



# Libraries Here *and* Now



*Wisconsin Library Association Annual Conference  
October 16–19, 2007  
Regency Suites and KI Convention Center  
Green Bay, Wisconsin*



# Considering a *green* library?



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



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



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



Currently in design, the new **Gail Borden Public Library West Side Branch** in **Elgin, IL** features cool daylighting strategies and optimized energy performance along with an alternate for geothermal ground source energy. The project is targeting a LEED® Silver certification.

Engberg Anderson **Design Partnership, Inc.**

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Welcome to the WLA Conference of 2007! Terrie Howe and the entire conference committee have been hard at work to make your time here educational and fun. All of WLA's divisions and units have brought their creativity and work to this event as well. I hope that you all find just what you need for your "library back home" during many program spots this week.

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

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

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



Thanks for making the Wisconsin Library Association an important part of your life and sharing this time with colleagues. This year's conference demonstrates that WLA "unites and supports people from all types of libraries to develop and advocate for dynamic, responsive Wisconsin libraries."

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# 2007 Board of Directors Wisconsin Library Association



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Retired, Verona High School

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

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

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

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

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

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

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

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

## Green Bay Area Attractions

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

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

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

<http://www.downtowngreenbay.com/links.shtml>

<http://www.greenbay.com/>

<http://map.mapnetwork.com/destination/packercountry/>

[http://www.greenbay.com/thingstodo/places\\_packers.htm](http://www.greenbay.com/thingstodo/places_packers.htm)

<http://www.oldmainstreetgb.com/>

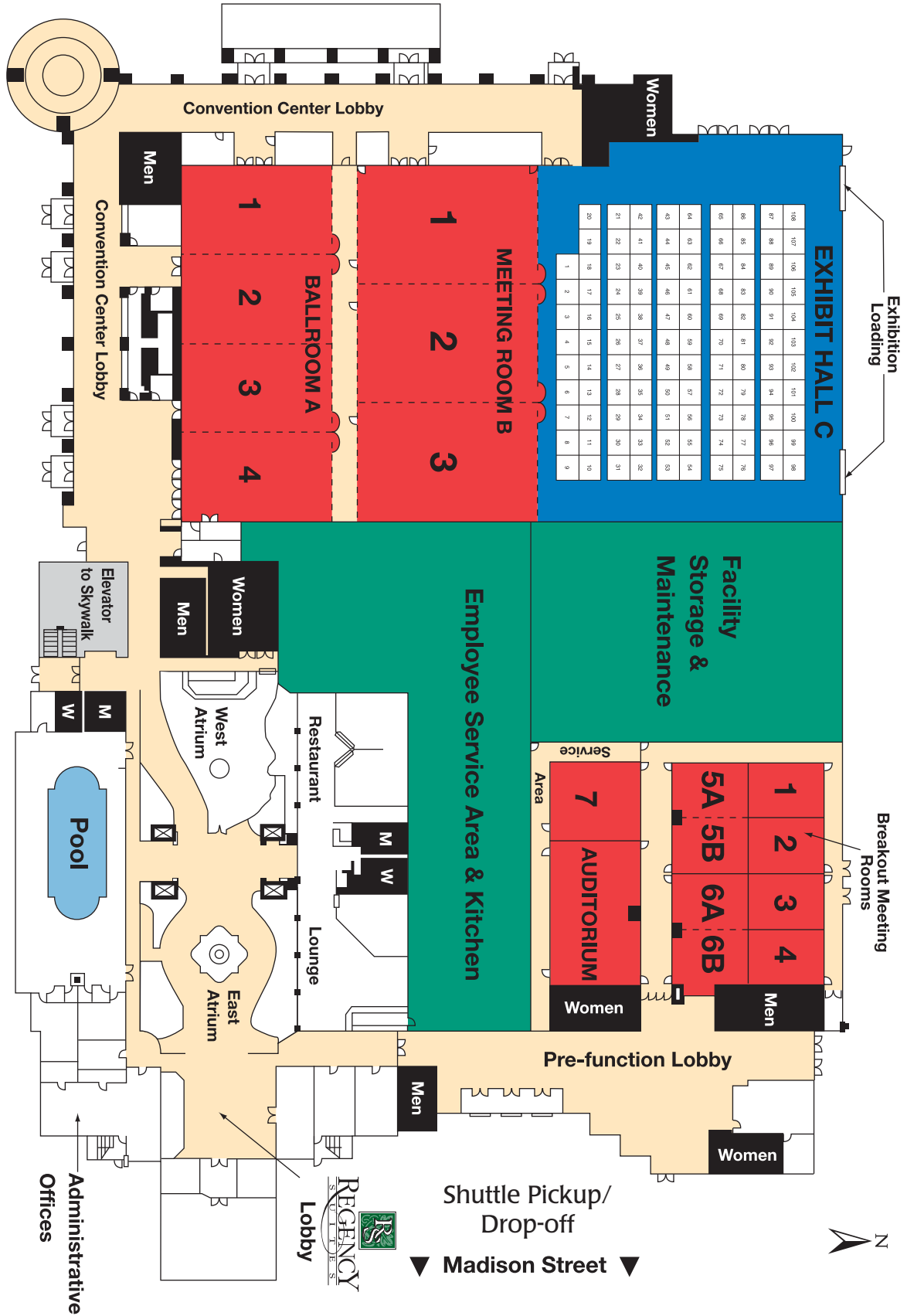
<http://www.onbroadway.org/>

# Regency Suites and KI Convention Center Map

Adams Street

Main Street

Elm Street



Shuttle Pickup/  
Drop-off  
▼ Madison Street ▼



# Conference Schedule at a Glance

## Tuesday, October 16, 2007

12:30 p.m. – 4:30 p.m.	“Interesting” Times of Intellectual Freedom: an IFRT Pre-conference with Judith Krug . . . . .	Meeting Rooms 5A-B
1:00 p.m. – 4:00 p.m.	Living Your Life on Purpose: Developing a Personal Mission, a WeLead Pre-conference with Joan Gillman. . . . .	Meeting Room 7
3:00 p.m. – 7:00 p.m.	Registration . . . . .	KI Convention Center
4:00 p.m. – 6:00 p.m.	Vendor/WeLead Reception . . . . .	Exhibit Hall
	Wisconsin Association of Public Libraries Board Meeting. . . . .	Meeting Room 6A
6:00 – 8:00 p.m.	Wisconsin Library Association Board Meeting . . . . .	Meeting Room 6B

