader®.” She helps organizations boost performance by leading the way to greater customer, employee and brand loyalty.

Debra is an author, consultant, trainer and professional speaker. She is in demand as one of the nation’s top customer loyalty experts—helping clients keep more customers, retain more employees, get more referrals and sell more products.

As the owner of Spectrum Consulting Group, Debra provides training, consulting and keynote addresses for Fortune 500 companies, small businesses, professional organizations and trade associations throughout the United States. She has developed customer service standards and delivered training for companies such as Northwestern Mutual, Miller Brewing Company, Wells Fargo, Roundy’s, American Family Insurance, Kohler Co, Lucent Technologies and the Green Bay Packers.

She has a master’s degree and over 25 years of business management and sales experience in a wide range of industries. Debra was nominat-

ed for an Emmy award in 1991 and has won six national marketing awards. In addition to her monthly television appearances on Fox News in Milwaukee, Wisconsin, Debra has been a featured guest on radio shows throughout the United States. Her articles have appeared in hundreds of magazines and on-line publications.

Debra is the author of two books: *The Extra Mile* and *101 Ways to Build Customer Loyalty*. She is also a featured author in the following books: *Fantastic Customer Service Inside & Out*, *How You Can Increase Your Sales In Any Economy* and *Chicken Soup for the Christian Woman’s Soul*.

Debra is past president of the National Speakers Association-Wisconsin, an accredited member (APR) of the Public Relations Society of America and past president of the Association for Women In Communications, Inc. She is also an adjunct professor at Marquette University.

Debra’s energy and enthusiasm is a reflection of her adventurous spirit. She has ridden her bike 1,700 miles from Canada to Mexico, taught downhill skiing to the blind, hiked the rainforests of Costa Rica, paddled a canoe 125 miles down the Rio Grande River, backpacked 37 miles through the Grand Canyon and skied 55 kilometers in the American Birkebeiner, North America’s largest cross country ski marathon.

To get information about Debra J. Schmidt’s speaking, training, and consulting services or to subscribe to her FREE email newsletter filled with tips on how to grow YOUR business, visit: www.TheLoyaltyLeader.com



Featured Speakers

Ruth Barefoot, Manager, Libraries-The San José Way, is a long-time promoter of marketing collections. She has 30 years of library customer service in four states, and Barnes & Noble Bookstore Management as well. She has been a long-time promoter of merchandising library collections in her work as a Children's and Young Adult Librarian, and a Branch Manager. Ruth provides a unique insight due to her recent management of San José's flagship pilot, Calabazas Branch Library. She is currently manager of the San Jose Way, the unit in charge of innovation for the San Jose Public Library. Ruth will share much of what she has gathered working on the building team that is designing 16 new libraries and subsequently designing training to further assist in implementing of the The San José Way model throughout the Public Library.

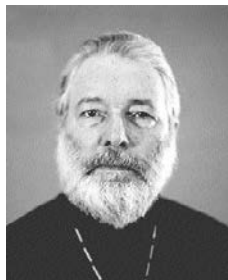


Understand who it is you are working for, and it is not to satisfy bosses or supervisors or simply to obey abstract protocols, it is for the...library user population. They're the ones you're working for—nobody else, and if you keep that in mind, everybody's going to benefit.

—Sanford Berman.

Sanford Berman began work in libraries in 1957, and has worked in a variety of public, university and special libraries since then. He was the head cataloger at the Hennepin County Library in Minnesota for more than 25 years, where he built a catalog that was legendary for its accessible subject headings.

Berman has often been referred to as the conscience of the library profession for his tireless support of improved subject access, removal of discriminatory language in subject headings, equality of access to people living in poverty, and a variety of other social issues. He exemplifies commitment to making libraries—and the world—a better place. In 1988, he received the Honeywell Project Anniversary Award for Peace and Justice. In 1989, he received the American Library Association Equality Award, and, in 2004, he received honorary membership in the American Library Association, one of the highest honors bestowed by the ALA.



Sean Carroll is a Professor of Molecular Biology and Genetics and an Investigator with the Howard Hughes Medical Institute at the University of Wisconsin. Dr. Carroll's research has centered on those genes that govern body patterns and play major roles in the origin of new features. Major discoveries from his lab have been featured in *TIME*, *US News & World Report*, *The New York Times*, *Discover*, and *Natural History*. He is the author of the book *Endless Forms Most Beautiful: The New Science of Evo Devo* (2005, W.W. Norton), which was a finalist for the 2005 Los Angeles Times Book Prize (Science and Technology) and selected by *USA Today* and *Discover* as one of the top popular science books of 2005. He is also author of the forthcoming *The Making of the Fittest* (2006, W.W. Norton), co-author with Jen Grenier and Scott Weatherbee of the successful textbook *From DNA to Diversity: Molecular Genetics and the Evolution of Animal Design* (2nd ed; Blackwell Scientific), and has published more than 100 original scientific papers, including many in the leading journals *Nature* and *Science*.



In addition to the Howard Hughes Medical Institute Investigatorship, Dr. Carroll also has received the National Science Foundation Presidential Young Investigator Award, the Shaw Scientist Award of the Milwaukee Foundation, numerous honorary lectureships, and was elected a Fellow of the American Association for the Advancement of Science. He also was chosen as one of America's most promising leaders under 40 by *TIME* Magazine in 1994.

Dr. Carroll earned his B.A. in Biology at Washington University in St. Louis, his Ph.D. in Immunology at Tufts Medical School, and carried out his postdoctoral research with Dr. Matthew Scott at the University of Colorado-Boulder. He lives in Madison with his wife Jamie and two sons.

Note: WLA members who are conference presenters are not included in this listing unless they are featured at luncheon events. Nevertheless, their participation is critical to the success of our conference, and we thank them.

Susan Dailey is the author of *A Storytime Year*, published by Neal-Schuman in 2001. She is currently working on a second book that will focus on using music in preschool programs.

Susan has more than 30 years of library experience—starting as a high school page—and currently is a branch manager in the Wells County Public Library in northeast Indiana. In 1994, Susan was chair of the Children’s and Young People’s Division of the Indiana Library Federation.

Since the publication of *A Storytime Year*, Susan has presented workshops in Indiana, Kentucky, Illinois and Arizona, and, in 2004, she conducted two workshops in Wisconsin. Even if you’ve heard Susan, you’ll discover new materials and ideas.



Pete Hautman’s young adult book *Invisible* is the winner of the 2006 Elizabeth Burr/Worzalla Award. In this fierce, disturbing novel, Hautman spins a poignant tale about inner demons, and how far one boy will go to control them. Mr. Hautman’s other young adult titles include *Mr. Was, No Limit* (formerly titled *Stone Cold*), *Hole in the Sky*, *Sweetblood*, and *Rash*, published earlier this year.



In 2004, his young adult novel *Godless*, “the story of a skeptical teenager who helps found a fanciful new religion, in which a water tower is transformed into a god,” won the National Book Award for Young People’s Fiction. Hautman also is the author of the *New York Times* Notable Books for Adults *Drawing Dead* and *The Mortal Nuts*, as well as *Short Money*, *Ring Game*, *Mrs. Million* (a Minnesota Book Award winner), *Rag Man*, *Doolickey* and *The Prop*. His credits include a long and impressive list of children’s non-fiction books, written under a pseudonym.

Hautman attended the Minneapolis College of Art & Design and the University of Minnesota. He lives with mystery writer and poet Mary Logue in Golden Valley, MN, and in an old farmhouse in Stockholm, WI. They are collaborating on a new series for middle-graders called *The Bloodwater Mysteries*, the first title of which — *Snatched* — was published in May 2006.

Kevin Henkes grew up in Racine and now lives in Madison with his family. He is the winner of the 2005 Caldecott and Charlotte Zolotow Awards for the picture book *Kitten’s First Full Moon*. His novel *Olive’s Ocean* received a 2004 Newbery Honor Book citation, and *Owen* was a 1994 Caldecott Honor Book. Recently, Kevin was selected to receive the first Sterling North Literary Award and chosen to give the prestigious 2007 ALA/ALSC Arbuthnot Lecture. He was named a WLA Notable Wisconsin Author in 2001.



Three of Kevin’s novels have received the Elizabeth Burr/Worzalla Award, which is WLA’s coveted children’s literature honor: *Sun & Spoon* (1998), *Protecting Marie* (1996) and *Words of Stone* (1993), and the picture book *Kitten’s First Full Moon* received the Elizabeth Burr/Worzalla Award in 2005. In 2004, the novel *Olive’s Ocean* was named “Outstanding” by the YSS Children’s Book Award Committee. *Lilly’s Purple Plastic Purse*, *Wemberly Worried*, *Chrysanthemum* and *Owen’s Marshmallow Chick* are among the books featuring Kevin’s “mouse neighborhood” that have appeared on one of the YSS lists of Outstanding Children’s Books of the Year.

Kevin has said, “I’ve thought of myself as an artist since I was two years old, and drawing is more natural to me than writing. But now, more and more, I love writing. I love being able to dig a bit deeper. When I’m writing fiction, I can dig deeper into a character’s psyche than I can with a picture book, and I like that.” One critic has pointed out that the “words in his picture books are so carefully selected so that even the texts of his board books demonstrate a sophisticated understanding of his characters, narrative pace, the importance of reiteration, and the sound of the text. His evolution as a writer of superb novels displays these gifts, too, along with the profound insights about childhood he brings to all his writing.”

Featured Speakers

Robin Jones has served as director of the Great Lakes ADA and Accessible IT Center since its inception. Prior to that she served as founding director of an independent living center in the Chicago area. She has extensive experience as a trainer regarding all titles of the ADA for business, government and disability organizations within the Great Lakes Region and beyond. Robin has been actively involved in helping business and government meet their obligations under the ADA. In addition, she has been actively involved in advocacy efforts on the local, state and national levels in relation to individuals with disabilities and is recognized as a key resource regarding ADA compliance.



C. Paul Martin, a physician specialist in Internal Medicine from Marshall, MN, has a background in patient communications and rural graduate medical education in addition to his 30-year practice in rural out-state Minnesota. He has developed and hosted a biweekly medical radio show and writes a biweekly newspaper column emphasizing patient behavioral skills and medical media evaluation. He has planned, directed, and taught Elderhostel presentations and gifted student activities. Adjunct medical endeavors have included selection as a Bush (3M) Medical Fellow and 23 years as a test writer for a national medical examination.

His avocation is the investigation of the parallel historical development of modern medicine, especially infectious diseases, forensic science and detective fiction, facilitated by his membership in the Baker Street Irregulars, the international association of devotees of Sherlock Holmes and the detective story.

Dr. Martin has spent a lifetime as a book collector and mystery aficionado, and has spoken extensively on the diverse facets of mysteries and the similarities between medicine and detective work.

He is a board member of the Minnesota Coroners and Medical Examiners' Association and served as its president in 2005.

Nancy Kruschke McKinney began Successful Organizing Solutions (S.O.S.) as a business in 1999 to help individuals and entire businesses increase their effectiveness and efficiency through organizing skills and practices.

After completing her Bachelor of Arts in Business Management from North Central College in Naperville, IL, Nancy began her organizing career with 10 years of professional experience at American Express Financial Advisors. She earned her Certified Financial Planner Designation and in her first year helped double the district manager's business and increased the business production of each advisor within the district. Nancy traveled throughout Wisconsin, Northern Illinois, and Upper Michigan training advisors and their staff members in Practice Management to help them increase their business through the use of effective systems, client databases, and efficient paper and computer files.

Nancy's passion for organizing led her to start her own business—Successful Organizing Solutions—so she could focus exclusively in this area. Nothing puts a bigger smile on her face than customizing the right tools, techniques, tricks, and systems for a client!

Nancy is a member of the National Association of Women Business Owners (NAWBO); Middleton, Monona, and Greater Madison Chambers of Commerce; and the National Association and Wisconsin Chapter of Professional Organizers. She also is the co-author of *Action Organizing Tips for Your Office—Ways to Get and Stay Organized* and *Organizing Your IEPs* (for special education teachers).



Minnesota Crime Wave

For three and a half years, three mystery authors who came together to form the Minnesota Crime Wave have been travelling the highways and byways of the great U.S., promoting their books.

William Kent Krueger is the author of the Cork O'Connor mystery series, which is set in the great Northwoods of Minnesota. His work has received numerous awards, including the Anthony Award and Barry Award for Best First Novel, the Minnesota Book Award, and Friends of American Writers Prize. In 2005, his novel *Blood Hollow* received the Anthony Award for Best Novel. The next book in the series, *Copper River*, was released in August.

Carl Brookins was a freelance photographer, a Public Television program director, a Cable TV administrator, and a counselor and faculty member at Metropolitan State University in Saint Paul, MN, before he became a mystery writer. He has reviewed mystery fiction for the *Saint Paul Pioneer Press* and for *Mystery Scene Magazine*, and his reviews also appear on his own website, and on other Internet sites like Books n' Bytes and ReviewingtheEvidence. Brookins is an avid recreational sailor, and with his wife and friends has sailed in many locations around the world. He is a member of Mystery Writers of America, Private Eye Writers of America and Sisters in Crime. Brookins writes the sailing adventure series featuring Michael Tanner and Mary Whitney and the Sean NMI Sean private investigator detective series. He lives in Roseville, Minnesota.

Ellen Hart is the author of 21 crime novels, a five-time recipient of the Lambda Literary Award for Best Lesbian Mystery, and a three-time winner of the Minnesota Book Award for Best Crime & Detective Fiction. *Entertainment Weekly* recently named her one of the "101 movers and shakers in the gay entertainment industry." She is currently working with an independent producer in Hollywood to turn *An Intimate Ghost* into a full-length feature film. For the last eight years, Ellen has taught "An Introduction to Writing the Modern Mystery" through The Loft Literary Center in Minneapolis. Her newest novels are *No Reservations Required* (A Sophie Greenway Mystery, June 2005) and *The Iron Girl* (A Jane Lawless Mystery, August 2005).



Scott Niedermeyer has been in sales and sales Management for a \$550 million international commercial furniture company for the past 25 years. He and his team crafted customized architectural furniture solutions for Fortune 1000, healthcare and higher education clients that often surpassed \$1 million per order. Since selling his company, he's become a sales consultant because he loves the "art of the sales event" and the "strategic hunt."



He has turned this passion into a book on sales called *Street Smart Selling*. His presentations are customized to the client or industry and include industry specific role-plays that reinforce and create interesting group interaction and learning. Sometimes he plays the devil's advocate, sometimes he reinforces what you've been saying and doing all along, and sometimes he offers new direction and a refreshing outside perspective from outside your box.