## Wednesday, October 17, 2007

6:30 a.m. – 9:30 a.m.	Conference Breakfast . . . . .	Regency Suites Hotel Atrium
7:00 a.m. – 7:00 p.m.	Registration . . . . .	KI Convention Center
7:30 a.m. – 8:30 a.m.	Wisconsin Library Association Past Presidents’ Breakfast . . . . .	Meeting Room 6B
8:45 a.m. – 10:00 a.m.	Keynote Address: A Writer’s Life, with David Maraniss . . . . .	Meeting Rooms B1-2-3
10:00 a.m. – 10:45 a.m.	Exhibits Grand Opening with Refreshments . . . . .	Exhibit Hall
10:00 a.m. – 5:00 p.m.	Exhibits . . . . .	Exhibit Hall
	Internet Café . . . . .	Ballroom A4
	WLA Foundation Silent Auction . . . . .	Ballroom A4
10:15 a.m. – 11:00 a.m.	Autograph Garden: David Maraniss. . . . .	Exhibit Hall
11:00 a.m. – 12:15 p.m.	Applying Survey Methodology in the Real World . . . . .	Meetings Room 2
	Grants: Finding Out “Where Do I Get the Money?“. . . . .	Meeting Room 6B
	Intellectual Freedom Issues: Hot Off the Presses. . . . .	Auditorium
	Library Conference Planning 101: Backs to the WAAL . . . . .	Meeting Room 6A
	Open Holds — A Win-Win Solution! . . . . .	Meeting Room 3
	Rural Library Sustainability Reunion . . . . .	Meeting Room 5B
	WISCAT Update . . . . .	Meeting Room 5A
	Youth Issues in Mental Health . . . . .	Meeting Room 7
11:45 a.m. – 1:30 p.m.	Box Lunches Available . . . . .	Exhibit Hall
12:30 p.m. – 2:00 p.m.	Association of Wisconsin Special Libraries Business Meeting. . . . .	Meeting Room 1
	Author Luncheon with Ann Bausum . . . . .	Ballroom A1-2-3
2:00 p.m. – 3:15 p.m.	The Changing Face of Reference. . . . .	Meeting Rooms 5A-B
	Learning Games and Simulations: What Librarians Need to Know . . . . .	Meeting Room B1
	Lutie Stearns and Her Library Legacy . . . . .	Meeting Room 4
	Parents’ Toolkit to Using Badgerlink . . . . .	Meeting Room 2
	Podcasting as a Library Tool . . . . .	Auditorium
	Putting Library Services Where Our Users Live and Work . . . . .	Meeting Room 7
	Reaching Out to the Spanish-Speaking Community . . . . .	Meeting Rooms 6A-B
2:00 p.m. – 4:00 p.m.	Reel Librarians: Connecting Librarians & Film . . . . .	Meeting Room 3
	Tour of the St. Norbert Abbey Library and Archives . . . . .	
2:15 p.m. – 3:00 p.m.	Autograph Garden: Ann Bausum. . . . .	Exhibit Hall
3:15 p.m. – 4:00 p.m.	No-Conflict Break in the Exhibit Hall. . . . .	Exhibit Hall
3:30 p.m. – 4:30 p.m.	Autograph Garden: Stuart Stotts. . . . .	Exhibit Hall
4:00 p.m. – 5:15 p.m.	The Best of Web 2.0. . . . .	Auditorium
	Bookmaking 101. . . . .	Ballroom A1
	Burnout and YSS Annual Business Meeting. . . . .	Meeting Room 3
	FLASH! The Digital Future of Talking Books . . . . .	Meeting Room 1
	Library 2.0: The Movement Explained. . . . .	Meeting Rooms 6A-B
	NAMI’s In Our Own Voice . . . . .	Meeting Room 2
	Providing Health Reference on a Budget . . . . .	Meeting Room 5B
	Real World RSS: Developing a Current Awareness Service for Your Patrons . . . . .	Meeting Room 5A
5:30 p.m.	Campaign for Wisconsin Libraries T-Shirt Photo Shoot . . . . .	Regency Suites Atrium
5:30 p.m. – 6:30 p.m.	Wisconsin Education & Curriculum Librarians Business Meeting . . . . .	Meeting Room 7
6:00 p.m. – 7:00 p.m.	UW-Madison School of Library and Information Studies Reunion. . . . .	Meeting Room A3
	UW-Milwaukee School of Information Studies Reunion. . . . .	Meeting Room A2
6:00 p.m. – 7:30 p.m.	<i>One Thousand White Women</i> : Book Discussion. . . . .	Auditorium
8:00 p.m. – 11:00 p.m.	WLA Foundation Fundraiser: “WLAF Irish Fest“ . . . . .	Ballrooms A1-2-3

# Conference Schedule at a Glance

## Thursday, October 18, 2007

6:30 a.m. – 9:30 a.m.	Conference Breakfast . . . . .	Regency Suites Hotel Atrium
7:00 a.m. – 5:00 p.m.	Registration . . . . .	KI Convention Center
7:30 a.m. – 8:30 a.m.	Circulation Services Round Table Business Meeting . . . . .	Meeting Room 1
	Government Information Round Table Business Meeting. . . . .	Meeting Room 2
	Library User Education Round Table Business Meeting . . . . .	Meeting Room 7
	Media and Technology Section Business Meeting . . . . .	Meeting Room 3
	Resources Sharing Round Table Business Meeting. . . . .	Meeting Room 5A
	Wisconsin Genealogy and Local History Round Table Business Meeting . . . . .	Meeting Room 6A
	Continental Breakfast and “Show & Tell” on Brown County Library’s New Parent/Teacher Centers . . . . .	Brown County Library
8:00 a.m. – 10:00 a.m.	WLA Foundation Board Meeting . . . . .	Meeting Room 4
8:30 a.m. – 3:30 p.m.	WLA Foundation Silent Auction . . . . .	Ballroom A4
8:30 a.m. – 4:30 p.m.	Exhibits . . . . .	Exhibit Hall
8:30 a.m. – 5:00 p.m.	Internet Café. . . . .	Ballroom A4
9:00 a.m. – 10:15 a.m.	Academic Podcasting – Costs, Benefits and Outcomes at UW-Washington County . . . . .	Auditorium
	How Do I Manage Series Authorities Now That LC Is Not? . . . . .	Meeting Room 3
	Leadership and Resilience: Strategies for Personal and Organizational Renewal . . . . .	Meeting Room B1
	<i>Litera Scripta Manet</i> : How to Inspire and Cultivate Bookclust in Your Patrons . . . . .	Meeting Rooms 6A-B
	Net Neutrality and Internet Surveillance . . . . .	Meeting Room 7
	Open Meetings Law and You . . . . .	Meeting Room A2
	The Smooth, Bumpy and Zigzagged Road to Making the Masters of Story Time . . . . .	Meeting Room 1
	Those Who Can, Teach: Becoming a More Effective Trainer . . . . .	Meeting Room 2
	Uncomfortable with Your Discomfort? . . . . .	Meeting Rooms 5A-B
10:00 a.m. – 10:45 a.m.	No-Conflict Break in the Exhibit Hall. . . . .	Exhibit Hall
11:00 a.m. – 12:15 p.m.	CCBC (Children’s Cooperative Book Center). . . . .	Meeting Room 4
	Fighting Fraud: We Can Do It — Together!. . . . .	Auditorium
	Managing Your Library for GREAT Customer Service. . . . .	Meeting Room B1
	The New Media Ecology . . . . .	Meeting Rooms 6A-B
	Non-Profit Marketing: What My Mother Wouldn’t Tell Me . . . . .	Meeting Room 3
	Notable Book Marathon . . . . .	Meeting Room 7
	Training 2.0: Bringing Order to Chaos. . . . .	Meeting Rooms 5A-B
	Using Digital Collections for K-12 Education . . . . .	Meeting Room 1
	Using WISCAT as a Resource Sharing Tool . . . . .	Meeting Room 2
	What’s My Role? A Mini Trustee Workshop . . . . .	Ballroom B3
11:45 a.m. – 1:30 p.m.	Box Lunches Available . . . . .	Exhibit Hall
12:30 p.m. – 1:30 p.m.	Autograph Garden: Jeff Russell . . . . .	Exhibit Hall
12:30 p.m. – 2:00 p.m.	President’s Luncheon . . . . .	Ballroom A1-2
	WLTA Luncheon and Business Meeting: Trustees and Friends Working Together. . . . .	Ballroom A3
2:00 p.m. – 3:15 p.m.	Appreciative Inquiry (AI): How Do We Use It At Our Library? . . . . .	Meeting Room B2
	Everyone’s Retiring! Wisconsin’s Workforce In Ten Years . . . . .	Meeting Room 7
	Genealogy 101 . . . . .	Meeting Room 1
	Just Keep Shoveling, with Michael Perry, 2007 RR Donnelly Award Winner. . . . .	Meeting Room B1
	Library and Community Involvement. . . . .	Meeting Room 2
	Taking the Non out of Non-User: Increase Your Library’s Reach . . . . .	Auditorium
	Teen Time . . . . .	Meeting Room 3
	UW-Madison Libraries/Google Partnership . . . . .	Meeting Rooms 5A-B
	We Are the Very Model of a Modern Staff Training Program . . . . .	Meeting Rooms 6A-B



# Conference Schedule at a Glance

3:00 p.m. – 3:30 p.m.	Autograph Garden: Ann Bausum . . . . .	Exhibit Hall
3:15 p.m. – 4:00 p.m.	No-Conflict Break in the Exhibit Hall. . . . .	Exhibit Hall
3:30 p.m. – 4:30 p.m.	Autograph Garden: Michael Perry . . . . .	Exhibit Hall
4:00 p.m. – 5:15 p.m.	Bibliotherapy with Pet Books—Nonfiction Reads for Animal Lovers . . . . .	Meeting Room 7
	Kitchen...Stitchin': Places for Women to Express Self and Community. . . . .	Meeting Rooms 5A-B
	Life in a Consortium: A Balancing Act . . . . .	Ballroom A1
	Ann Bausum, 2008 Burr Worzalla Award Winner. . . . .	Meeting Room 4
	Reel to Real: Films and Discussion About Topics That Matter . . . . .	Auditorium
	Student Research Forum . . . . .	Meeting Room 1
	Successful ILL Practices for Distance Education Students . . . . .	Meeting Room 2
	What's New Under the Dome – Legislative Update Session. . . . .	Meeting Rooms 6A-B
	The Wisconsin User and Library User . . . . .	Meeting Room 3
5:15 p.m. – 6:00 p.m.	Autograph Session: Ken Foster . . . . .	Meeting Room 7
5:30 p.m. – 6:30 p.m.	WLA and WLA Foundation Annual Business Meeting. . . . .	Auditorium
7:00 p.m. – 9:00 p.m.	Awards Banquet . . . . .	Ballrooms 1-2-3

## Friday, October 19, 2007

6:30 a.m. – 9:30 a.m.	Conference Breakfast . . . . .	Regency Suites Hotel Atrium
7:00 a.m. – 10:00 a.m.	Registration . . . . .	KI Convention Center
7:00 a.m. – 8:30 a.m.	Bird Watching and Nature Hike at the Bay Beach Wildlife Sanctuary	
7:30 a.m. – 8:30 a.m.	Readers Section Business Meeting . . . . .	Meeting Room 3
	Technical Services Section Business Meeting . . . . .	Meeting Room 2
8:30 a.m. – 11:30 a.m.	Internet Café . . . . .	Ballroom A4
	View Webbie Award Winners . . . . .	Ballroom A4
9:00 a.m. – 10:15 a.m.	BadgerLink: Best Practices for Branding and Access. . . . .	Meeting Room 4
	How to Weed Your Library Without Losing Your Mind . . . . .	Meeting Room 2
	In the “Palm” of Your Hand . . . . .	Auditorium
	Manga and Anime: It's All Japanese to Me . . . . .	Meeting Room 7
	Tracing Your Ancestors Through Genealogy Tips and Tricks . . . . .	Meeting Room 5A
	What's Toxic in Your Neighborhood? . . . . .	Meeting Room 3
	The Wisconsin Court System's Self-Help Family Law Site . . . . .	Meeting Room 1
	Wisconsin Public Library Standards and Certification. . . . .	Meeting Rooms 6A-B
10:30 a.m. – 11:45 a.m.	The 411 on Mashups . . . . .	Meeting Rooms 6A-B
	Bay Beach Wildlife Sanctuary Live Animal Program . . . . .	Auditorium
	The Effects of Intervention on Students' ICT Skills at UW-Green Bay. . . . .	Meeting Room 4
	Helping Patrons Understand Environmental Issues . . . . .	Meeting Rooms 5A-B
	Hiring Tips to Strengthen Your Workforce . . . . .	Meeting Room 1
	The Original Information Highway . . . . .	Meeting Room 7
	Poets as Peacemakers, Poets as Healers. . . . .	Meeting Room 3
	Private Soldiers: A Year in Iraq with Wisconsin's 2-127th . . . . .	Ballroom A1
	Reaching Out to Homeschoolers. . . . .	Meeting Room 2
11:45 a.m. – 12:30 p.m.	Autograph Session: Staff Sergeant Joseph Streeter . . . . .	Ballroom A1
12:00 a.m. – 12:30 p.m.	Autograph Session: Ellen Kort. . . . .	Meeting Room 3

# Board, Business and Committee Meetings

## Tuesday, October 16, 2007

4:00 p.m. – 6:00 p.m. Wisconsin Association of Public Libraries Board Meeting . . . . . Meeting Room 6A  
6:00 p.m. – 8:00 p.m. Wisconsin Library Association Board Meeting . . . . . Meeting Room 6B

## Wednesday, October 17, 2007

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

## Thursday, October 18, 2007

7:30 a.m. – 8:30 a.m. Circulation Services Round Table Business Meeting . . . . . Meeting Room 1  
Government Information Round Table Business Meeting. . . . . Meeting Room 2  
Library User Education Round Table Business Meeting . . . . . Meeting Room 7  
Media and Technology Section Business Meeting . . . . . Meeting Room 3  
Resources Sharing Round Table Business Meeting. . . . . Meeting Room 5A  
Wisconsin Genealogy and Local History Round Table Business Meeting. . . . . Meeting Room 6A  
8:00 a.m. – 10:00 a.m. WLA Foundation Board Meeting. . . . . Meeting Room 4  
12:30 p.m. – 2:00 p.m. WLTA Luncheon and Business Meeting. . . . . Ballroom A3  
5:30 p.m. – 6:30 p.m. WLA and WLA Foundation Annual Business Meeting. . . . . Auditorium

## Friday, October 19, 2007

7:30 a.m. – 8:30 a.m. Readers Section Business Meeting . . . . . Meeting Room 3  
Technical Services Section Business Meeting . . . . . Meeting Room 2

### Exhibits

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

### Breaks in the Exhibit Hall

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

### Internet Café

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

### Registration

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

### WLA Foundation Silent Auction

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

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# Exhibit Categories

## Architecture & Design

Burnidge Cassell Associates, Inc.  
Durrant Group, Inc.  
Engberg Anderson Design Partnership,  
Inc.  
Frye Gillan Molinaro Architects  
HGA Architects & Engineers  
Short Elliott Hendrickson, Inc.

## Associations

Library Council of Southeastern WI

## Audio Materials

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

## Audio Visual Equipment/ Systems

Camera Corner/Connecting Point  
Sebco Books

## Binding

Houchen Bindery, Ltd.

## Book Jobber/Wholesaler

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

## Books

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

## Children's Books/Materials

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

## Children's Programs

AWE, Inc.  
Mister Anderson's Company

## Computer Software

SirsiDynix

## Consortium

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

## Construction Management/Contractor

Riley Construction Company, Inc.