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Featured Speakers

Tia Nelson was named Executive Secretary of the Board of Commissioners of Public Lands in October 2004. She oversees the management of approximately 78,000 acres of Trust Lands located in northern Wisconsin, the State Trust Fund Loan Program, four Trust Funds valued at over \$617 million, and the Original Land Records Program, which includes land survey records dating back to the 1830s. Since her appointment, she has overseen record Trust Fund earnings totaling \$52.2 million to Wisconsin's public school libraries and a \$50.6 million increase in the State Trust Fund Loan Program.



Ms. Nelson was previously with The Nature Conservancy for 17 years, first in government relations and then as senior policy advisor for the Latin America Region. Beginning in 1994, she led The Nature Conservancy's climate change program and played a key leadership role in climate change and in developing forest protection and restoration as a climate change mitigation strategy. She has developed and negotiated climate mitigation projects with industry, environmentalists and numerous governments around the world, including the United States, Belize, Bolivia and Brazil. She has conducted forest carbon workshops around the world and has been a frequent expert speaker on the topic of forest carbon offset trading.

Ms. Nelson served as an advisor to several councils including the World Bank's Bio Carbon Fund, the Chicago Climate Exchange, the Climate Neutral Network and was recently appointed to the Board of Visitors for the Gaylord Nelson Institute of Environmental Studies. In 2000, Ms. Nelson was the recipient of the Environmental Protection Agency's Climate Leadership Award. Long before her work with The Nature Conservancy, she worked for the State of Wisconsin, beginning her employment with the Department of Natural Resources as a fisheries technician and later the Assembly Natural Resources Committee.

Janet Peters leads the Accessible IT initiative at the Great Lakes ADA and Accessible IT Center at the University of Illinois at Chicago. Formally the director of PACER's Simon Technology Center, she has more than 10 years of experience promoting equal access to technology to help individuals with disabilities reach their potential.



The Great Lakes ADA & Accessible IT Center provides information, materials, technical assistance and training on the Americans with Disabilities Act of 1990 (ADA) and Accessible Information Technology (IT). Accessible Information Technology incorporates the principles of universal design so that people with a wide range of abilities and disabilities can access information disseminated electronically.

Carrie Russell has been ALA's Copyright Specialist since 1999, and is the author of a monthly column on copyright in *School Library Journal*. Carrie is also the author of numerous articles on copyright and information policy that have appeared in such journals as *Library Trends*, *Library Issues*, *Public Libraries*, *School Library Journal*, and *Library Journal*.



Her book, *Complete Copyright: An Everyday Guide for Librarians*—described in one review as “the single best overview of the copyright policy issues facing libraries today”—is available from ALA publishing.

Before coming to ALA, Carrie worked for 15 years as a practicing librarian, most recently at the University of Arizona in Tucson. Carrie is a frequent speaker at state, regional, and national library conferences, and is renowned for her straightforward, librarian-friendly approach to copyright. She is currently working on a book on international copyright.

Manuel Urrizola, Head of Monograph Cataloging at the University of California, Irvine Libraries, received his BA from Amherst College in Massachusetts and his MLS from the University of California, Berkeley. His interests are libraries and public speaking.



Manuel's professional activities have centered on the recruitment of new people to the library profession, and as Chair of the ALCTS Membership Committee, he promoted outreach to other professions, to library support staff and to students. He currently serves as a representative to the ALA Recruitment Assembly.

Whether as a program panelist, career-day speaker, workshop trainer, or internship mentor, Manuel continually promotes libraries and librarianship. In May of 2004, he was invited to facilitate the Cal Poly Pomona Bibliographic Access Services Retreat.

The winner of several humorous speech contests, Manuel often performs at civic organizations and professional conferences, and he frequently is invited to give talks on public speaking at university classes and library workshops. He recently gave a humorous after-dinner speech at the 2006 Ohio Library Council Technical Service Retreat, where he also presented a session the following day on public speaking for librarians. The Chinese American Librarians Association has invited Manuel to be the master of ceremonies at its annual banquet every year since 2002.

He is the editor of *Great Moments in the History of Technical Services*, compiled by his colleague Wendy and featured in the January 2006 edition of *American Libraries*. He and Wendy also coordinate Brief Lunchtime Talks, a series of informal talks on a variety of interesting topics given by members of the UCI Libraries.

Maureen vanAmerongen, footloose and fancy-free as a young adult, traveled extensively around the world, first spending a year crisscrossing Europe by bicycle on an independent study of art history, languages and cultures. After a year of teaching English in Japan, she embarked on a solo grand tour of Southeast Asia, wandering as far as Pakistan, up the Silk Road, and across China. She discovered the world was a multi-faceted gem of diversity.



At 40 she became a mother. On Sept. 11, 2001, her son's first day of school, her life changed profoundly. A world she knew and loved was in crisis.

With the support and encouragement of fellow members of the Friends of the Library in Pine River, WI, Maureen developed a program designed to introduce very young children, their teachers and their families to the wonderful diversity of world cultures. As a volunteer, she has presented the Passport to the World program weekly in local classrooms, and has adapted the program for a local Summer Library Program and for the art galleries of the Milwaukee Art Museum.

Maureen lives in rural Pine River with her sculptor/great cook husband John, son Stone, and dog Busy. For cultural diversity, the family also keeps a pied-à-terre in Milwaukee.

Jennifer Wilding is adjunct staff for Consensus, a Kansas City-based nonprofit that provides civic engagement and public policy services for the community and clients (www.kcconsensus.org). She is the author of *Making Book: Gambling on the Future of Our Libraries*, a 2004 study of library structure and governance in metro Kansas City.



Wilding also led the Consensus team working on Libraries Together in Scott County, Iowa, in 2005. Libraries Together engaged citizens and stakeholders in determining how the four public libraries in the Davenport area should best be structured, governed and funded.

Program Schedule – Tuesday



The Apollo

Photo courtesy of H.H. Bennett Studio and History Center

8:30 a.m. – 12:30 p.m.

Will Duct Tape Cure My Warts?

Tamboti

Tammy Mays, Consumer Health Coordinator, National Network of Libraries of Medicine, Greater Midwest Region

The goal of this session is to increase understanding of Complementary and Alternative Medicine (CAM). Participants will learn the history of CAM and its impact on medical practices. They also will learn how CAM is used, how to avoid “bad science” and how to look up evidence of the effectiveness of CAM therapies. (CE course).

Sponsors: Association of Wisconsin Special Librarians, Wisconsin Health Sciences Library Association

9:00 a.m. – 4:00 p.m.

Marketing the San José Way

Marula

Ruth Barefoot, Manager, Libraries—The San José Way

When San José Libraries faced severe budget cuts in the 1990s, they knew they needed to do something drastic to meet their mission of excellent library service. Their end results are vibrant libraries that meet 21st century customer needs, with soaring circulation and customer satisfaction—all in times of budget crisis. San José Libraries are making national news in the innovative way they are marketing their materials, serving their customers, streamlining technical services, and empowering staff. Learn how to merchandise library collections in libraries of all sizes to promote use, self-service, and increase customer satisfaction. Hear how San José’s library users and shrinking budgets sparked these new ideas and how their circulation has soared since implementing change.

Sponsor: Youth Services Section

1:00 – 5:00 p.m.

Digitization and Metadata Workshop

Tamarind

Steven J. Miller, *Cataloger/Metadata Librarian, UW-Milwaukee Libraries*; **Krystyna K. Matusiak**, *Digital Collections Librarian, UW-Milwaukee Libraries*

Focusing on digitization issues and intellectual control of digital objects in the online environment, this workshop will introduce the basic concepts of digital imaging techniques and provide an overview of metadata standards for digital cultural heritage collections. Librarians, archivists, and staff from other cultural heritage institutions interested in an overview of issues associated with digitization of images and text documents as well as creating metadata for digital collections are encouraged to attend. No prior experience in digitization or metadata creation required.

Sponsors: *UWM School of Information Studies, Professional Development Institute; Technical Services Section*

Making the Health Literacy Connection: Easy as ABC or 123

Portia

Melinda Orebaugh, *Director, Corporate Knowledge, Gundersen Lutheran Health System*

Health literacy is the ability to obtain, process, and understand basic health information needed to make appropriate health decisions and to follow instructions for treatment. Low health literacy leads to lower health knowledge and less healthy behaviors, poorer health outcomes, and greater healthcare costs. Presentation participants will be able to understand the scope of the problem, identify barriers faced by both patients and clinicians, identify and implement strategies to enhance health literacy and advocate for healthcare system change. (CE Course)

Sponsors: *Association of Wisconsin Special Librarians, Wisconsin Health Sciences Library Association*

3:00 – 6:00 p.m.

Internet Cafe

Empress

3:00 – 7:00 p.m.

Registration

Kalahari Convention Center – North Atrium

4:00 – 6:00 p.m.

Vendor Reception

Exhibit Hall, Suites 1-8

Join us for a kickoff reception with hors d'oeuvres and a cash bar, and take some time to meet and greet your colleagues and WLA members.

Sponsor: *WLA Conference Committee*

5:00 – 6:00 p.m.

Wisconsin Association of Public Libraries Board Meeting

Portia

Youth Services Section Board Meeting

Aralia

5:00 – 6:30 p.m.

Wisconsin Health Sciences Library Association Board Meeting

Tamarind

6:00 – 8:00 p.m.

Wisconsin Library Association Board Meeting

Guava

7:00 – 9:00 p.m.

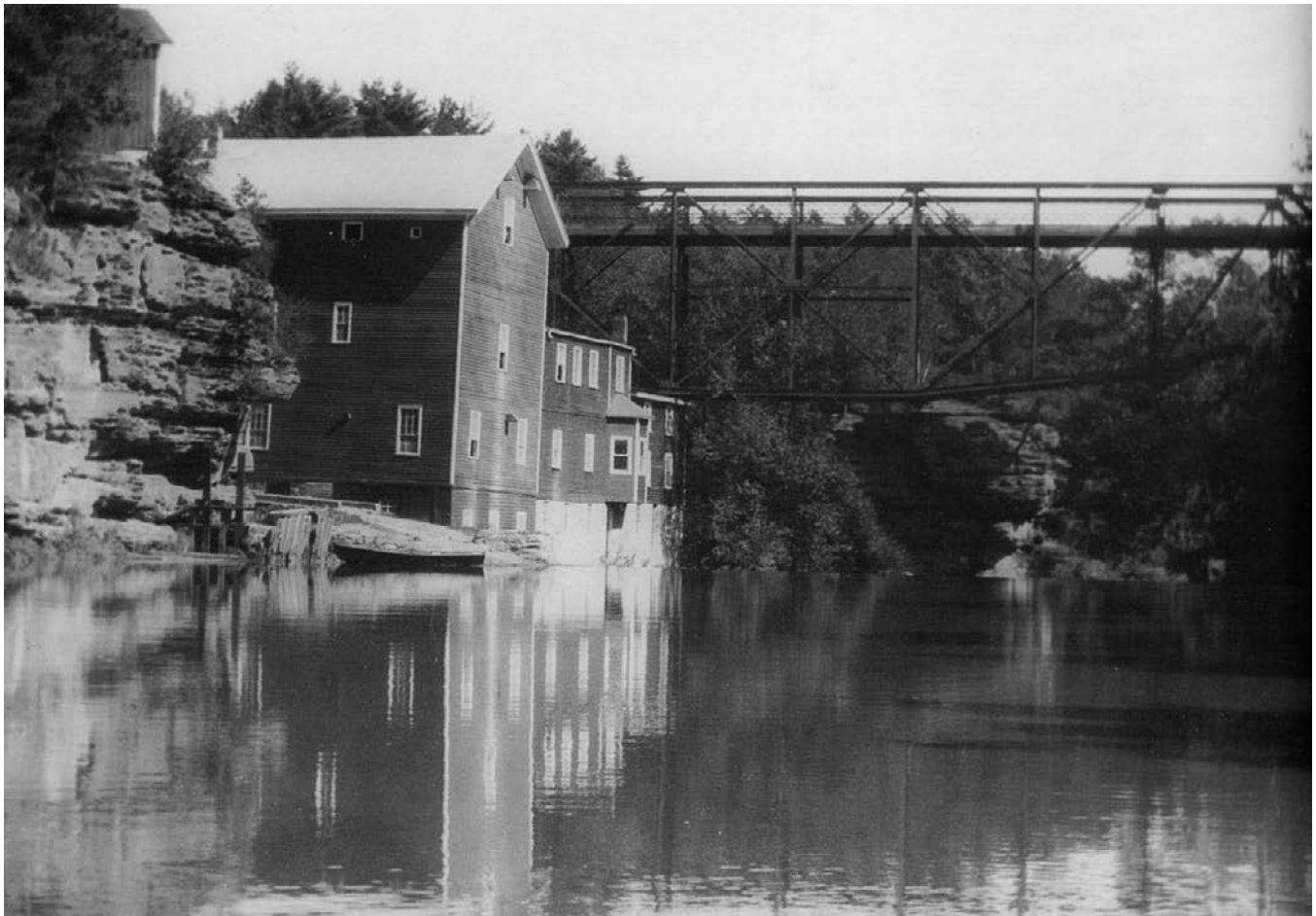
Connecting with Our Past: Tour of the H.H. Bennett Studio & History Center

Wisconsin Health Sciences Library Association (WHSLA) and Association of Wisconsin Special Librarians (AWSL) members are invited to attend a dessert reception and tour of the H.H. Bennett Studio and History Center. Special librarians from across the state will get an opportunity to connect with their colleagues at this evening event sponsored by EBSCO Information Services. There also will be a WHSLA Business meeting at the reception, but we promise it will be short and not detract from your enjoyment of the delicious desserts.

Sponsors: *Wisconsin Health Sciences Library Association, Association of Wisconsin Special Librarians*

Partner: *EBSCO Information Services*

Program Schedule – Wednesday



Timms Mill

Photo courtesy of H.H. Bennett Studio and History Center

7:00 a.m. – 7:00 p.m.

Registration

Kalahari Convention Center – North Atrium

ALL DAY

Book Drive

The Social Responsibilities Round Table has chosen the Wisconsin Dells Literacy Council as this year's book drive recipient. Please bring your books or monetary donations to the registration area. The Council will distribute books at Christmas time to local needy families; children's books are always a big need.

Sponsor: Social Responsibilities Round Table

7:00 – 9:00 a.m.