## Databases

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

## Digital Scanning & Preservation

Auto-Graphics, Inc.  
MTM International, Inc.  
ProQuest

## Distributor

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

## DVDs & Videos

NEWIST/CESA 7  
PBS Video  
Quality Books, Inc.  
Unique Books, Inc.

## Education

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

## Engineers

Camera Corner/Connecting Point  
Durrant Group, Inc.  
Short Elliott Hendrickson, Inc.

## **Furniture**

Brodart Company  
Buckstaff Company  
DEMCO, Inc.  
Embury, Ltd.  
Highsmith Inc.

## **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

## **Landscaping**

Burnidge Cassell Associates, Inc.

## **Large Print Books**

Gale, part of Cengage Learning

## **Literacy**

AWE, Inc.

## **MARC Subscriptions**

Auto-Graphics, Inc.

## **McNaughton Leased**

## **Products & Services**

Brodart Company

## **Metadata**

Auto-Graphics, Inc.

## **Movers**

Coakley Bros. Company  
Yerges Moving and Storage

## **Multi Media**

Camera Corner/Connecting Point

## **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  
Portalwisconsin.org  
ProQuest  
Wisconsin Library Services (WiLS)

## **Portal Software**

Auto-Graphics, Inc.  
Portalwisconsin.org

## **Program Resources**

Library Council of Southeastern WI  
Mister Anderson's Company

## **Promotional Materials**

Upstart/UpstartBooks

## **Publishers**

Books on Tape/Listening Library  
Gale, part of Cengage Learning  
Marshall Cavendish-Benchmark  
Recorded Books, LLC  
Scholastic Classroom & Library Group  
University of Wisconsin Press

## **Puppets**

Mister Anderson's Company  
The Penworthy Company

## **Puzzles**

Mister Anderson's Company

## **Reference Materials**

Bowker  
Davidson Titles, Inc.  
EBSCO Information Services  
Gale, part of Cengage Learning  
H.W. Wilson Company  
Learning Opportunities, Inc.  
Marshall Cavendish-Benchmark  
ProQuest  
Unique Books, Inc.  
World Book Publishing

## **Resource Sharing**

Auto-Graphics, Inc.

## **RFID**

3M Library Systems

## **Security**

Brodart Company

## **SELF-CHECK**

3M Library Systems

## **Shelving**

Brodart Company  
Camera Corner/Connecting Point  
DEMCO, Inc.  
Embury, Ltd.

## **Signage**

Brodart Company  
DEMCO, Inc.

## **Storage**

Coakley Bros. Company  
Yerges Moving and Storage

## **Storytelling Resources**

H.W. Wilson Company  
Mister Anderson's Company

## **Subscription Services**

EBSCO Information Services

## **Supplies**

Brodart Company  
DEMCO, Inc.  
Highsmith Inc.

## **Technology Management**

Auto-Graphics, Inc.  
MTM International, Inc.  
SirsiDynix

## **Video**

Baker & Taylor

## **Videoconferencing**

Camera Corner/Connecting Point

# Directory of Exhibitors

## 3M Library Systems\*

P.O. Box 33682  
3M Center Building 225-4N-14  
St. Paul, MN 55144  
(612) 281-3600  
(651) 651-6962  
www.3m.com/library

*Representative:* Chris Nault  
RFID, SELF-CHECK-out, materials handling, SELF-CHECK-in, Security.

## AAA

160 South McCarthy Road  
Appleton, WI 54913  
(715) 828-7523  
(715) 738-4234 (fax)  
www.aaa.com

*Representative:* Kiersten Gustafson  
AAA, partnering with WLA, offers members 15% savings on AAA membership and up to 25% savings on auto/home insurance. Stop at Booth 205 for more information.

## AARP Wisconsin

222 West Washington Avenue, Suite 222  
Madison, WI 53703  
(608) 286-6337  
(608) 251-7612 (fax)  
www.aarp.org

*Representative:* Jeanne Benink  
AARP is a non-profit, non-partisan membership organization that helps people 50+ have independence, choice and control in ways beneficial and affordable to them and to society.

## Alpine Book\*

3405 Arroyo Road  
Brookfield, WI 53045  
(262) 565-7131 (cell)  
(262) 783-7323 (voice/fax)

*Representatives:* Dave Collins, Deb Collins  
Wisconsin regional and popular non-fiction titles for libraries.

## Booth 403

## Booth 205



## Aurora Health Care Libraries Booth 414

855 North Westhaven Drive  
Oshkosh, WI 54904  
(920) 456-7039  
(920) 456-7049 (fax)  
www.aurora.org/library

*Representative:* Amy Melchior-Kemp  
NN/LM provides support, information and access to bio-medical resources for libraries and the public.

## Auto-Graphics, Inc.

3201 Temple Avenue  
Pomona, CA 91768  
(909) 569-1509  
www.auto-graphics.com

*Representative:* Lynn Shrewsbury  
Auto-Graphics offers web-based library automation solutions through AGenT™, a suite of integrated products—including an ILS, ILL and federated search solutions—with a single interface.

## Booth 416

## Awe, Inc.

2501 Seaport Drive, Suite 410SH  
Chester, PA 19013  
(610) 348-2200  
(610) 354-8684 (fax)  
www.awe-net.com

*Representative:* Michael Mok  
AWE develops products that solve the critical issues associates with Public Access and Educational Solutions. We anticipate literacy needs of children and content requirements of patrons of all ages. Our mission is to make a difference in the accessibility and use of information in schools and libraries.

## Booth 316

## Booth 307

## Booth 110



## BWI

1847 Mercer Road  
Lexington, KY 40511  
(859) 231-9789  
(859) 225-6700 (fax)  
www.bwibooks.com

*Representative:* Jennifer Rose  
BWI is a full service vendor, offering a professional Collection Development, Cataloging and Processing staff, dedicated exclusively to meeting the individual needs of public libraries nationwide. BWI also offers Playaway, the new self-contained audio book!

## Booth 408

### Breaks in the Exhibit Hall

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

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

## **Baker & Taylor, Inc.\***

2550 West Tyvola Road, Suite 300  
Charlotte, NC 28217  
(704) 998-3231  
(704) 998-3316 (fax)  
www.btol.com

*Representatives:* Mark Trunzo, Phyllis Baker

Baker & Taylor, based in Charlotte, NC, is a global information and entertainment services company that offers books, DVDs, music and related services to libraries, educational institutions and retailers.

## **Blackwell**

6024 Jean Road, Building G  
Lake Oswego, OR 97035  
(503) 684-1140  
(503) 638-8825 (fax)  
www.blackwell.com

*Representative:* Mike Arnold

For 128 years, Blackwell has been supplying academic and research libraries with books and bibliographic support. Their tools, services and partnerships are built to respond to rapidly changing information publishing, distribution and access, and create efficient workflows for libraries.

## **Book Systems, Inc.**

4901 University Square, Suite 3  
Huntsville, AL 35816  
(256) 319-6720  
(256) 319-6792 (fax)  
www.booksys.com

*Representative:* Shannon Duncan

Book Systems offers affordable library automation solutions for single-site or multi-branch libraries. Our suite of products includes Atrium, Booktracks, Concourse, eZcat and WebOPAC.

## **Books On Tape/ Listening Library**

3070 Bristol, Suite 650  
Costa Mesa, CA 92676  
(714) 689-8729  
(714) 689-8799 (fax)  
www.booksontape.com

*Representative:* Cynthia Boughan

Best sellers, audio books and large print.