Complimentary Continental Breakfast

Suites A&H

7:30 – 8:30 a.m.

Association of Wisconsin Special Librarians Business Meeting

Tamarind

Media and Technology Section Business Meeting

Guava

Wisconsin Association of Academic Librarians Business Meeting

Tamboti

Wisconsin Association of Public Libraries Business Meeting

Hospitality Room 3435

Youth Services Section Business Meeting

Portia

8:30 – 9:30 a.m.

Wisconsin Library Association Past Presidents Breakfast

Hospitality Room 2435

8:30 a.m. – 5:00 p.m.

Internet Café

Empress

10:00 a.m. – 5:00 p.m.

Exhibits

Exhibit Hall, Suites 1-8

Kick off your conference experience by welcoming our exhibitors as they display their products and services for libraires of all types.

WLA Foundation Silent Auction

Exhibit Hall, Suites 1-8

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

Sponsor: Wisconsin Library Association Foundation

WLA Store

Exhibit Hall, Suites 1-8

CELEBRATE!...with your friends and fellow conference attendees. Be sure to check out the latest in conference gifts and souvenirs.

9:00 – 10:15 a.m.

Book Discussion— *Snow Flower and the Secret Fan*

Aloeswood

Gary Warren Niebuhr, Director, Greendale Public Library

Join Gary and READ for a lively and interesting discussion of the book *Snow Flower and the Secret Fan* by Lisa See. A fascinating look at 19th century Chinese society and the story of lifelong friends. *Publisher Weekly* says: "As both a suspenseful and poignant story and an absorbing historical chronicle, this novel has bestseller potential and should become a reading group favorite as well." Gary is bringing special insight into the topic, having just returned from a trip to China.

Sponsor: Readers Section

Cataloging Changes on the Horizon: FRBR and RDA

Tamarind

Steven J. Miller, Cataloger/Metadata Librarian & Lecturer, UW-Milwaukee

In a profession already over-loaded with acronyms, two new ones are increasingly asserting themselves into the consciousness of catalogers: FRBR and RDA. The Functional Requirements for Bibliographic Records (FRBR) includes a model for creating bibliographic records to better serve the needs of catalog users. Resource Description and Access (RDA) is the name of the new set of cataloging rules that are set to replace AACR2 in 2008, which will incorporate many FRBR concepts. This session will give a general overview of FRBR and RDA, intended especially for those catalogers who have not yet had an opportunity to read or hear much about them. The session will also make some preliminary attempts to answer the question: What difference will FRBR and RDA actually make for catalogers in their day-to-day work?

Sponsor: Technical Services Section

Passport to the World

Aralia

Maureen vanAmerongen, Friends of the Leon Saxville Library

Travel to other parts of the world isn't always possible, but books can be a child's Passport to the World. Come find out how to use books about other parts of the world to broaden children's world view. Learn about partnering with other cultural organizations in your area, or work with your school's social studies department. The Milwaukee Art Museum has adapted this program for use by libraries.

Sponsor: Youth Services Section

Program Schedule – Wednesday

9:00 – 10:15 a.m. *continued*

Promoting Public Libraries

Portia

Cherie Sanderson, Director, Boulder Junction Public Library; **Maggie Waggoner**, Director, Kaukauna Area Public Library; **John DeBacher**, Public Library Administration Consultant, Public Library Development Team, Division for Libraries, Technology and Community Learning

Cherie Sanderson and Maggie Waggoner attended the PLA Boston pre-conference workshop sponsored by the Gates Foundation and will report on innovative strategies and practical tools to help rural library staff more effectively communicate and advocate for their libraries.

Sponsors: Wisconsin Association of Public Libraries, Wisconsin Library Trustees & Advocates, Friends of Wisconsin Libraries

State and Federal Legislative Update Session

Guava

Richard Grobschmidt, Assistant Superintendent, Division for Libraries, Technology, and Community Learning (DLTCL); and **Jessica MacPhail**, Director, Racine Public Library, and chair of the WLA Library Development and Legislation Committee and the WLA Federal Legislative Advocate

This is an opportunity to learn the current status of library legislation at the state and federal levels, and review progress and assess efforts needed on behalf of the 2007 WLA library legislative agenda. State legislative initiatives and issues and the budget for libraries, including the 2007-09 state biennial budget request submitted by DPI, will be discussed, as will the federal budget and federal library legislative issues.

Sponsors: Division for Libraries, Technology and Community Learning, Library Development & Legislation Committee, Wisconsin Library Trustees & Advocates, Friends of Wisconsin Libraries

Tried and True Toddler Ideas

Tamboti

Susan M. Dailey, Librarian and Branch Manager, Wells County Public Library System, Ossian, Indiana, and author of *A Storytime Year* (Neal-Schuman, 2001)

Great books for the toddler set! Fantastic fingerplays! Prop activities! Super simple crafts! This session is for those who work with the terrific 2- and 3-year-olds.

Sponsor: Youth Services Section

User-Generated Metadata in Digital Collections

Cypress

Krystyna K. Matusiak, Digital Collections Librarian, UW-Milwaukee Libraries

User-created metadata, often referred to as folksonomy or social classification, has received a considerable amount of attention, with some enthusiasts calling it “a revolution in the art and science of categorization.” In the digital library world, social tagging is perceived as a tool for enhancing description of digital objects and providing a venue for user input and greater user engagement. This presentation provides an overview of the pros and cons of user-generated metadata in the context of digital image collections and compares it to professionally created metadata schema and controlled vocabulary tools.

Sponsor: Technical Services Section

Wider Units

Marula

Thomas J. Hennen, Jr., Director, Waukesha County Federated Library System; **Julie Chase**, Director, Dane County Library Service; **Jennifer Wilding**, KC Consensus; **Ethel Himmel**, Library Consultant, Himmel & Wilson; **Bill Wilson**, Library Consultant, Himmel & Wilson

Learn about research on wider library units conducted in Wisconsin and Iowa on public library systems. This session will emphasize a project in Scott County, Iowa, and Dane and Waukesha counties, Wisconsin.

Sponsors: Library Research Round Table, Wisconsin Association of Public Libraries

WSLL Web Tour

Mangrove

Connie Von DerHeide, Director of Reference and Outreach Services, Wisconsin State Law Library

Connie Von Der Heide will lead attendees on a virtual tour of the WSLL website, pointing out the many resources available on the Legal Topics, Wisconsin Law, Federal Law, and other pages. The program also includes an overview of WSLL resources and services available to both librarians and general inquirers, including reference service, document delivery, website, newsletter, classes and workshops.

Sponsors: Association of Wisconsin Special Librarians, Wisconsin Health Sciences Library Association, Law Library Association of Wisconsin

10:00 – 10:45 a.m.

Break in the Exhibits Area

Visit the exhibits to get demonstrations of the latest databases, view new books and other materials, and learn about dozens of other products and services that make your job easier or serve your customers. And don't forget to sign up for fabulous door prizes and grab a beverage!

10:15 – 11:00 a.m.

Autograph Garden — Susan Dailey

Exhibit Hall, Suites 1-8



11:00 a.m. – 12:15 p.m.

Buster Keaton: The Great Stone Face

Cypress

Jim Clark, history buff and silent movie fan

Join Jim Clark as he explores the life of Buster Keaton, who began his career as a vaudeville star and then abandoned the stage to become a star in silent films. His screen persona was that of a handsome, dignified and infinitely resourceful young man whose deadpan “stone face” showed emotion with brilliant subtlety. Jim will share the life of Keaton along with showing clips of his most famous scenes.

Sponsor: Wisconsin Genealogy & Local History Round Table

Conquer the Clock

Tamboti

Nancy Kruschke McKinney, organizing coach, consultant, and speaker

Today we are overwhelmed with information: magazines, newsletters, memos, e-mail, e-zines, etc. In this session you will learn how to spot time wasters and how to handle them, tools to use to help you save time, simple way to prioritize tasks and tips to keep you focused.

Sponsor: WLA Conference Committee

Fe-Fi-Fo (Fees, Fines and Forfeitures)

Hospitality Room 3435

Tia Nelson, Executive Secretary, Board of Commissioners of Public Lands; Tom German, Deputy Secretary, Board of Commissioners of Public Lands

Fees, Fines and Forfeitures all supply the corpus for the Common School Fund. Come hear Tia Nelson, Executive Secretary of the State of Wisconsin Board

of Commissioners of Public Lands, speak about the importance of protecting and sustaining this important funding source.

Sponsor: Wisconsin Educational Media Association

History of the Mystery

Portia

C. Paul Martin, M.D., B.S.I., Marshall, Minnesota
What real person did Arthur Conan Doyle use as a model for Sherlock Holmes? Who was the prominent mystery writer who died on the Titanic? What was the origin of the inverted mystery? “Dr Leslie Armstrong” of the Baker Street Irregulars presents this historical look at the mystery genre from its beginnings through the 20th century.

Sponsor: WLA Conference Committee

Notable Books Marathon

Tamarind

Helen Androski, retired Reference Librarian, Memorial Library, UW-Madison; Beverly DeWeese, retired Deputy City Librarian, Milwaukee Public Library; James A. Gollata, Director, Miller Memorial Library, UW-Richland; Gary Warren Niebuhr, Director, Greendale Public Library

An annual event offering thoughtful, inspiring, humorous and fast-paced reviews of notable titles selected from the ALA Notable Books list and the WLA Literary Awards Committee's notable books. Presenters are all experienced, knowledgeable book talk and discussion leaders.

Sponsor: Readers Section

Patriot Act II: No Problem for Libraries Now? Think Again

Marula

Jane Kirtley, J.D., Professor of Media Ethics and Law at the School of Journalism and Mass Communications, University of Minnesota

Prior to her current work, Jane Kirtley was executive director of the Reporters Committee for Freedom of the Press for 14 years. A nationally recognized expert on the USA Patriot Act, the First Amendment and Freedom of Information issues, she will talk about the librarian's role in defending First Amendment rights and intellectual freedom. Special attention will be paid to Patriot Act II (which passed Congress last March) and its ominous implications for library patrons and staff.

Sponsors: Intellectual Freedom Round Table, Library Research Round Table, Social Responsibilities Round Table, Government Information Round Table, Wisconsin Library Trustees & Advocates, Friends of Wisconsin Libraries

Program Schedule – Wednesday

11:00 a.m. – 12:15 p.m. *continued*

Putting Pizzazz in Preschool Programming

Aralia

Susan M. Dailey, Librarian and Branch Manager, Wells County Public Library System, Ossian, IN, and author of *A Storytime Year* (Neal-Schuman, 2001) Interested in adding some spark to your programs? This session features a potpourri of Susan Dailey's favorites, as well as tips she's discovered during 20-plus years of preschool programs.

Sponsor: Youth Services Section

Reference: Heart of the Library or Superfluous Service

Guava

Stephen Johnson, Reference & Instruction Librarian, Ebling Library, UW-Madison

With the explosive growth of Internet resources, many argue that the golden age of reference has ended and that the search for answers to questions has become an individual pursuit through Google and other resources. Others argue that the role of reference in libraries has expanded as people interact with their local library in person, by phone, by email, and other online mechanisms. What is your opinion? What is the future role of reference as a library service? Join us as we discuss the importance (or lack thereof) of reference services.

Sponsors: Association of Wisconsin Special Librarians, Wisconsin Health Sciences Library Association

The San Jose Way

Aloeswood

Ruth Barefoot, Manager, Libraries–The San José Way

Learn the overall concept of The San José Way. Hear why it is vital to the community and specific elements of customer service strategies for today's libraries. Topics include meeting changing customer expectations and putting the customer first while you enable and empower staff to foster and build an innovative library environment. Strategies for all sizes of libraries included.

Sponsor: Youth Services Section

Update on DLTCL Technology Plans and Programs

Mangrove

Bob Bocher, Technology Consultant, Division for Libraries, Technology, and Community Learning; **Sally Drew**, Director, Reference and Loan Library, Division for Libraries, Technology, and Community Learning

This program will provide the state's library community with an update on a variety of technology-related services and programs sponsored or coordinated by the Division for Libraries, Technology and Community Learning. Among the topics to be covered are the state's new BadgerNet statewide telecommunications network, the E-rate program, Gates grants, LSTA digitization efforts, results of the Shared Integrated Library System (ILS) Cost Study completed in 2006, and the results of the division's RFP process for a statewide resource sharing system.

Sponsors: Division for Libraries, Technology and Community Learning

12:00 – 1:30 p.m.

Box Lunches Available

Exhibit Hall, Suites 1-8 (pre-registration required)

12:30 – 2:00 p.m.

Youth Services Section Luncheon with Kevin Henkes

Suites A, B, G, H

Kevin Henkes grew up in Racine and now lives in Madison with his family. He is the winner of the 2005 Caldecott and Charlotte Zolotow Awards for the picture book *Kitten's First Full Moon*. His novel *Olive's Ocean* received a 2004 Newbery Honor Book citation, and *Owen* was a 1994 Caldecott Honor Book. Recently, Kevin was selected to receive the first Sterling North Literary Award and chosen to give the prestigious 2007 ALA/ALSC



Arbuthnot Lecture. He was named a WLA Notable Wisconsin Author in 2001. Three of Kevin's novels have received the Elizabeth Burr/Worzalla Award, which is WLA's coveted children's literature honor: *Sun & Spoon* (1998), *Protecting Marie* (1996) and *Words of Stone* (1993), and the picture book *Kitten's First Full Moon* received the Elizabeth Burr/Worzalla Award in 2005.

Sponsor: Youth Services Section

2:00 – 3:00 p.m.

Autograph Garden — Kevin Henkes

Exhibit Hall, Suites 1-8



2:00 – 4:00 p.m.

Connecting Research, Practice, and Technology: A Second Generation Look at EBP

Portia

Christopher Hooper-Lane, Instructional Services Coordinator, Ebling Library, UW-Madison; **Ann Combs**, Reference & Research Services Coordinator, Ebling Library, UW-Madison; **Stephen Johnson**, Health Sciences Librarian, Ebling Library, UW-Madison; **Erika Severson**, Health Sciences Librarian, Ebling Library, UW-Madison

Join us as we lead a discussion of the sources, databases, and products that are shaping the next generation of evidence-based practice. Which do you buy, teach in library workshops, or point to in library web pages? We'll talk about the newest information products and sources that are being developed by clinicians and marketed directly to them and discuss the impact this is having on library services and electronic resource budgets.

Sponsors: Association of Wisconsin Special Librarians, Wisconsin Health Science Library Association

Dynamic Library Atmospheres

(repeated Thursday, 9:00-10:45 a.m.)