## **Booth 517**

## **Bound To Stay Bound Books\* Booth 400**

1880 West Morton  
Jacksonville, IL 62650  
(800) 637-6586  
(800) 747-2872 (fax)  
www.btsb.com

*Representative:* Berry Bell

BTSB produces prebound juvenile library books with full processing and automation support available.

## **Bowker**

630 Central Avenue  
New Providence, NJ 07974  
(908) 219-0076  
(908) 219-0191 (fax)  
www.bowker.com

*Representative:* Jeremy Link

Bowker provides bibliographic resources, readers' advisory tools, collection analysis systems, OPAC enrichment and academic core lists to libraries worldwide.

## **Brodart Company\***

500 Arch Street  
Williamsport, PA 17701  
(570) 326-2461  
(570) 651-1635 (fax)  
www.brodart.com

*Representative:* Linette Brown

Brodart is the premier supplier of shelf-ready, cataloged and processed material for both public and school libraries.

## **Booth 413**

## **Booth 215**

## **Booth 200**

## **Booth 203**

## **Booth 313**



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

# Directory of Exhibitors

## Buckstaff Company\*

1127 South Main Street  
Oshkosh, WI 54902  
(920) 235-5890  
(920) 235-2018  
www.buckstaff.com

*Representatives:* Thom Madden, Tom Mugerauer, Dave Anderson

Manufacturer of quality furniture meeting the needs of today's media centers.

## Burnidge Cassell Associates, Inc.

25 South Grove Avenue, Suite 500  
Elgin, IL 60120  
(847) 695-5840  
(847) 695-6579 (fax)  
www.bca-arch.com

*Representatives:* Richard McCarthy; Michael Mackey, Deborah Fortune

Burnidge Cassell Associates offers expertise in a full range of architectural and planning disciplines. We provide fresh solutions to the wide range of design and operational challenges within the library community.

## Camera Corner/ Connecting Point

529 North Monroe Street  
Green Bay, WI 54301  
(920) 438-0368  
(920) 438-0389 (fax)  
www.cccp.com

*Representatives:* Beth Vander Loop, Chris Lechek, Ryan Cherrick, Dan Saustad

## Clear Image Solutions

5439 Oakwood Avenue  
Stevens Point, WI 54481  
(888) 932-9002  
(715) 343-9559 (fax)  
www.stimaging.com

*Representative:* Neil Milkowski

Clear Image Solutions specializes in providing patron friendly systems for digitally scanning & printing images from microfilm, microfiche, microcards, books, pictures, slides and just about any flat media.

## Booth 309



## Coakley Bros. Co.

400 South 5th Street  
Milwaukee, WI 53204  
(414) 278-7060  
(414) 278-8830 (fax)  
www.coakleybros.com

*Representatives:* Mark Klenz, Mary Edwards, Jason Hedrick, David Dandridge

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## Cooperative Children's Book Center\*      Inside Left of Exhibit Hall Entrance

600 North Park Street, Room 4290  
Madison, WI 53706  
(608) 262-9503  
(608) 262-4933 (fax)  
www.education.wisc.edu/ccbc/

*Representatives:* Merri Lindgren, Megan Schliesman

The CCBC's book examination exhibit will include many 2007 starred review books for children and teens, and a preview of books in CCBC Choices 2008.

## Davidson Titles, Inc.

P.O. Box 3538  
Jackson, TN 38303-3538  
(800) 433-3903  
(800) 787-7935 (fax)  
www.davidsontitles.com

*Representative:* Ed McCabe

DTI provides books in all bindings for all ages. Cataloging, processing, collection analysis and development are available.

## Booth 503



## Booth 214

## Booth 501

### Breaks in the Exhibit Hall

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

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



## Delta Communications, Inc. Booth 114

N6W23673 Bluemound Road  
Waukesha, WI 53188  
(262) 542-9111  
(262) 542-8820 (fax)  
www.deltacommunications.com

*Representatives:* Spencer Thomason, Cindy Peters  
Delta Communications, Inc., will be exhibiting wireless authentication, Internet bandwidth management and Network Attached Storage.

## DEMCO, Inc.\* Booths 100/102

4810 Forest Run Road  
Madison, WI 53704  
(608) 242-4532  
(608) 241-1201 (fax)  
www.demco.com

*Representatives:* Marsha Mann, Brian Shea, Marcia Flammang

At DEMCO, your satisfaction is our #1 goal. Our mission is to provide outstanding service, support the valuable work of librarians and educators, and anticipate your future needs. DEMCO sponsors the Librarian of the Year Award and is a Leadership Partner, the highest level given to the Campaign for Wisconsin Libraries.



## Department of Public Instruction— Reference & Loan Library Booth 209

2109 South Stoughton Road  
Madison, WI 53716  
(608) 224-5394  
(608) 224-6178 (fax)  
www.dpi.state.wi.us/rll/index.html

*Representatives:* Mary Clark, Vickie Long, Beth Palmquist  
This state clearinghouse provides reference and interlibrary loan referral services, develops resource sharing tools and manages statewide contracts to support lifelong learning for Wisconsin residents.

## Durrant Group, Inc. Booth 306

810 Cardinal Lane  
Hartland, WI 53029  
(262) 367-6880  
(262) 367-6806 (fax)  
www.durrant.com

*Representative:* TBD  
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Reference code: ATCO9105 offer expires 12/31/07



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# Directory of Exhibitors

## EBSCO Information Services\* Booth 401

1140 Silver Lake Road  
Cary, IL 60013  
(847) 639-2899  
(847) 639-7514 (fax)  
www.ebsco.com

*Representatives:* Paula Brewster, John Lee, Stephanie McConnell

With more than 50 years of experience partnering with publishers, Integrated Library System (ILS) developers, libraries and businesses, EBSCO has the expertise to make acquiring and accessing information quick and easy.

## Embury, Ltd.\*

809 Burton Blvd., Unit E  
DeForest, WI 53532  
(608) 846-0999  
(608) 846-0995 (fax)  
www.emburyltd.com

*Representatives:* Bruce Deming, Karen Nickles  
Embury Ltd. specializes in the design, sales and service of library furnishings and accessories.

## Emery-Pratt Company\*

1966 West M-21  
Owosso, MI 48867  
(800) 248-3887  
(800) 523-6379 (fax)  
www.emery-pratt.com

*Representatives:* Alan Tripp, Irene Tripp  
Distributor of books and AV materials, giving personal services to libraries and hospitals nationwide. We welcome your orders via phone, mail, fax, PC and EDI.

## Engberg-Anderson Design Partnership, Inc.

611 North Broadway, Suite 517  
Milwaukee, WI 53202  
(414) 944-9000  
(414) 944-9100 (fax)  
www.eadp.com

*Representatives:* Bill Robison, Stephanie Savage  
With offices in Milwaukee and Madison, we provide individually tailored architectural, planning and interior design services to libraries in Wisconsin and throughout the United States.

## Booth 216



## Frye Gillan Molinaro Architects

308 West Erie, Suite 600  
Chicago, IL 60610  
(312) 440-1584  
(312) 440-9605 (fax)  
www.fgmarch.com

*Representatives:* Lonn Frye, Stacy Kroft  
Frye Gillan Molinaro Architects, LTD, focuses on all phases of architecture, interior design, referendum and fundraising assistance for civic buildings, especially libraries.

## Gale, part of Cengage Learning

27500 Drake Road  
Farmington Hills, MI 48331  
(248) 699-4253  
(248) 699-8094 (fax)  
www.gale.com

*Representative:* TBD  
Gale is a world leader in print and electronic publishing for libraries, schools and businesses.