Mangrove

Ted Swigon, former Director of Exhibits, Chicago Museum of Science and Industry; **Sally Decker Smith**, Head of Adult Services, Indian Trail Public Library District, IL

So you've displayed books face out, and put slatted end panels on your shelves to display more books face out. Now what? What's the first thing patrons see when they walk in your door? Is the copier or soda machine really the first impression you want to make? Come see how a professional and a team of amateurs made some wonderful changes—for very little money!

Sponsors: Wisconsin Association of Public Libraries, Wisconsin Library Trustees & Advocates

From Chaos to Calm: Understanding Moments of Crisis

Cypress

William F. Badzmierowski, Director of Instructor Services, and **Susan Smedley**, Corporate Training Specialist, Prepare Training Program, Crisis Prevention Institute

What factors contribute to interpersonal conflicts and disruptions escalating to critical incidents in libraries? What skills and strategies are being utilized by library staff who effectively respond to potentially volatile situations and manage the chaos of disruptive situations in a manner that diffuses the problems? Why do some well-meaning staff actually become part of the problem when responding to difficult situations? This session will aid participants in organizing their thinking about how problematic situations escalate to crisis and what responses are most effective in prevention and intervention.

Sponsor: Wisconsin Association of Public Libraries

The Information Specialist Role in the Healthcare Boom

Hospitality Room 2435

Thomas Walker, UW-Milwaukee School of Information Studies; **Catherine Arnott Smith**, UW-Madison School of Library and Information Sciences; **Jacques du Plessis**, UW-Milwaukee School of Information Studies; **Xiaming Mu**, UW-Milwaukee School of Information Studies

One of the fastest-developing industries is the healthcare field. It and certain related social, economic, legal, and technical concerns are evolving in very interrelated ways. Information systems related to healthcare have also developed, and because they have become increasingly complex and have acquired an identity of their own, they have warranted a new field: healthcare informatics. This session presents the research of four panelists and is intended as an introduction to this new sub-field.

Sponsor: Library Research Round Table

Program Schedule – Wednesday

2:00 – 4:00 p.m. *continued*

Intellectual Freedom: From Principles to Best Practices

Guava

Janice M. Rice, Outreach Coordinator, College Library, UW-Madison, and Vice Chair/Chair Elect, IFRT; Lisa Strand, Executive Director, WLA/WLA Foundation

Youth access to the Internet, challenges to our library collections, and issues of privacy are key areas that will frame this session. Learn about pertinent case law, policies, and guidelines. Speakers will share a snapshot of information gleaned from a three-day Law for Librarians workshop sponsored by the ALA Office for Intellectual Freedom. See a preview of the new IFRT website, which will provide links to important IF resources and case law. Come prepared to share your top intellectual freedom concerns to help IFRT develop a more in depth pre-conference in 2007.

Sponsors: Intellectual Freedom Round Table, Wisconsin Library Trustees & Advocates

International Crane Foundation Tour

Departing from and returning to the Kalahari Resort and Convention Center

Just five minutes from the Kalahari Resort and the Dells, but a world away in terms of natural beauty—tour the International Crane Foundation, the only place in the world where you can see all 15 crane species. ICF has gained international acclaim as one of the world's leaders in the conservation of endangered species. You are invited to learn more about the wonder of cranes, threats to their survival, and ICF's efforts to protect them. The tour will conclude with light refreshments in the Ron Sauey Memorial Library for Bird Conservation. All trails are paved, but please wear comfortable walking shoes.

Sponsor: Association of Wisconsin Special Librarians



Introduction to Appreciative Inquiry

Marula

Louise Root Robbins, System Coordinator for the Status of Women, University of Wisconsin System

Appreciative Inquiry (AI) recognizes and celebrates the success of change by searching for the best in a person, organization, and the world. Approaching change in a positive way focuses on what is right. Leadership is everyone working together to use collective wisdom to tap into strengths. Results are positive energy that leads to making imaginative changes never thought possible.

Sponsors: Circulation Services Round Table, Support Staff Section

Poof, You're Organized!

Tamboti

Nancy Kruschke McKinney, organizing coach, consultant, and speaker

Wouldn't it be awesome if you could wave a magic wand and be organized? You will hear about basic tools and techniques to reduce paper piles, gain control of your office, and increase efficiency. Organizing is a learned skill and you can design your work, life, and space to meet your individual needs. In this session you will learn how to make your desktop more usable, filing basics, email management and computer tips.

Sponsor: WLA Conference Committee

Stroller Aerobics

Tamarind

Patricia Hewitt-McNichols, Head Librarian, Services for Children and Young Adults, Neenah Public Library; Martha Moore, Assistant Librarian, Neenah Public Library; Ellen Jepson, Preschool Librarian, Appleton Public Library; Amadee Ricketts, Youth Service Librarian, McMillan Memorial Library

This is a panel of four Children's Librarians who all do outstanding infant programs, each with a little different twist. The panel will talk about program ideas for the pre-toddler age group.

Sponsor: Youth Services Section

What Do Poor People Need and Deserve From Libraries?

Aralia

Sanford Berman, retired, lifetime member of ALA; **John Gehner**, coordinator of the ALA/SRRT Task Force on Hunger, Homelessness and Poverty; **Pat Gowens**, founding publisher of *Welfare Warrior*

Sanford Berman, founding member of the Hunger, Homelessness and Poverty Task Force of ALA and a familiar activist in and outside libraries for decades, will join John Gehner, current HHP Taskforce Coordinator, and Pat Gowens, founder and publisher of *Welfare Warriors*. They will discuss libraries' role in serving poor people and in fighting poverty itself, considering library policies, collections and programs from an advocate's perspective.

Sponsors: Outreach Services Round Table, Wisconsin Association of Public Libraries, Social Responsibilities Round Table, Youth Services Section

What's a WHO? A Digitization Demystification: Discover How Your Collection Can Become Part of Wisconsin's Heritage

Aloeswood

Debbie Cardinal, Digital Services, Wisconsin Library Services (WiLS) and the Wisconsin Heritage Online; **Sally Drew**, Reference & Loan Library, Division for Libraries, Technology & Community Learning; **Barbara Kelly**, Assistant Director, Appleton Public Library; **Peter Gorman**, University of Wisconsin Digital Collections Center; **Jonathan Cooper**, Wisconsin Historical Society.

This panel will describe the Wisconsin Heritage Online (WHO) program (what it is and where it is going). Discussion will include:

- What will be the content formats of digital collections?
- How and where will the content be stored?
- Can libraries participate if they do not have staff or equipment to perform the digitization and cataloging?
- Could a library participate in this project and maintain "branding" of their collection?

Sponsors: Media and Technology Section, Wisconsin Association of Academic Librarians, Wisconsin Small Libraries Round Table

4:00 – 4:45 p.m.

Break in the Exhibits Area

Browse the exhibits and thank vendors for their support of the conference. Enjoy refreshments, take home literature on new products and services and pick up a trinket or two.

4:00 – 5:00 p.m.

Autograph Garden — Debra J. Schmidt

Exhibit Hall, Suites 1-8



WLA STORE

CELEBRATE! ... with your friends and fellow conference attendees at the WLA Store located in the Exhibit Hall.

Be sure to check out the latest in conference gifts and souvenirs.

Wed. 10:00 a.m. – 5:00 p.m.

Thurs. 8:30 a.m. – 4:30 p.m.

Program Schedule – Wednesday

4:30 – 5:00 p.m.

Wisconsin Dells High School Jazz Ensemble

Suites A&H

5:00 – 6:00 p.m.

Webbies Awards

Reception Hallway

Awards are given for best websites in several categories. Winners were announced prior to the keynote speaker, and during the reception that follows a computer will be set up on which attendees can view the honored websites.

Sponsor: Media and Technology Section

Keynote Address

Suites A&H

Debra J. Schmidt, known as “The Loyalty Leader.”

Customer loyalty is the responsibility of every employee within your organization. It is earned by building positive relationships, one customer and employee at a time. Loyalty-focused libraries are community assets. Loyal customers are more pleasant; they use the library more, refer others and are more forgiving when problems occur. Debra Schmidt will teach you how to build customer loyalty through a combination of powerful facts and entertaining stories. She will help you identify the expectations of internal customers (co-workers, employees) and external customers and teach you how to surprise and delight your customers through exceptional service.



6:00 – 7:00 p.m.



All Conference Reception

Suites B&G

Sponsor: WLA Conference Committee

SLIS-Madison Reunion

Aralia

Sponsor: UW-Madison School of Library and Information Studies

SOIS-Milwaukee Reunion

Mangrove

Sponsor: UW-Milwaukee School of Information Studies

7:00 – 9:00 p.m.

First shuttle will leave at 6:30 p.m. from the Convention Center Parking Lot with return trips beginning at 8:30 p.m.

WLA Foundation Fundraiser

Moose Jaw Brew Pub,

110 Wisconsin Dells Parkway South

Feast on delicious pizza in the Wisconsin Dells' only brewpub, and enjoy live entertainment provided by our special musical guests, Mississippi Blue! The talented David Polodna and Mike Obmascher play great tunes of their own plus covers by Tom Petty & the Heartbreakers, The Eagles, Bob Dylan, John Prine and many others. Just \$30 buys you a lot of fun and a \$15 tax-deductible, charitable contribution! Take the free shuttle from the main lobby or take your car west on Highway 12 about one mile. All proceeds benefit The Campaign for Wisconsin Libraries.

Sponsor: Wisconsin Library Association Foundation

Partner: Alpine Books, Mississippi Blue, Quality Books, Maris Associates

Let's hear from the experts about libraries!

Library patrons love their local libraries. You know it, and numerous studies provide documentation. They use their libraries for all the innovative programs, resources and technology, but most importantly because of the expertise of librarians.

Library circulation, reference requests, visits, and program attendance are increasing each year, but financial support for libraries is not keeping pace.

Now, more than ever, libraries need to make sure their story is told, and who better than those who use the library every day?

No one is more credible, and in today's political and economic climate, these influential voices can best explain the significant value libraries provide, and the real impact they have on improving people's lives.

"For an impoverished child whose family could not afford to buy books, the library was the open door to wonder and achievement, and I can never be sufficiently grateful that I had the wit to charge through that door and make the most of it."

—Isaac Asimov

Encourage your patrons to speak up!



Program Schedule – Thursday



Vermillion Bridge
*Photo courtesy of H.H. Bennett
Studio and History Center*

7:00 a.m. – 5:00 p.m.

Registration

Kalahari Convention Center – North Atrium

ALL DAY

Book Drive

The Social Responsibilities Round Table has chosen the Wisconsin Dells Literacy Council as this year's book drive recipient. Please bring your books or monetary donations to the registration area. The Council will distribute books at Christmas time to local needy families; children's books are always a big need.

Sponsor: Social Responsibilities Round Table

7:00 – 9:00 a.m.

All Conference Hot Breakfast Buffet (pre-registration required)

Suites A&H

7:30 – 8:30 a.m.

**Wisconsin Library Association
Foundation Board Meeting**

Desert Rose

The following meetings will be held in Suites A&H at designated tables. Any member wishing to have breakfast must have a ticket.

**Government Information Round
Table Business Meeting**

**Intellectual Freedom Round Table
Business Meeting**

**Library Research Round Table
Business Meeting**

**Library User Education Round Table
Business Meeting**

**Outreach Services Round Table
Business Meeting**

Readers Section Business Meeting

**Resource Sharing Round Table
Business Meeting**

Support Staff Section Board Meeting

**Technical Services Section Business
Meeting**

**Wisconsin Genealogy and Local
History Round Table Board and
Business Meeting**

**Wisconsin Small Libraries Round
Table Business Meeting**

8:30 a.m. – 4:30 p.m.

Exhibits

Exhibit Hall, Suites 1-8

Visit our exhibitors as they display their products and services for libraries of all types.

WLA Store

Exhibit Hall, Suites 1-8

CELEBRATE!...with your friends and fellow conference attendees. Be sure to check out the latest in conference gifts and souvenirs.

WLA Foundation Silent Auction

Exhibit Hall, Suites 1-8

Bid on items to benefit the Campaign for Wisconsin Libraries, such as art works, collectibles/antiques and much more. Auction ends at 3:30 p.m. Pick up and pay for items at 4:00 p.m.

Sponsor: Wisconsin Library Association Foundation

8:30 a.m. – 5:00 p.m.

Internet Café

Empress

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

Buckstaff Company

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Mister Anderson's Company, LLC

South Central Library System

Trails Books

*UW-Madison School of Library
and Information Studies*

Program Schedule – Thursday

9:00 – 10:15 a.m.

24/7 Virtual Reference

Mangrove

Whether your library is participating in AskAway, or just thinking about it, join us for this session. There will be some presentations about virtual reference and time for discussion.

Sponsor: Media and Technology Section

Applying Appreciative Inquiry (AI) and Other Positive Approaches—Balance At Work: Enforcing Rules While Meeting Human Needs in Your Library

Aloeswood

Meg Allen, Circulation Manager, Baraboo Public Library; Vicki Ruthe Cogswell, Circulation Librarian, Beloit Public Library; Jeanne Foley, Head of Access Services, UW-Oshkosh Polk Library; Nathan Rybarczyk, Interlibrary Loan Librarian, Baraboo Public Library, and library student, UW-Milwaukee

Learn ways to apply Appreciative Inquiry (AI) and other “positives” in your library. This is a panel discussion by library supervisors and front-line staff sharing success stories of ways that we search for the best in “customers,” staff, and our library. How do we balance the tension between giving good customer service, and enforcing the “rules,” policies and procedures? Hints and guided audience participation on maintaining rapport between front-line staff, “customers,” and supervisors—even when customers “want to speak to a supervisor.”

Sponsor: Circulation Services Round Table

Book 'em, Danno! Keeping your Library Board Within the Law and Out of Trouble

Aralia

Mike Cross, Director, and John DeBacher, Public Library Administration Consultant, Public Library Development Team, Division for Libraries, Technology and Community Learning

Mike Cross and John DeBacher review the statutory framework within which library boards must operate. They also will review recent legislative changes and Wisconsin Attorney General opinions related to library board powers, authority, and municipal relations.

Sponsors: Wisconsin Small Libraries Round Table, Wisconsin Library Trustees & Advocates

Complete Copyright For the Academic Library

Tamboti

Carrie Russell, ALA Copyright Specialist

After a quick review of the copyright law, Russell will discuss interlibrary loan, e-reserves, distance education, using media in the classroom, and other academic library services that have copyright implications. What are the changes in the law due to digital technologies? Bring your questions and sticky copyright situations—there will be plenty of time for discussion and questions.

Sponsor: Wisconsin Association of Academic Librarians

Dynamic Library Atmospheres (repeat of Wednesday session)

Cypress

Ted Swigon, Exhibits Director, Chicago Museum of Science and Industry; Sally Decker Smith, Head of Adult Services, Indian Trail Public Library District, IL

So you've displayed books face out, and put slatted end panels on your shelves to display more books face out. Now what? What's the first thing patrons see when they walk in your door? Is the copier or soda machine really the first impression you want to make? Come see how a professional and team of amateurs made some wonderful changes—for very little money!

Sponsors: Wisconsin Association of Public Libraries, Wisconsin Library Trustees & Advocates, Friends of Wisconsin Libraries

From Monkey Business to Serious Research

Guava

Axel Schmetzke, Associate Professor, UW-Stevens Point

Deviating from his usual preoccupation with web accessibility, the presenter will reflect on the utility of the web for conducting research. Tracing the process that led from the inheritance of a rather curious sculpture—a chimpanzee contemplating a human skull—to becoming one of the world's leading experts on this piece and its obscure, late 19th-century German-Jewish creator, Hugo Rheinhold, the presenter hopes to both educate and entertain the audience with his tale of web-mediated “monkey research.” As the presenter intends to demonstrate, thanks to the web, the “invisible college,” which we all learned about in Library School, is no longer that invisible.

Sponsor: Library Research Round Table

How to Make The Ask

Suite E

Scott Niedermeyer, *Scott Niedermeyer & Associates, Sales Consulting & Training*

Do you quake at the thought of asking someone for money to fund a library project? Or do you just wonder what the best, most organized approach might be? Then listen to what a sales professional with a proven track record can teach you about asking for money for your library. Use his straight forward, simple system to plan your presentation and improve your comfort level and success rate in “making the ask.”

Sponsors: *Wisconsin Library Association Foundation, Wisconsin Library Trustees & Advocates, Friends of Wisconsin Libraries*

Hepcat, Coolcat, Badgercat

Tamarind

Kirsten Houtman, *Member Services Librarian, WiLS*; **Michelle Rosenberg**, *Interlibrary Loan Assistant, Winnefox Library System*

You'll flip over the newest cat in town! Join Kirsten Houtman and Michelle Rosenberg as they talk the talk about a new union catalog in Wisconsin called BadgerCat, and how it's used every day at Winnefox. More than a list of holdings, BadgerCat has the depth of the OCLC WorldCat bibliographic database behind it. Simplify resource sharing by using a single view of the Wisconsin group, or slice and dice it the way you want it. BadgerCat: Be there or be square!

Sponsor: *Technical Services Section*

New Directions in Public Access to Scholarly Research

Suite F

Julie Schneider, *Head, Information Resources & Collection Development, Scholarly Communications Coordinator, Ebling Library, UW-Madison*

The process of publishing research results is changing rapidly and the libraries of the UW-Madison are joining national efforts to engage faculty and university administrators in a discussion of scholarly communication issues. Legislation introduced in late 2005 and in May 2006 has sent an important signal that there is interest in Congress to broaden free public access to federally-funded scholarly research. Join us as we explore the issues and discuss the library's role in the current debates.

Sponsor: *Association of Wisconsin Special Librarians*

Ready to Read with Books2go: The Six Skills for Early Literacy

Marula

Kelly Hughbanks, *Coordinator of Children's Services, Milwaukee Public Library*; **Victoria Sanchez**, *Books2Go Outreach Coordinator, Milwaukee Public Library*

The Milwaukee Public Library's Books2Go program provides outreach services to child care centers. In 2005, the library expanded Books2Go to include 'Ready to Read with Books2Go: The Six Skills for Early Literacy,' an in-depth training program for childcare providers and families. This pilot program includes monthly story time visits that model early literacy techniques based on national research. Learn how the Milwaukee Public Library implemented this program and the results.

Sponsor: *Youth Services Section*

10:15 – 11:00 a.m.

Break in the Exhibits Area

Take a break and stretch your legs! Quench your thirst with a tasty beverage while you visit the exhibit area. Pick up useful information about products and services for your library, and say hello to our fantastic line-up of exhibitors.

Autograph Garden — Scott Niedermeyer

Exhibit Hall, Suites 1-8



Program Schedule – Thursday

11:00 a.m. – 12:15 p.m.

A New Direction: Stepping Off the Ivory Tower and Into the Community

Tamboti

Kathy Myers, Reference Librarian, Carthage College

Though they are often seen as assets for the community, colleges and universities, and particularly the libraries of those institutions, too frequently take a passive approach to providing cultural, recreational and educational opportunities to non-student members of the local community. Hedberg Library at Carthage College has proactively pursued bringing to the Kenosha and Racine communities a variety of regularly scheduled programs of interest to children and adults. The 4-year old Friday Family Fun Night has been sponsoring programs such as visits from Mother Goose and Curious George, poetry readings and poetry creation workshops for children. And for mixed age groups, a variety of authors discussing their books, Carthage students and faculty sharing a multitude of interesting ideas and activities, and special celebrations of Hispanic, African American, Asian and other ethnic cultures, to name just a few events. The evolution of the Fun Night offerings to stronger and more diversified activities, and the successes and weaknesses of this public relations program, will be discussed along with costs and benefits to the library, students and the college.

Sponsor: Wisconsin Association of Academic Librarians

An Extended Form of Housekeeping: Women Environmentalists Past and Present

Guava

Kathy Miner, Education Programs Coordinator, UW Arboretum

Women environmentalists have been prolific authors. This program will teach you some things you didn't know about the environmental movement, and send you away with a list of wonderful books besides. Part readers' advisory and part history lesson, it explores the life and work of women from Mary Hunter Austin to Fran Hamerstrom to Terry Tempest Williams.

Sponsors: Readers Section, Wisconsin Women Library Workers

Best Books for Young Adults 2007

Aralia

Librarians of the Cooperative Children's Book Center will discuss nominees for the 2007 Best Books for Young Adults list. The session will be presented by librarians from the Cooperative Children's Book Center.

Sponsors: Youth Services Section, Cooperative Children's Book Center

Celebrate What's Right with the World—Tipping the Balance Towards the Positive: Exploring Appreciative Inquiry (AI) and Other Positive Approaches to Change

Aloeswood

Vicki Ruthe Cogswell, Circulation Librarian, Beloit Public Library

Actively explore some ways to revitalize and improve your work, your work team, and maybe your life! The audience will participate in "guided mental exercises" to experience how it feels to define change, understand differences and use positive approaches. Includes excerpts of the inspirational film, "Extraordinary Visions!" with Dewitt Jones, a *National Geographic* photographer that shares how he celebrates what's right with the world."

Sponsors: Circulation Services Round Table, Support Staff Section

It Doesn't Have to Be Boring: Government Produced Websites for Kids, K-12

Tamarind

Nancy Mulhern, Documents Librarian, Wisconsin State Historical Society Library; Beth Harper, Government Documents Reference Librarian, Memorial Library, UW-Madison

Two Wisconsin documents librarians will present an overview of state and federal government websites designed for children K-12 that are educational and, in the words of one 9-year-old, "way cool!"

Sponsor: Government Information Round Table

LibraryThing: Online, Social, Do-it-Yourself Cataloging

Suite F

Abigail Blachly, Archivist and Librarian, LibraryThing.com

Abigail Blachly, archivist and librarian, together with programmer Tim Spalding, runs LibraryThing.com, an online service where people catalog their personal book collections. This very popular online source called

LibraryThing uses library science and FRBR concepts, tools like Z39.50 and real MARC records. Abby will demonstrate how LibraryThing works and will shed some light on the almost fanatical enthusiasm its users—or “Thingamabrarians”—show for do-it-yourself cataloging.

Sponsor: Media and Technology Section

Organizing Your Library (guided discussion)

Cypress

Nancy Kruschke McKinney, *Organizing Coach, Consultant, and Speaker*

Do you wonder what other libraries are doing to help them get and stay organized? Here is an opportunity for you to share what is working for you and find out from others what is working for them. Nancy Kruschke McKinney, owner of Successful Organizing Solutions, will facilitate this open discussion to enable library staff to share their most and least effective strategies with each other. Don't miss this opportunity to learn from your peers.

Sponsor: WLA Conference Committee, Wisconsin Association of Public Libraries

People to People

Marula

Gary Warren Niebuhr, *Library Director, Greendale Public Library*; **Mary Bethke**, *Library Director, Marathon County Public Library*

See a PowerPoint movie created by Gary to describe both his experiences as a delegate and the personal challenges he encountered during the trip. Hear about water bottles, full-time work for librarians in China, flying pigs, nightmare traffic, toilets, the Bridge of Intelligence, kung fu, March Madness Chinese style, scorpions and the Great Mall of China. Mary Bethke and Gary will be available after the movie to answer questions about the trip.

Sponsor: Conference Committee

Reaching Out to People Coming Out

Mangrove

Lynn Evarts, *High School Media Specialist, Sauk Prairie High School*; **Joanne Elder & Harriet Bruyn**, *parent members of PFLAG Madison (Parents and Friends of Gays and Lesbians)*; and **Karen Lucas**, *Youth Services Librarian, Madison Public Library*

Find out how libraries can reach out to gay, lesbian, bisexual, transgender and questioning people, particularly young people, to make sure they have access to the information they need. We'll hear from librarians who are making sure this sensitive topic doesn't get swept

under the rug and from advocates who have ideas about how to make libraries more responsive to the needs of the community.

Sponsors: Outreach Services Round Table, Youth Services Section, Social Responsibilities Round Table, Intellectual Freedom Round Table

12:00 – 1:30 p.m.

Box Lunches Available

Exhibits Hall, 1-8 (pre-registration required)

12:30 – 2:00 p.m.

Outreach Services Round Table Luncheon: On Being a Librarian

Suites A&H

Sanford Berman, *retired, lifetime member of ALA*

“Understand who it is you are working for, and it is not to satisfy bosses or supervisors or simply to obey abstract protocols, it is for the... library user population. They're the ones you're working for—nobody else, and if you keep that in mind, everybody's going to benefit.” Excerpts from interviews with Sanford Berman conducted by Alki, Bottom Line, and Counterpoise illuminate the challenges, rewards, and motivations of librarianship.

Sponsor: Outreach Services Round Table

WLTA Luncheon & Business Meeting: Library Advocacy Works

Suite E

Rick Grobschmidt, *Administrator of the Division for Libraries, Technology and Community Learning, Department of Public Instruction*

Join your fellow WLTA members and other trustees from around Wisconsin for lunch and to learn more about the critical legislative issues affecting libraries at the state and federal levels. Trustees are valuable advocates and it's important that they gain an even greater understanding of the issues.

Sponsor: Wisconsin Library Trustees & Advocates, Friends of Wisconsin Libraries

2:00 – 3:00 p.m.

Autograph Garden — Pete Hautman

Exhibit Hall, Suite 1-8



Program Schedule – Thursday

2:00 – 3:15 p.m.

Alerts and RSS Feeds from Badgerlink's Academic Search and Other Library Databases: What Is Right For You?

Guava

Thomas Durkin, Associate Academic Librarian, Social Science Reference Library, UW-Madison; Amy Kindschi, Academic Librarian, Wendt Engineering Library, UW-Madison; Barbara Lazewski, Reference Librarian, Steenbock Agricultural Library, UW-Madison

Library databases and publishers offer personal accounts for saved searches, free email alert services, and RSS feeds. These tools allow you to automatically monitor journal table of contents and other newly published information. How can you use alert services within BadgerLink? What library databases offer email alerts and RSS feeds? Which alert tool is right for you and your patrons? Find out about other interesting RSS feeds outside of library databases.

Sponsor: Wisconsin Association of Academic Librarians

Beyond the Ramp: How to Be Sure Your Programs and Services are Accessible to People with Disabilities

Marula

Robin Jones, Project Director, Great Lakes ADA & Accessible IT Center

Libraries are faced with managing a diverse customer base. Effectively serving customers with disabilities presents both challenges and opportunities. This session will focus on the obligations of libraries to meet the needs of individuals with a variety of conditions including visual and hearing impairments, psychological and cognitive limitations as well as conditions that limit physical functioning. Modifications to policies and procedures and strategies for addressing situations where a customer's behavior is disruptive to normal operations will be discussed. Examples of best practices will be presented and/or demonstrated and resources for additional information will be provided.

Sponsor: WLA Conference Committee

Books to Movies

Tamboti

Melanie Kirsch, Young Adult Librarian, Rhinelander District Library; Renee Loebbaka, Young Adult Librarian, Rhinelander District Library

The Rhinelander District Library has developed a successful program to attract pre-teens and teens to the library. In more than 30 programs per year, children in grades four through nine read a book, discuss it, and then see a movie based on the book and compare the two. Renee and Melanie will tell us about this program, its many benefits, and effective recruitment and outreach efforts.

Sponsors: Outreach Services Round Table, Youth Services Section

Copyright 101: The Basics for Public Libraries

Suite F

Carrie Russell, ALA Copyright Specialist

Everything you always wanted to know about copyright but were afraid to ask. Carrie Russell will discuss copyright basics including the purpose of copyright, exclusive rights of copyright, exemptions (like library photocopying and preservation), special provisions for libraries and fair use. Time will be devoted to discussing changes in the law due to digital technologies. This program will use real-life scenarios to demonstrate the copyright issues that librarians face. Q&A time included—bring your questions!

Sponsors: Wisconsin Small Libraries Round Table, Wisconsin Association of Academic Librarians

MARC My Words: Elements of Speaking for Librarians

Cypress

Manuel Urrizola, Head of Monograph Cataloging at the University of California, Irvine Libraries

Do you get a little nervous expressing yourself at meetings? Are you terrified before giving a speech? Whether speaking before a group or talking to your colleagues, you need to learn how to calm down, organize your thoughts, articulate, use props, entertain, advocate, persuade, and inspire. Learn the elements of skillful speaking and effective communication—and have some fun learning!

Sponsor: WLA Conference Committee

New and Expanded Youth with Special Needs Resource Guide

Aloeswood

Barbara Huntington, *Youth/Special Services Consultant, Division for Libraries, Technology and Community Learning*

Every community has youth with special needs, and the Division for Libraries and Community Learning has updated its resource guide to help libraries serve this population. Barb Huntington of the DLTCCL will highlight portions of the new and expanded Youth with Special Needs Resource Guide, and discuss ways it can be used.