## HGA Architects and Engineers Booth 202

333 East Erie Street  
Milwaukee, WI 53202  
(414) 278-3336  
(414) 270-7336 (fax)  
www.hga.com

*Representatives:* Julie Penman, Jane Dederling  
HGA is a full service architecture, engineering, interior design and planning firm that has achieved national recognition for its expertise in the design of arts, cultural and educational facilities.

## HW Wilson\*

950 University Avenue  
Bronx, NY 10452  
(718) 588-8400  
(718) 588-1230 (fax)  
www.hwwilson.com

*Representative:* Nancy Kolady  
Learn more about new and upcoming WilsonWeb reference databases: Current Issues: Reference Shelf Plus, Library Literature & Information Science Retrospective, Applied Science & Technology Index Retrospective, Art Museum Image Gallery, and more. Free trials!

## Booth 314



## Booth 317

## Booth 409

### Breaks in the Exhibit Hall

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

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



Indicates WLA member

## Highsmith Inc.\*

W5527 State Road 106  
P.O. Box 800  
Fort Atkinson, WI 53538-0800  
(920) 563-9571  
(920) 563-7395 (fax)  
www.highsmith.com

*Representatives:* Pam Armstrong, Sharon Maynard, Margaret Sullivan

Helping librarians Reach Every Reader<sup>SM</sup>! Low prices on furnishings, equipment and supplies. No-risk guarantee! Your partner for construction/remodeling. Space-planning/design services are also available.

## Houchen Bindery, Ltd.

340 First Street  
Utica, NE 68456  
(402) 534-2261  
(402) 534-2761 (fax)  
www.houchenbindery.com

*Representatives:* John Salistean, Kevin Bonin, Ed Milsap  
Certified Library Binder.

## Booths 301/303



## Ingram Library Services Inc.\* Booth 502

One Ingram Blvd.  
La Vergne, TN 37086  
(800) 937-5300  
(615) 213-5111 (fax)  
www.ingramlibrary.com

*Representative:* Jason Shirley

Ingram Library Services combines the largest inventory in the industry with programs, services, information resources and electronic tools designed to save time and money.

## Innovative Interfaces, Inc. Booth 507

5850 Shell Mound Way  
Emeryville, CA 94608  
(510) 655-6200  
(510) 450-6350 (fax)  
www.iii.com

*Representative:* Steve Strohl

For over 25 years, Innovative Interfaces Inc. has dedicated its energies to meeting the needs of libraries and the challenges of library automation.

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Schematic design | Design development | Wireless interface planning | Construction supervision | Public involvement

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## Learning Opportunities, Inc. Booth 402

15480 Edgewood Court  
Eden Prairie, MN 55346  
(952) 974-0944  
(952) 974-0945 (fax)  
www.learning-opp.com

*Representative:* Ron Burnside

Our company distributes non-fiction books to schools and libraries from 100+ publishers.

## Library Council of Southeastern Wisconsin, Inc.

Booth 404

814 West Wisconsin Avenue  
Milwaukee, WI 53233  
(414) 271-8470  
(262) 786-8888 (fax)  
www.mcfls.org/librarycouncil



*Representative:* Susie Just

The Library Council of Southeastern Wisconsin, a multitype library consortium, provides continuing education, cooperative resource sharing, peer networking and professional development to libraries and archives and their staffs.

## MTM International, Inc. Booth 211

201 Prairie Heights Drive  
Verona, WI 53593  
(888) 686-4624  
(608) 848-0901 (fax)  
www.mtmimage.com

*Representatives:* Harry Gustafson, Leo Tierney

MTM International is a leading micrographic equipment and film conversion provider, specializing in public and private library solutions.

## Maris Associates/ Marshall Cavendish- Benchmark\*

Booths 308/310

3175 Willow Gate Pass  
Colgate, WI 53017  
(262) 628-1926  
(262) 628-2662 (fax)

*Representative:* Maris Dambekaln

Children's and YA books. Reference 7-12 print and online database.

## Mister Anderson's Company\*

Booth 504/506

P.O. Box 758  
Burlington, WI 53105  
(262) 767-0425  
(262) 767-0822 (fax)  
www.misterandersons.com



*Representatives:* M. T. Boyle, Maureen Boyle, Michelle Doma-Galski, Barry Wojtak

We add the spark to storytimes and summer reading programs with unique puppets, props, puzzles and books, matched with creative ideas on how to use them!

## NEWIST/CESA 7

Booth 315

2420 Nicolet Drive, IS 1040  
Green Bay, WI 54311  
(920) 465-2599  
(920) 465-2723  
www.newist.org



*Representatives:* Jo Mellen, Margie Thomas

Producer of award-winning videos and DVDs for teens and adults. Used by schools, colleges, libraries and community agencies.

## PBS Video

Booth 406

1834 Lincoln Park West  
Chicago, IL 60614  
(312) 664-8672  
(312) 664-0395 (fax)

*Representatives:* Hjordis Garner, Jim Garner

PBS Video is the audio-visual distribution arm of PBS and your local public TV station and is constantly working to bring the best of PBS for use in the school classroom, business or library where our programs are used to teach and inform.

### Breaks in the Exhibit Hall

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

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



Indicates WLA member

## The Penworthy Company\*

219 North Milwaukee Street  
Milwaukee, WI 53202  
(414) 287-4600  
(414) 287-4602 (fax)  
www.penworthy.com

*Representatives:* Ron Schindel, Rick Ziebart, Karla Wustner  
The Penworthy Company provides exceptional children's books and puppets to libraries. Our high quality bindings and customer service save time and make purchasing a pleasure.

## Portalwisconsin.org

432 North Lake Street, Room 101  
Madison, WI 53706  
(608) 263-2166  
www.portalwisconsin.org

*Representative:* Jennifer Smith  
Portalwisconsin.org is a nonprofit Web site promoting culture, arts, humanities and history in Wisconsin. The Cultural Coalition of Wisconsin sponsors the site.

## Booth 201



## Proquest

789 East Eisenhower Parkway  
Ann Arbor, MI 48106  
(734) 761-4700  
(734) 997-4224 (fax)  
www.proquest.com

*Representatives:* Mike Peters, Bill Brauer  
ProQuest provides seamless access to and navigation of more than 125 billion digital pages of the world's scholarship, delivering it to the desktop of researchers everywhere.

## Booth 505

## Booth 312

## Quality Books, Inc.\*

1003 West Pines Road  
Oregon, IL 61061  
(800) 323-4241  
(815) 732-4499 (fax)  
www.quality-books.com

*Representatives:* Rob Zimmers, Matthew Kopyar, Lisa Wakenight  
Quality Books, Inc. specializes in distributing small press books, videos, CD-Roms and DVDs to libraries in the U.S. and Canada.

## Booth 106



Packer Country Visitor & Convention Bureau  
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For More Information About the Green Bay Area 1-888-867-3342 www.packercountry.com

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

# Directory of Exhibitors

## Recorded Books\*

270 Skipjack Road  
Prince Frederick, MD 20678  
(800) 638-1304  
(41) 414-2576 (fax)  
www.recordedbooks.com

*Representative:* Charlie Anderson

Recorded Books produces and distributes unabridged audiobooks and audio courses direct to public and university libraries. The company also distributes independent films and audio lectures.

## Riley Construction Company, Inc.

5614 - 52nd Street  
Kenosha, WI 53144  
(262) 658-4381  
(262) 658-0312 (fax)  
www.rileycon.com

*Representatives:* Barb Riley, Suzanne Choren, Mary Pawlowski

Specializing in Library Construction since 1965, Riley provides Master Planning and Construction Services from offices located in Milwaukee and Kenosha, Wisconsin, and Lake Bluff, Illinois.