Sponsors: *Outreach Services Round Table, Division for Libraries, Technology and Community Learning*

Running Effective Meetings

Tamarind

Kathy Pletcher, *Association Provost for Information Services, UW-Green Bay*

The ability to run effective meetings can mark you as a leader and open opportunities for advancement. This program will cover practical tips for planning and running meetings, including understanding parliamentary basics, guiding the discussion, making decisions and handling difficult people. Learn about the top 10 reasons why people hate meetings and how to get people to love your meetings.

Sponsor: *WLA Conference Committee*

The Secret Lives of Cranes

Aralia

Ann Burke, *Director of Public Relations, International Crane Foundation*

Ann Burke will give a slide presentation entitled “Crane Conservation in Southern Africa.” Ann worked as an Aviculturist at the International Crane Foundation, specializing in “Crane Matchmaking,” and worked in all aspects of captive crane husbandry including artificial insemination, incubation and chick rearing. In 1999, she was hired as a consultant to the South African Crane Working Group based in Johannesburg, South Africa. She started her journey to South Africa with eight Wattled Crane eggs as her carry-on luggage. She spent 18 months working with both captive breeding centers and field projects throughout this fascinating country of magnificent scenery and wildlife. Ann will discuss crane biology, the problems facing crane and wetland conservation in South Africa, and the role that ICF plays in the world in providing inspiration and expertise to



scientists and communities working to protect cranes and the ecosystems they inhabit.

Sponsor: *WLA Conference Committee*

Statewide Resource Sharing and Information Access

Mangrove

Sally Drew, *Director, Reference and Loan Library, Division for Libraries, Technology and Community Learning*

Sally Drew will describe the results of planning efforts and the procurement process that took place in 2005-06 to select a statewide resource sharing system and develop continued relationships among different types of libraries for 2007 and beyond.

Sponsors: *Division for Libraries, Technology and Community Learning, Resource Sharing Round Table*

3:15 – 4:00 p.m.

Break in the Exhibits Area

Grand Prize Drawing

Cure that afternoon energy slump with a soda and a walk through the exhibit hall! Our exhibitors have the resources you need for your library — from furniture and software to books and puppets! And don't miss your last chance to sign up for door prizes.

Wisconsin Library Association
2006 Awards Recipients

**SIRS/ProQuest Intellectual
Freedom Award**

Dee J. Hall, Investigative Reporter
Wisconsin State Journal

Citation of Merit Award

Mead Witter Foundation, Inc.
Wisconsin Rapids, WI

WLA/Highsmith Award

Game Night at Madison Public Library—South
Madison Branch

Trustee of the Year Award

Paul Kanter
Waukesha County Federated Library System

Special Service Award

Steve Hirsch, Executive Secretary
Public Records Board, Wisconsin Department of
Administration, Madison

Library of the Year Award

Fond du Lac Public Library
Ken Hall, Director

Muriel Fuller Award

Mary E. Struckmeyer
Reference and Loan Library

2006 Book Awards

Literary Awards Committee Honors

Banta Award

Sean B. Carroll
*Endless Forms Most Beautiful:
The New Science of Evo Devo and the
Making of the Animal Kingdom*

Notable Authors

Richard Schickel
Robert W. Wells

Outstanding Achievement

Dean Bakopoulos
*Please Don't Come Back
From the Moon*
David Harris Ebenbach
Between Camelots
John Hildebrand
*A Northern Front:
New and Selected Essays*
Harvey Kaye
*Thomas Paine and the
Promise of America*
Sandra Kring
Carry Me Home

Laurie Lawlor
*This Tender Place:
The Story of a Wetland Year*
Michael Perry
*Off Main Street:
Barnstormers, Prophets,
and Gatemouth's Gator: Essays*
Richard Schickel
Elia Kazan
Michael Schumacher
*Mighty Fitz: The Sinking of the
Edmund Fitzgerald*
Susan Vreeland
Life Stories

Children's Book Award Committee

Elizabeth Burr/Worzalla Award

Pete Hautman
Invisible

Notable Author

Betty Ren Wright

Outstanding Achievement

John Coy
Crackback
Lois Ehlert
Leaf Man
Kathleen Krull
Leonardo da Vinci

Gerald Morris
The Lioness & Her Knight
George Shannon
Laura Dronzek, Illustrator
White is for Blueberry

4:00 – 5:00 p.m.

Autograph Garden — Jennifer Steele

Suites A&H

Hailing from Wisconsin, Jennifer Steele is a blonde, blue-eyed 21-year-old with a beaming smile framed by braces. Appearances are of the stereotypical cover girl, complete with a comfortable upbringing that gave her the role-model qualities, but what lies beneath her apple-pie exterior is a remarkable story of survival against all odds.

A former Miss Cheerleader of America state finalist who volunteered at her church, she was voted onto the homecoming court and selected as the best all-around young woman in her high school class. But what outsiders wouldn't guess is that Jennifer's parents have been in and out of jail for years, both struggling with serious drug addictions. Her mom was just sentenced for her latest DUI arrest, and her father, currently jailed for violating parole, will soon start serving a 10-year sentence for reckless homicide.

She went to Lasell College in Newton, MA, to study fashion, and later transferred to UW-Whitewater where she is on the dean's list majoring in journalism and minoring in women's studies. She plans to become a fashion journalist after graduation in 2007.

As Miss Seventeen, Jennifer has a powerful platform to speak to 13 million young women, and she is eager to be a role model to which they can relate.

4:00 – 5:15 p.m.

Banta Award Winner

Cypress

Sean B. Carroll, author of *Endless Forms Most Beautiful: The New Science of Evo Devo and the Making of the Animal Kingdom*, is a leading voice at the forefront of evolutionary developmental biology. He will discuss his recent work that makes the complex ideas of this emerging field understandable to those unfamiliar with recent scientific developments. With clarity, wit and enthusiasm, this personal account chronicles the wonder and delight of discovering how the regulatory toolkit of genes works to create the diversity of animal life around us.

Sponsors: Literary Awards Committee, Readers Section, **Partners:** Banta Corporation Foundation, Wisconsin Library Association Foundation



The Bumpy Road Workshop: Journeying with Novice College Learners

Suite E

Karen E. Desotelle, Director of the Office of Student Educational Services, Marquette University

Through exercises and activities, this interactive workshop challenges participants to re-examine their experiences with and assumptions about new college students. Peppered with research data, the workshop engages participants' intellect and affect in journeying with students making their intellectual transition to higher education. Beginning with secondary school and moving through early college years, college students' life experiences and their implications are examined and related to their observable behavior.

Sponsor: Wisconsin Association of Academic Librarians

Life in the Bubble: Information Literacy at Elmhurst College

Mangrove

Donna Goodwyn, Head of Reference; **Susan Swords Steffen**, Library Director; **Jennifer Paliatka**, Reference/Instruction Librarian; **Jacob Hill**, Reference/Instruction Librarian; **Peg Cook**, Reference/Instruction Librarian

This program will describe how Elmhurst College conducts Information Literacy in its "Bubble Classroom" (nicknamed by students). The glass-enclosed classroom on the main floor is where Elmhurst conducts more than 250 classes a year in collaboration with college faculty from all disciplines. Presenters will discuss the mission, goals, assessment, and provide practical examples. Mike Lindberg, chair of the Geography Department, will provide his faculty view of the program and presenters will share success stories. There will also be time for questions and answers.

Sponsor: WLA Conference Committee

Burr/Worzalla Award Winner

Tamboti

Pete Hautman is the winner of the Elizabeth Burr/Worzalla Award for his young adult book, *Invisible*. He will talk about writing for teens, how and why teens read (or don't), how he got started as a YA writer, and why he keeps on doing it. Mr. Hautman's other young adult titles include *Godless*, winner of the 2004 National Book Award for Young People's Literature, *Mr. Was, No Limit* (formerly titled *Stone Cold*), *Hole in the Sky*, *Sweetblood*, and *Rash*, published earlier this year.

Sponsors: Children's Book Award Committee, Youth Services Section, Worzalla Publishing Company



Program Schedule – Thursday

4:00 – 5:15 p.m. *continued*

The Ramp of the Future: Providing Equal Access to Technology

Aloeswood

Janet Peters, Head, Accessible IT Initiative, Great Lakes ADA and Accessible IT Center, University of Illinois, Chicago

This session will examine how the Americans with Disabilities Act applies to Information Technology. Participants will learn the key terminology, see examples of accessible information technology in action, and learn about practical steps libraries and institutions of higher learning can take to meet their legal obligations.

Sponsor: WLA Conference Committee

Recruiting and Retaining an Ethnically Diverse Workforce

Tamarind

Kyung-Sun Kim, Assistant Professor, School of Library and Information Studies, UW-Madison; Sei-Ching Joanna Sin, doctoral student, School of Library and Information Studies, UW-Madison

The proportion of ethnic minorities in the LIS student population has remained constantly lower than the proportion observed in the U.S. population, despite efforts by LIS schools and associations to recruit more minorities into the field. To identify effective strategies for recruiting and retaining minority students in LIS schools, a nationwide web survey of librarians of color was conducted. Based on study findings, suggestions will be made to improve the ethnic/cultural diversity in LIS education and librarianship.

Sponsor: Library Research Round Table

The World of Wikis and Libraries

Aralia

Terri Muraski, Access Services & Reference, UW-Stevens Point; David Null, University Archivist, Archives & Records Management Services, UW-Madison

What's a wiki? This program will provide an introduction to the world of wikis and the concept of community knowledge and collective wisdom on the Internet. Wikipedia and the highs and lows of wiki reference tools will be discussed. In addition, the presenters will take a look at the many ways librarians are using and directly participating in the world of wikis, including those that are directly related to libraries and librarians and others in public and academic disciplines. A case study of a stem-cell wiki will be featured!

Sponsors: Media and Technology Section, Wisconsin Association of Academic Librarians

Teens and Technology

Marula

Amber McCrea, Youth Services Librarian, Beloit Public Library

Amber McCrea, the Youth Services Librarian at Beloit Public Library, will be talking about myspace.com, livejournal.com and runescape. She will review their organization (i.e. what composes the various parts of each site), what issues libraries have with these sites and teens and how they can be used to our advantage.

Sponsor: Youth Services Section

5:15 – 6:00 p.m.

Autograph Garden— Sean Carroll

Cypress



5:30 – 6:30 p.m.

Wisconsin Library Association/ WLA Foundation Annual Business Meeting

Suite F

This is your opportunity to vote on organizational issues, including bylaws amendments, learn of this year's accomplishments and future directions, and receive an update on the Campaign for Wisconsin Libraries. All members are encouraged to attend. (See agenda on Thursday's schedule.)

Sponsors: Wisconsin Library Association, Wisconsin Library Association Foundation

7:00 – 9:00 p.m.

Awards Banquet

Suites A&H

Join us for this annual celebration in recognition of those professionals who symbolize the best in librarianship. Dinner will be followed by presentation of the following awards: Banta Award, Elizabeth Burr/Worzalla Award, Library of the Year Award, WLA/Highsmith Award, Trustee of the Year Award, Special Service Award, Citation of Merit Award, and WLA/ProQuest Intellectual Freedom Award.

Sponsor: WLA Awards & Honors Committee

Partners: DEMCO Inc., Highsmith Inc., Wisconsin Library Association Foundation, Worzalla Publishing Company, Banta Corporation Foundation



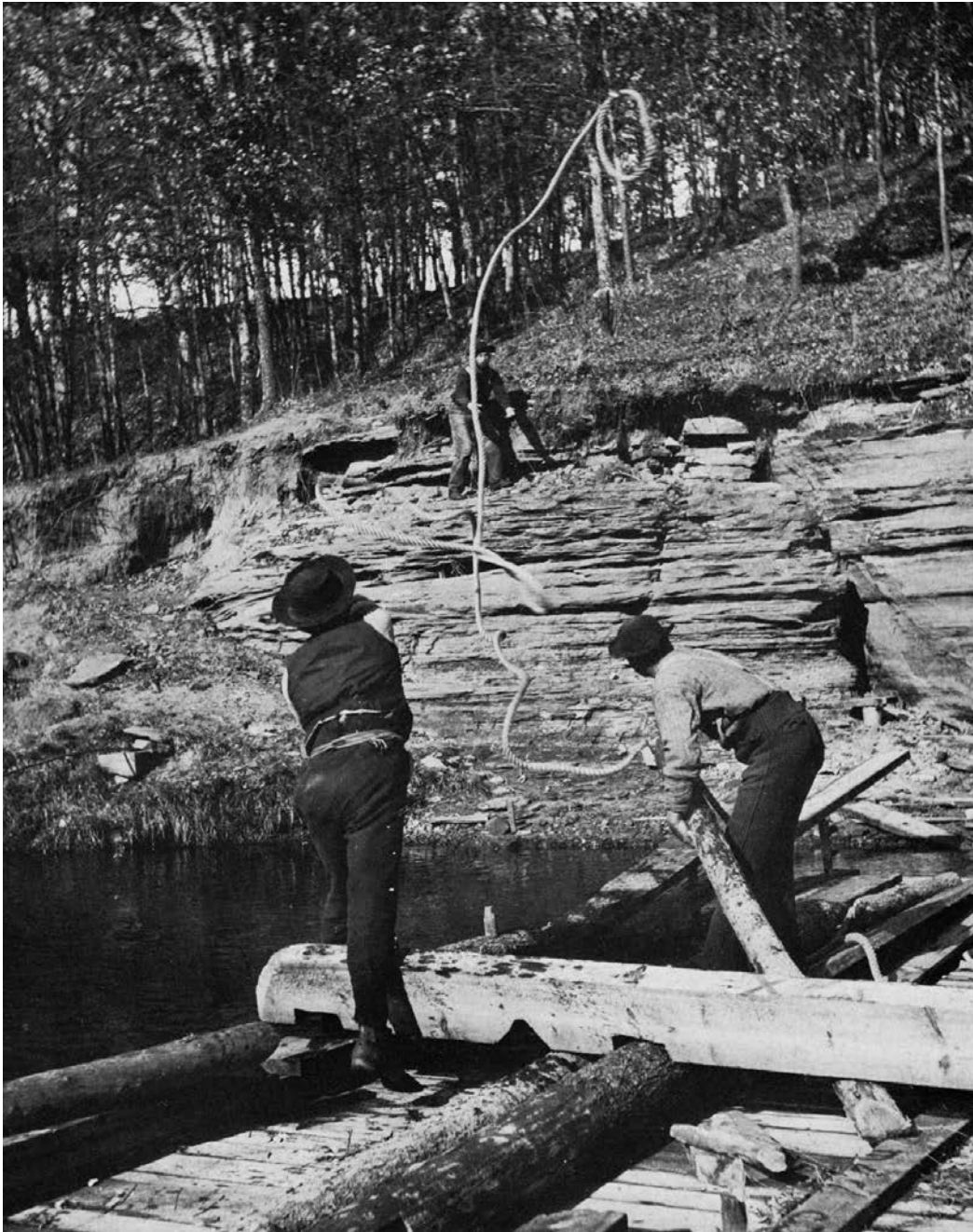
**Wisconsin Library Association
and
Wisconsin Library Association Foundation
Annual Business Meeting**