## Scholastic Classroom & Library Group

90 Old Sherman Turnpike  
Danbury, CT 06816  
(800) 621-1115  
(866) 783-4361 (fax)  
www.scholastic.com/librarypublishing

*Representative:* Mike Kane

Scholastic Library Publishing includes Grolier, Children's Press, Franklin Watts, Grolier Online. Children's Press and Franklin Watts publish fiction and non-fiction books. Grolier is print, online reference.

## Sebcobooks

2001 SW 31st Avenue  
Pembroke Park, FL 33099  
(800) 223-3251  
(954) 987-2200 (fax)  
www.sebcobooks.com

*Representative:* Larry Case

We provide libraries with books/audiovisual equipment at competitive prices. We make your job easier by saving you time and money.

## Booth 304

## Booth 514



## Booth 112

## Booth 311

## Sharpe Reference, Salem Press, ABC CLIO

N8W31219 Salem Court  
Delafield, WI 53018  
(262) 646-8967

*Representative:* Pete Merryfield

Reference books (7th grade and up) for public libraries, schools and universities.

## Booth 207

## Short Elliott Hendrickson, Inc. Booth 516

421 Frenette Drive  
Chippewa Falls, WI 54729  
(715) 720-6268  
(715) 720-6300 (fax)  
www.sehinc.com

*Representatives:* Tori Hugo, Steve Gausman

Short Elliott Hendrickson, Inc. (SEH) is a multi-discipline consulting firm of Architects, Engineers and Planners. Designing libraries that keep pace with the future.

## SirsiDynix

101 Washington Street, SE  
Huntsville, AL 35801  
(256) 704-7000  
(256) 704-7007 (fax)  
www.sirsidynix.com

*Representative:* Jeremy Clute

SirsiDynix provides libraries worldwide the broadest array of information management products and services with approximately 4,000 clients, serving 200 million people through 20,000 library outlets.

## Booth 410

## Tantor Media

2 Business Park Road  
Old Saybrook, CT 06475  
(860) 395-1155  
(860) 395-1154 (fax)  
www.tantor.com

*Representative:* Jim Hobeck

Producers of fiction, nonfiction, unabridged audiobooks in library, retail and MP3 editions.

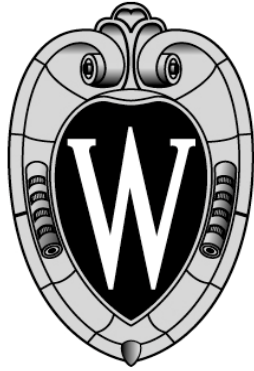
## Booth 515

### Breaks in the Exhibit Hall

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

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

UNIVERSITY OF WISCONSIN—MADISON



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School of Library and Information Studies, University of Wisconsin-Madison  
600 N. Park Street, Madison, WI 53706  
Phone (608) 263-2900, Email: [uw-slisl@slis.wisc.edu](mailto:uw-slisl@slis.wisc.edu)

# Directory of Exhibitors

## UW-Madison SLIS\*

600 North Park Street  
Madison, WI 53706  
(608) 262-6398  
(608) 263-4849 (fax)  
www.slis.wisc.edu

*Representatives:* Jane Pearlmutter, Anna Palmer  
Graduate and continuing education.

## UW-Milwaukee School of Information Studies\*

P.O. Box 413  
Milwaukee, WI 53201-0413  
(414) 229-5409  
(414) 229-6699 (fax)  
www.uwm.edu/Dept/SOIS

*Representatives:* Sharon Lake, Catherine Hansen, Bonnie Withers

UWM SOIS is an internationally recognized research faculty that provides a comprehensive range of educational programs at the undergraduate, MLIS and doctoral levels.

## Unique Books, Inc.\*

5010 Kemper Avenue  
St. Louis, MO 63136  
(800) 533-5446  
(800) 916-2455 (fax)  
www.uniquebooksinc.com

*Representative:* Tim Bales

Premier distributor of small press non-fiction books and DVDs to public libraries.

## University of Wisconsin Press\* Booth 116

1930 Monroe Street, 3rd Floor  
Madison, WI 53711-2059  
(608) 263-1136  
(608) 263-1132 (fax)  
www.wisc.edu/wisconsinpress

*Representatives:* Andrea Christofferson

Publisher and distributor of regional, scholarly and general interest books, including well-known public radio personality Jean Feraca's stunning new memoir *I Hear Voices*.

## Booth 208



## Upstart/UpstartBooks

W5527 State Road 106  
P.O. Box 800  
Fort Atkinson, WI 53538-0800  
(920) 563-9571  
(920) 563-7395 (fax)  
www.upstartpromotions.com

*Representatives:* Matt Mulder, Kari Schiller  
Upstart publishes thematic promotional materials. Upstart-Books publishes a diverse selection of library skills, reading activity and children's picture books geared for elementary librarians.

## Booth 305

## Booth 217



## WisconsinEye

122 West Washington Avenue, Suite 200  
Madison, WI 53703  
(608) 316-6850  
(608) 316-6868 (fax)  
www.wiseye.org

*Representative:* Chris Long  
WisconsinEye is a statewide public affairs network providing independent, nonpartisan coverage of community and civic life, beginning with gavel-to-gavel coverage of state government in Madison.

## Booth 411

## Booth 500

## Wisconsin Historical Society Press

816 State Street  
Madison, WI 53706  
(608) 264-6461  
(608) 264-6486 (fax)  
www.wisconsinhistory.org

*Representatives:* Kathy Borkowski, Erika Janik, Anne McKenna, Kate Thompson, Jane de Broux, Bobbie Malone  
The Wisconsin Historical Society Press is the state's oldest book publisher, with more than 100 titles in print. We publish regional books on Wisconsin topics.

## Booth 417

### Breaks in the Exhibit Hall

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

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



## WiLS\*

728 State Street, #464  
Madison, WI 53706  
(608) 265-2728  
(608) 262-6067 (fax)  
www.wils.wisc.edu

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

## Wisconsin Women Library Workers

P.O. Box 1425  
Madison, WI 53703  
www.danenet.org/wwlw/index.htm

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

## Booths 204/206

### Booth 404



## Woodland Pattern Book Center\*

720 East Locust  
Milwaukee, WI 53212  
(414) 263-5001  
(414) 372-7636 (fax)

www.woodlandpattern.org

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

Woodland Pattern--celebrating 27 years of specializing in contemporary literature, with special emphasis on poetry, small press and cross cultural titles.

## Booths 210/212

## World Book, Inc.

W143 N6633 Aspen Drive  
Menomonee Falls, WI 53051  
(800) 656-1636  
(888) 216-8306 (fax)

*Representatives:* Becky Carroll, Jim Carroll, Bob Buck  
World Book, Inc., sole source publisher of reference, non-fiction and online databases. The Best for Less! Your one-stop reference shop!

## Booth 405

THE COLLEGE COMMUNITY OF  
**St. Norbert**

### Know of a student looking at colleges?

Make sure a visit to St. Norbert College is on their list. Intellectually, spiritually and personally challenging, the college community of St. Norbert offers small class sizes, individual attention and faculty members who make student success their number one priority.