Thursday, November 2, 2006
Kalahari Resort and Convention Center
Wisconsin Dells, Wisconsin
5:30-6:30 PM

AGENDA

- I. Call to Order, David Weinhold, President
- II. Report of the Secretary, Genevieve Foskett
 - A. Approval of the minutes of the 2005 Annual Business Meeting
- III. Report of the President, David Weinhold
The WLA Strategic Plan – Report to the Membership and Response
- IV. Recess the WLA Business Meeting for the Purpose of Conducting the WLA Foundation Business Meeting, David Weinhold
 - I. Convene the WLA Foundation Business Meeting, Rick Krumwiede, WLAF President
 - A. Approval of Minutes of 2005 Business Meeting
 - B. Campaign for Wisconsin's Libraries
 - C. Scholarship Report
 - D. Other Business
- V. Reconvene the WLA Business Meeting, David Weinhold
- VI. Committee Reports
 - A. Nominations & Elections, David Weinberg-Kinsey, Chair
 - B. Approval of Bylaws Amendments, Robert Pfeiffer, COO Chair
 - C. Other
- VII. Resolutions, Peter Gilbert
- VIII. Vice President's Report, Rebecca Berger
- IX. New Business
- X. Adjournment

Program Schedule – Friday



Take Our Line
Photo courtesy of
H.H. Bennett Studio
and History Center

7:00 – 11:00 a.m.

Registration

Kalahari Convention Center – North Atrium

ALL MORNING

Book Drive

The Social Responsibilities Round Table has chosen the Wisconsin Dells Literacy Council as this year's book drive recipient. Please bring your books or monetary donations to the registration area. The Council will distribute books at Christmas time to local needy families; children's books are always a big need.

Sponsor: Social Responsibilities Round Table

7:00 – 9:00 a.m.

Complimentary Continental Breakfast

Suites A&H

8:30 – 11:30 a.m.

Internet Café

Empress

9:00 – 10:15 a.m.

Beyond Newsletters: RSS Feeds, Blogs, and Podcasts

Suite 3

Bonnie Shucha, Reference & Electronic Services Librarian, Law Library, UW-Madison; **Amy Ganaway**, Library Services Assistant, Wisconsin Department of Transportation

What's the difference between a blog and a podcast? And what does RSS stand for, anyway? During this session you'll find out the answers to these questions as well as discover how you can use these tools to create "newsletters" that showcase library resources and services.

Sponsors: Association of Wisconsin Special Librarians, Wisconsin Health Sciences Library Association

Council on Library and Network Development Public Hearings

Suite 6

Kathy Pletcher, COLAND Chair

The Council on Library and Network Development (COLAND) will hold public hearings on library cooperation and resource sharing programs, the progress and condition of libraries, and policies of the Division for Libraries, Technology and Community Learning. Kathy Pletcher, COLAND Chair, will gather public testimony and make recommendations to the State Superintendent. All are welcome to attend, to speak, and/or submit written testimony.

Sponsor: Division for Libraries, Technology and Community Learning

Discovering Your Ancestral Story

Aloeswood

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

John will facilitate this "show & tell" presentation, and will summarize years of genealogical research on a German immigrant family that settled in New Ulm,

MN. Beginning with an obituary discovered in a local newspaper, this research project connected diverse cultural and historical events, including the Sioux War of 1862. The research chronicles one family's journey from poverty in 19th Century Europe to steamboating up the Mississippi River, homesteading on Indian Lands, and farming successfully in the Minnesota River Valley. He will get the stories flowing by detailing his experiences in doing genealogical research, but come prepared to share your own unique stories! John will wrap up the presentation by providing some ideas for practical and unconventional strategies and approaches.

Sponsor: Wisconsin Association of Academic Librarians

H. H. Bennett: The Man who Made Wisconsin Dells Famous

Cypress

Dale Williams, Director of the H.H. Bennett Studio and History Center, Wisconsin Dells

Dale Williams will highlight the life of H.H. Bennett, who came to the Dells at the age of 14 and became a photographer. It was his photography that made the Wisconsin Dells famous, and his life's work is preserved at the H.H. Bennett Studio and History Center, the most recent site recognized by the Wisconsin Historical Society.

Sponsor: Wisconsin Genealogy & Local History Roundtable

Meeting the Demand: 21st Century Trends in Resource Sharing

Marula

Joan Sommer, Head of Interlibrary Loan, Marquette University; **Amy Crowder**, ILL/Web Resources Librarian/Cataloger, Wisconsin State Law Library; **Rick Dross**, Library Patron and ILL user, Wisconsin Dells; **Karen Probst**, Head of Reference and ILL, Appleton Public Library

In today's change-enhanced library world, electronic access, print, speed and ease of use are the watchwords as resource sharing has taken on new dimensions and flavors. Panel members will share their experiences and observations on changing patron expectations, emerging trends, talk about how their libraries are adapting in the ever-evolving world of resource sharing and propose where they see resource sharing heading in the near and distant future.

Sponsor: Resource Sharing Round Table

Program Schedule – Friday

9:00 – 10:15 a.m. *continued*

Minnesota Crime Wave

Tamboti

William Kent Krueger, author; Carl Brookins, author; Ellen Hart, author

For three-and-a-half years, three mystery authors who came together to form the Minnesota Crime Wave have been traveling the highways and byways of the great U.S., promoting their books. In that time, the Wave has established a website, a press packet and two promotional posters, a quarterly newsletter, and a growing database of fans, libraries, bookstores and reviewers. During their presentation, they will discuss why they chose to band together, the benefits to them as well to libraries, and how the energy and synergy of three authors traveling together produce a more marketable and entertaining program. The need for self-promotion today is unquestionably not only necessary, but vital, but it can also be draining, expensive, and often beyond the reach of a single author. The Crime Wave will lead off the event by presenting a shortened version of their standard panel discussion, which will give the audience a feel for the kind of program they do. Once that is finished, they'll talk about how they work with libraries to create a successful event. Participants will be shown examples of the promotional materials they have developed to help libraries create a buzz. They also will discuss, from an author's perspective, the specifics they need from libraries to help them in their promotion, and how this collaboration can help create a dynamic presentation.

Sponsor: WLA Conference Committee

Taking the Show on the Road

Mangrove

Roxane Bartelt, Head of Children's Services, Kenosha Public Library; Shawn Brommer, Youth Services and Outreach Coordinator, South Central Library System; Kelly Hughbanks, Coordinator of Children's Services, Milwaukee Public Library

More and more libraries are hitting the road in the summer and reaching out to underserved and unserved children in their communities. You too can take your summer reading program 'on the road' and connect with children who have little chance of making it to the library. Learn how to work with community-based organizations, how to stretch your staff, and how to find funding. Whether you serve an urban or rural population, these ideas can work for your library. While your



traditional summer reading program continues to flourish in your library, imagine the possibilities of going beyond your library walls to involve even more children in your summer activities.

Sponsor: Youth Services Section

Technology Trends in Libraries

Guava

Jessamyn West, author of librarian.net, co-editor of Revolting Librarians Redux, an ALA councilor, a rural librarian, and library activist

It can be hard to sort the wheat from the chaff when it comes to new technology in your library. The more you know, the better you help others, and everyone in the library can help. In this program, Jessamyn West will show the good and the bad of some tech trends in libraries. Jessamyn is a librarian, community technology mentor, and the editor of the weblog *librarian.net*. She tries hard to advocate for sensible technology use at all types of libraries.

Sponsors: Media & Technology Section, Wisconsin Association of Public Libraries, Wisconsin Library Trustees & Advocates, Friends of Wisconsin Libraries

9:00 – 10:30 a.m.

POSTER SESSIONS

North Atrium

Building Connections: A Collaborative Discovery of Online Teaching

Ulrike Dieterle, Ebling Library, UW-Madison

During the 2004-05 academic year, School of Nursing clinical instructors and librarians at the Ebling Library, UW-Madison, combined their creative energies to produce four online library tutorials. This presentation will illustrate: 1) project objectives; 2) how the group planned, developed, and implemented online learning objects; 3) lessons learned from experiences and assessments; and 4) implications for future projects and collaborations.

Casper the Ghost as an Academic Library User— “Friendly But Still Invisible”

John Jax, Murphy Library, UW-La Crosse

Academic library print collections yield critical information such as circulation (and browse) counts by discipline, patron status, program or major, and even provide physical evidence of wear and tear. Today, with more and

more print collections migrating to an electronic format, a more critical collection development and assessment dilemma has been spawned due to the absence of such clues, which normally allow librarians to make informed decisions with regards to what kinds of resources are best for our constituents. In essence, academic library users have become more invisible than ever to the libraries that serve them. Therefore, in order for academic library managers to properly manage, plan, and budget, more data (both quantitative and qualitative) about the use of one's electronic collections are required. Directors of academic libraries must be informed about who is using what, why, and even for what purpose so as to provide invaluable justification to higher education administration in order to secure continued funding of increasingly expensive digital collections of scholarly information.

Celebrating a Century of Library Education in Wisconsin

Barbara Arnold and Jane Pearlmutter, School of Library and Information Studies, UW-Madison

The Wisconsin Library School was founded in 1906, as part of the Free Library Commission, and became the Library School of the University of Wisconsin shortly thereafter (now the School of Library and Information Studies). SLIS will present a slide show of pictures and documents from the Library School's first century.

Connecting Librarians and Film: Identifying Stereotypes

Jennifer Snoek-Brown, Karmann Library, UW-Platteville

The portrayal of librarians in film has been a popular subject of recent research, both in journals on popular culture and academic publications for librarians. The upcoming documentary "The Hollywood Librarian" has spurred even more recent interest in this topic. However, most of the existing research on librarians in film neglects to identify or discuss specific stereotypes: most articles actually foster the stereotypes by assuming that readers already know the stereotypes and the movies that portray them. My interest lies in outlining specific stereotypes for both male and female librarians and demonstrating how these stereotypes help or inhibit connections between librarians and the general public. I have divided my poster focus into two main areas: "Beyond the Bun: Female Librarian Stereotypes in Film" and "Beyond the Bowtie: Male Librarian Stereotypes in Film." My poster session is built on more than five years of researching and analyzing librarian portrayals in hundreds of films. Because most research either generally discusses librarian stereotypes (primarily female stereotypes) or focuses more on librarians' reactions to those stereotypes, I feel

my approach of identifying specific stereotypes—both male and female—will provide fresh and stimulating insight to this topic. Librarians will have the opportunity to laugh (or groan!) at their own profession's images on film, and recognition of librarian stereotypes may help librarians make better connections with the public.

Connecting the Dots: Improving our Article Delivery Service

Eileen Severson, Gundersen Lutheran Medical Center, La Crosse

How can we decrease our interlibrary loan costs? How can we save library staff and customer time? Are we maintaining our service standards? These are all questions we asked as we embarked on our article delivery service improvement project. By joining a library group that shares articles freely, implementing electronic article delivery, and examining our turnaround time, we accomplished our goals and found other areas of potential improvement. Visit this poster to discover how one library implemented a quality improvement project and how you might try it in yours.

Development of a Service Philosophy as a Change Management Tool

Natalie K. Reed and Terrance M. Burton, Ebling Library, UW-Madison

Consolidating five circulation and reference desks into one unified service desk in a brand new building was going to be a major change for a large academic library staff. Administration planned far ahead and applied appropriate change management principles to ensure the merger would be a positive experience for everyone. One effective tool was the process of developing a service philosophy. This poster describes this inclusive process and presents the critical elements on which all agreed.

Discover WAAL@ Wisconsin Dells

Jim Buckett and Sylvia Contreras, WAAL Conference Planning Committee

This WLA poster session will serve as a promotional and information display for the forthcoming WAAL 2007 conference to be held at the Wintergreen Resort and Conference Center, April 17-20, 2007.

Program Schedule – Friday

9:00 – 10:30 a.m.

POSTER SESSIONS *continued*

The Health Information Connection: Establishing Consumer Health Libraries in Regional Clinics

Kaye Crampton, Gundersen Lutheran Medical Center, La Crosse

Gundersen Lutheran serves a large geographic area, including Southeastern Minnesota, Northeastern Iowa, and Southwestern Wisconsin, and in addition to the main campus in La Crosse, there are numerous smaller regional clinics. In the past two years we have added two satellite health resource libraries to serve patients at regional clinics in outlying areas. This poster describes the steps taken to set up a new library—from initial request for a library to the opening ceremony.

Helping Consumers Find Reliable Health Information on the Web

Sue Coenen, Karen Hanus and Mary Blackwelder, Medical College of Wisconsin Libraries, Milwaukee

The general public often wants reliable consumer health information but does not always know how to find it. The Medical College of Wisconsin Libraries has developed a website entitled MCWCHARTS (<http://www.mcw.edu/charts>), which stands for Consumer Health—Accessing Reliable, Trusted Sources. This site was developed as part of an Advancing Healthier Wisconsin grant project entitled “Students as Facilitators for Consumer/Patient Access to Quality Internet Health Information.” In the summer of 2006, high school students enrolled in the Office of Student Affairs/Diversity Apprenticeship in Medicine Program (AIM), and third-year medical students, were shown the MCWCHARTS website and asked to tell patients in the clinics where they worked about the site. In addition, community classes will be held at local public libraries to teach community members how to find reliable consumer health information on the Web with MCWCHARTS as the primary teaching tool. The MCWCHARTS site includes descriptions, highlights, and links to several excellent consumer health websites, as well as a chart with evaluation criteria to help consumers evaluate websites not listed on MCWCHARTS that they might encounter during Internet searches. This grant project is ongoing through November 2007.

Inside Connections

Calah Goehring and Chris Hartman, School of Library and Information Studies, UW-Madison

This year, the Jail Library Group (JLG) is celebrating 15 years of connecting inmates of the Dane County jails with books, magazines and newspapers. JLG is the inmates’ only source of reading materials, and therefore provides connections not only to authors and characters, fact and fiction, but also the larger world outside the jail. One particular program that highlights the connections that books provide is Kid’s Connection. This program tapes inmates reading books aloud and sends the tape and books to the inmates’ children. The child is then able to enjoy the crucial experience of reading together with a parent, which reinforces the parent-child bond even through absence, while also forging an appreciation for reading and books. We will use this poster to celebrate the group’s accomplishments over the past 15 years by describing the services JLG provides, highlighting the types of materials that inmates most frequently request, and offering testimonials from inmates whose lives have been affected by this program.

Inviting the 800-pound Gorilla to the Table: Integrating Google & Google Scholar into an Information Literacy Program

Felicia Vastalo, Medical College of Wisconsin Libraries, Milwaukee

This informational poster discusses how Google and Google Scholar were integrated into the medical student curriculum and library education programming at the Medical College of Wisconsin Libraries (MCW). With Google’s powerful finding ability, the search engine has become a popular and reliable database to mine for information. In late July 2006, a keyword search for “Google” in PubMed reveals that Google is cited in the medical literature over 180 times mainly as a database used in literature reviews. Teaching the skills to leverage the most out of Google has enlightened our patrons in the strengths and weaknesses of Google and Google Scholar and, more importantly, has illustrated to our users when it is more efficient and effective to use another database. The Google classes have been well attended and are meeting an educational need in the MCW community, which includes clinicians, researchers, faculty, students and staff. This poster describes the various Google and Google Scholar classes offered at MCW in conjunction with the medical school curriculum, and as skills workshops offered to the wider MCW community, and how the Google classes fit into the overall educational programming at MCW Libraries.

Liaison Success: How to Connect

Michael Venner and Sandra Phelps, Ebling Library, UW-Madison

In 2003, the UW-Madison Health Sciences Libraries (soon to become Ebling Library) hired a new director, Terry Burton. One of his first directives was to implement a liaison program, and we were assigned the Department of Medicine, as well as several other areas. In this poster we will illustrate the variety of experiences over the last three years since we assumed our responsibilities. We will start with a brief background of Ebling's liaison program. We'll explain examples of our activities and how key events have often times created an interest in our expertise. For example, the need for bibliographic software training (EndNote) and the UW's subscription to RefWorks opened many doors, and the decision to replace Ovid technologies' MEDLINE with PubMed created increased demand for library instruction. This association has raised awareness of other library resources and services as well. This poster will illustrate methods and techniques that others might find useful.

Making Connections with Patient Care: The MCW Libraries Clinical Medical Librarian Service

Linda Backus, Barbara Ruggeri and Rita Sieracki, Medical College of Wisconsin Libraries, Milwaukee

Clinical Medical Librarian (CML) Services were introduced to hospital librarianship in the 1970s. A reference librarian attends regularly scheduled patient care team conferences in several departments, including Pediatrics, Internal Medicine, Dermatology and Obstetrics and Gynecology. As the physicians discuss challenging cases, questions arise about best diagnosis and treatment. The Clinical Medical Librarian searches the medical literature and locates the best articles to answer these questions. The poster will provide a description of the MCW Libraries' program, and will include an examination of how librarians connect residents, faculty and patients with valuable information that impacts decision making and treatment.

MCW Libraries' Support of Personal Digital Assistants (PDA)

Rita Sieracki, Roberto Harrison, Felicia Vastalo, Steve Reitci, Mark Lebow, Alexis Divine, Elizabeth Wagner, Medical College of Wisconsin Libraries, Milwaukee

Health care professionals are avid users of PDAs. A 2004 web-based survey from Library of the Health Sciences at the University of Illinois at Chicago found that 61 percent of survey respondents used PDAs. Such use

provides libraries with a perfect opportunity to take the lead and provide PDA support to their institution. This poster will demonstrate how the Medical College of Wisconsin Libraries support medical students and health care professionals in the use of PDAs.

The Medical Transcriptionist's Tool Box: Addressing the Information Needs of MTs

Michele Matucheski, Mercy Medical Center, Affinity Health System, Oshkosh

Medical transcriptionists have a unique set of information needs in their daily work environment, requiring quick answers on a variety of topics. This poster seeks to address some of the common information needs of MTs, while offering sources that can help them find the quick answers they seek. Early in 2006, one of our MTs asked me to do a library orientation program for their department. She provided a very specific list of a dozen types of questions for which they commonly need to find quick answers. These questions ranged from verifying spellings of drug names, medical procedures, surgical instruments, and physician names to the correct formats for cancer tumor classifications and bibliographic citations. My response was to create The Medical Transcriptionist's Toolbox, a webpage that unites these common questions with likely sources for answers. This page has been a huge hit with the Affinity Medical Transcriptionists, resulting in subsequent requests to present the program to more and more MT departments within the health system. It has also resulted in the MTs using their time more efficiently.

Prairie du Chien Memorial Library's Expansion

Nancy Ashmore, Prairie du Chien Memorial Library

This poster will share with you the results of a proposal to build a new library on "green" principles. The design for this library came from a team of UW-Platteville Engineering students. Come away with your own ideas of how to build similar library/student partnerships at your institution.

Program Schedule – Friday

9:00 – 10:30 a.m.

POSTER SESSIONS *continued*

School Libraries & Student Achievement: Making the Connection

Kate Bugher and Donna Steffan, Division for Libraries, Technology and Community Learning, Wisconsin Department of Public Instruction, and Vonna Pitel, retired, IMC Director, Cedarburg School District
The poster session and materials will focus on the results of a year-long research study of Wisconsin school libraries and their impact on student learning. Detailed analyses were conducted on the correlation between library media staff, resources and Wisconsin Knowledge and Concepts Examinations (WKCE) scores for all Wisconsin school districts, and the factors impacting those correlations were identified.

Shear Terror: Trimming the Print Reference Collection

Barbara Hamel, Steenbock Library, UW-Madison
As the budget continues to shrink, the Internet invades, and the battle for better use of building space rages, Steenbock Library's print reference collection has taken a hit. Escalating costs, plummeting use and online alternatives have necessitated a re-evaluation of the traditional print reference collection. This poster session will address the factors influencing change, what was done to the reference collection, and how the reference staff and patrons have coped.

Study Abroad Programs and Site Libraries: Rovigno, Istria (Croatia); La Pocatiere, Quebec (Canada); Izmir, Turkey; and Tangier, Morocco

Patricia Kuntz, UW SLIS Alumni, UW-Madison
The poster will describe some of the libraries available to Wisconsin students who study abroad during summer programs. Two programs deal with cultural programs (Rovigno "Border Crossings" & Izmir "Women & their Work") while two others (La Pocatiere—French and Tangier—Arabic) deal with language immersion programs in French and Arabic. The point of the poster presentation is to emphasize the need for study abroad directors to work closely with librarians in preparing orientation materials prior to departure, and to work closely with site librarians during the programs to enrich the content and build collaboration by discipline and librarianship.

Tie One On

M. Christine Chamness, UW-Fox Valley Library, Menasha

The poster will explain how to research a startup business for BUS 101 students.

Top Ten Benefits of Being a GMR Network Member

Susan Jacobson, Ruth Holst, Holly Ann Burt, Jacqueline Leskovec, Tammy L. Mays, Charniel McDaniels, Bryan S. Vogh, Rosalva Diaz, and Nelida Cruz, Greater Midwest Region, National Network of Libraries of Medicine, Chicago

The purpose of the poster is to promote the benefits of membership in the Greater Midwest Region (GMR) of the National Network of Libraries of Medicine (NN/LM). The GMR, located at the University of Illinois at Chicago, offers a rich array of services for our network members, most notably access to vital health information

10:15 – 11:00 a.m.

Autograph Garden — Minnesota Crime Wave

William Kent Krueger, Carl Brookins, Ellen Hart
outside Tamboti



10:30 – 11:45 a.m.

A Torturous Route: Combing National Security Files and Finding 50-Year-Old CIA Fingerprints All Over Abu Ghraib and Guantanamo

Cypress

Alfred McCoy, Professor of History, UW-Madison
In his new book, "A Question of Torture: CIA Interrogation from the Cold War to the War on Terror," Alfred McCoy decodes the language of psychological torture, noting particular methods that point to signature Cold War torture techniques. He will elaborate on his research methods and how he pieced together a puzzle by wading through mountains of government documents, piles of academic research papers—often tied closely to CIA contracts—and personal interviews with torture victims and perpetrators.

Sponsors: Intellectual Freedom Round Table; Library Research Round Table; Social Responsibilities Round Table; Wisconsin Library Trustees & Advocates

Aiming High: Bringing Topnotch Authors and Humanities Programs to Your Library

Tamboti

David Brostrom, Associate Director, Waukesha Public Library, past Board Chair of the Wisconsin Humanities Council, Public Relations Coordinator for Governor Doyle's 'Poet Laureate Commission', and poet and nonfiction writer

This program will feature tips and strategies on how to “land” big authors, implement a multi-part humanities series, dive into new adventures like poetry and film festivals, and how to incorporate music and other arts into library programming. Puzzled as to where to look for grant money? This program will help you discover where to find substantial humanities support at federal, state, and local granting levels. Based on his experiences, the presenter will also share insider tips on how you can submit a proposal that ‘sticks out like an orange poppy’ in the competitive field of grant applications. If you are someone interested in taking a fresh programming idea from germination to a full-blooming flower, this special program is for you!

Sponsor: Wisconsin Association of Public Libraries

Behind Closed Doors? Service on Children's Literature Awards Committees

Guava

Ginny Moore Kruse, Director Emeritus, Cooperative Children's Book Center, School of Education, UW-Madison; M. J. Wiseman, Children's Literature Specialist; Shawn Brommer, Youth Services & Outreach Coordinator, South Central Library System

Are you curious about serving on book award committees for youth? A panel of Wisconsin librarians will discuss their service on state, regional and national awards committees including the Caldecott, Batchelder, Geisel and Burr/Worzalla awards. Join us to learn about serving on awards committees and discover ways to get involved in book discussion activities in your own communities that will prepare you for award committee work.

Sponsor: Youth Services Section

Destination ImagiNation: Creative and Critical Reading Skills

Marula

Pat Schoonover, UW-Stevens Point School of Education, and state director of Wisconsin Creative Problem Solving Programs

Destination ImagiNation is an international creative problem-solving program. Each year five new team challenges are developed and distributed to teams that join. The challenges require careful reading, but more than that, the challenges also require a great deal of research on the part of the team. Teams learn to research more effectively, to read for comprehension, and write with clarity and creativity. This presentation will describe the program, but will focus on the team's learning and development of creativity and problem solving as well as the kind of reading and research they must do. There also will be a discussion on the part that team building and team work might play in this development.

Sponsor: Wisconsin Association of Academic Librarians

From the Codification of Text to the Manipulation of Reality: A New Paradigm for Information Professionals

Aloeswood

Johannes Britz, School of Information Studies, UW-Milwaukee

This session will focus on the new techno-economic paradigm that is brought about by modern information and communication technologies (ICT). Specific emphasis will be on its impact on the education and work of librarians and other information professionals. Included will be an explanation of the new techno-economic paradigm; its impact on business (such as the publishing and airline industries), government, banking, etc; and what implications it has for the information industry, specifically the education of librarians and other information professionals, as well as for the job market. Dr. Britz will discuss how SOIS addresses the new techno-economic paradigm in preparing its graduates.

Sponsor: Wisconsin Association of Academic Librarians

Program Schedule – Friday

10:30 – 11:45 a.m. *continued*

Small Libraries and The Digital Divide

Suite 3

Jessamyn West, author of *librarian.net*, co-editor of *Revolting Librarians Redux*, an ALA councilor, a rural librarian, and library activist

Jessamyn West will speak about the “good and bad” of technology trends in libraries.

Sponsors: Media & Technology Section, Wisconsin Association of Public Libraries, Wisconsin Library Trustees & Advocates, Friends of Wisconsin Libraries.

Tradition and Innovation: Helping Patrons Perform Historical Research in the Printed and Online World

Mangrove

Micaela Sullivan-Fowler, Curator & History of Health Sciences Librarian, Ebling Library, UW-Madison

From finding a 19th century obituary to locating original sources on Southern midwives in the 1950s, historical inquiries constitute a wide range of reference questions. This presentation will examine innovative approaches to framing a historical inquiry, and to identifying print and online resources. Between electronic catalogs, newly accessible finding aids, digitized images, and full text databases, there’s never been a more dynamic and fulfilling time to help your patrons discover the “old stuff.”

Sponsors: Association of Wisconsin Special Librarians, Wisconsin Health Sciences Library Association

Wisconsin’s Legislative and Judicial Websites: What’s There, What’s Where, What’s New

Suite 6

Connie Von Der Heide, Director of Reference and Outreach Services, Wisconsin State Law Library

When your patrons need help finding a Wisconsin statute, regulation, or court opinion on the web, are you up to the task? During this overview of the Wisconsin Legislature and Wisconsin Court System websites you’ll get tips on searching the recently upgraded Wisconsin Statutes and Administrative Code databases; locating current legislation and background information; finding court opinions and forms; locating information on attorney conduct grievances; and you’ll take a look at resources especially for self-represented (“pro se”) litigants.

Sponsors: Association of Wisconsin Special Librarians, Law Library Association of Wisconsin

12:00 – 2:00 p.m.

President’s Luncheon Books, Bytes, and Soap Boxes: Speaking Up for Libraries

Suites 1,2,7,8

Manuel Urrizola, Head of Monograph Cataloging at the University of California, Irvine Libraries

The great Library of Alexandria was by all accounts... great—full of great ideas and a great amount of information. And the importance of libraries is no less today than in the past. As a librarian, I have the expertise and experience to know just how important libraries are to each individual and to society. I must also have the voice to express the essential role libraries play in my daily life, in my neighborhood, and in this democracy. I must stand on my soap box to passionately speak out for libraries and to articulate the treasure-trove of information they unlock. I look back fondly and with amusement at my life-long relationship with books and libraries. I look forward with pride and prejudice to my continuing relationship with libraries—as a patron, as a worker, and as an advocate.



Sponsor: WLA Conference Committee, WLA Foundation

WLA 2007 Conference

See you at the

Regency Suites and KI Convention Center

Green Bay, Wisconsin

October 16–19, 2007

Non-Member Conference Speakers

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