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

# Directory of Exhibitors

## Yerges Moving and Storage Booth 213

P.O. Box 339  
Fort Atkinson, WI 53538-0339  
(920) 563-5000  
(920) 563-5096 (fax)  
www.yergesmoving.com

*Representative:* Kevin Becker

Commercial movers with extensive experience in library relocations and remodeling projects. Also moving of medical equipment and household furniture. On site storage available.

## Wisconsin Library Association

5250 East Terrace Drive, Suite A1  
Madison, WI 53718-8345  
(608) 245-3640  
(608) 245-3646 (fax)  
www.wla.lib.wi.us

## Wisconsin Small Libraries Round Table (WISLR)

Booth 412

## Youth Services Section (YSS)

Inside Left of  
Exhibit Hall Entrance

## Wisconsin Library Association Foundation

5250 East Terrace Drive, Suite A1  
Madison, WI 53718-8345  
(608) 245-3640  
(608) 245-3646 (fax)  
www.wla.lib.wi.us

### New Campaign for Wisconsin Libraries merchandise available!

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

*SUPPORT.*  
**Wisconsin Libraries**  
*Keep Us All In A Better State™*

### Breaks in the Exhibit Hall

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

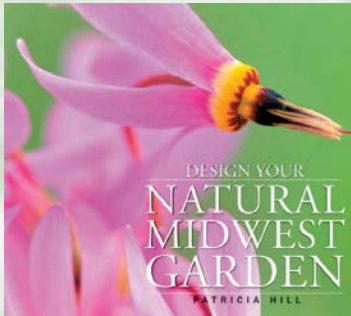
Thursday, 10:00 – 10:45 a.m., 3:15 – 4:00 p.m.



Indicates WLA member

# GREAT NEW WISCONSIN TITLES

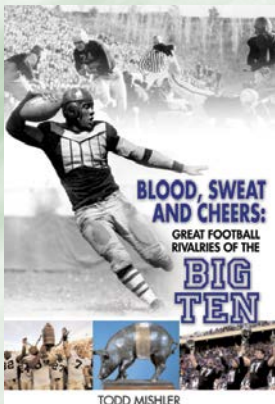
## From Trails Books & Prairie Oak Press



**DESIGN YOUR NATURAL MIDWEST GARDEN**  
by Patricia Hill

Learn how to garden with native species that are low-maintenance, good for the environment, and yields stunning results.

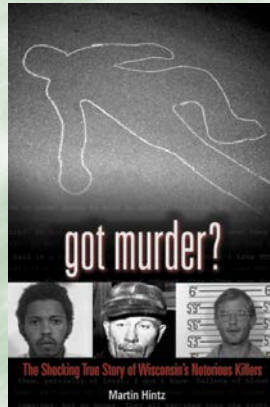
Soft cover; 10 x 9, 242 pages; \$29.95



**BLOOD, SWEAT AND CHEERS:  
GREAT FOOTBALL RIVALRIES OF  
THE BIG TEN**  
by Todd Mishler

For pure spectacle, passion and tradition, nothing in sports beats a college football rivalry—and the Big Ten has some of the best. Learn about the history, ritual and color of some of football's oldest and greatest blood feuds.

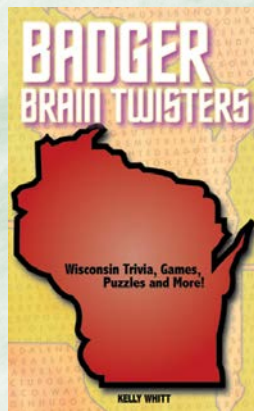
Soft cover; 6 x 9, 176 pages; \$18.95



**GOT MURDER?**  
by Martin Hintz

Ah, Wisconsin ... land of beer, cows and the Green Bay Packers. And also the home of Ed Gein, Jeffrey Dahmer, and a host of other bloodthirsty maniacs. *Got Murder?* reveals shocking acts of mayhem in the dark concerns of Wisconsin history.

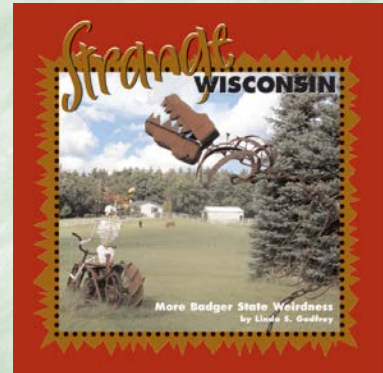
Soft cover; 6 x 9; 176 pages; \$18.95



**BADGER BRAIN TWISTERS**  
by Kelly Whitt

Learn about Wisconsin's history, natural wonders, folklore and more with this collection of puzzles, games and trivia teasers. Hours of fun for puzzle lovers and trivia fanatics of every age!

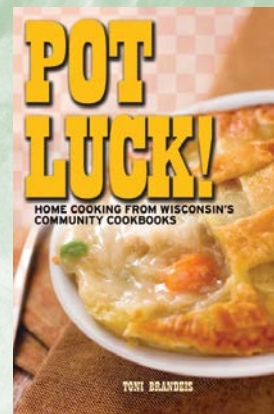
Soft cover; 5.5 x 8.5; 152 pages; \$12.95



**STRANGE WISCONSIN**  
by Linda S. Godfrey

Pig men...trolls...the curse of Miller Park. When it comes to weird, Wisconsin's got it! Join the fun on an eyebrow-raising tour of people and places you won't believe.

Soft cover; 9 x 9; 192 pages; \$21.95



**POT LUCK!**  
by Toni Brandeis

Discover great family recipes drawn from church and service group cookbooks throughout the Badger State.

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# Conference Hours

## Exhibits

Exhibit Hall

Wednesday, 10:00 a.m. – 5:00 p.m.

Thursday, 8:30 a.m. – 4:30 p.m.

## Breaks in the Exhibit Hall

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

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

## Internet Café

Ballroom A4

Wednesday, 10:00 a.m. – 5:00 p.m.

Thursday, 8:30 a.m. – 5:00 p.m.

Friday, 8:30 a.m. – 11:30 a.m.

## Registration

KI Convention Center

Tuesday, 3:00 p.m. – 7:00 p.m.

Wednesday, 7:00 a.m. – 7:00 p.m.

Thursday, 7:00 a.m. – 5:00 p.m.

Friday, 7:00 a.m. – 10:00 a.m.

## WLA Foundation Silent Auction

Ballroom A4

Wednesday, 10:00 a.m. – 5:00 p.m.

Thursday, 8:30 a.m. – 3:30 p.m.

Thursday, 4:00 p.m. pick up and pay

## *Floral Arrangements by* **Four Seasons Floral & Design**

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Duane Piippo, Designer/Owner

(920) 465-8677

## Autograph Garden

*Exhibit Hall (or as noted)*

### Wednesday



10:15 a.m. – 11:00 a.m.

**David Maraniss**



2:15 p.m. – 3:00 p.m.

**Ann Bausum**



3:30 p.m. – 4:30 p.m.

**Stuart Stotts**

### Thursday



12:30 p.m. – 1:30 p.m.

**Jeff Russell**



3:00 p.m. – 3:30 p.m.

**Ann Bausum**



3:30 p.m. – 4:30 p.m.

**Michael Perry**



5:15 p.m. – 6:00 p.m.

**Ken Foster** (Meeting Room 7)

### Friday



11:45 a.m. – 12:30 p.m.

**Staff Sergeant Joseph Streeter**  
(Ballroom A1)



12:00 p.m. – 12:30 p.m.

**Ellen Kort** (Meeting Room 3)

# Special Thanks and Exhibits Showcase Drawing

## *Special Thanks to Our Partners*

Associated Bank  
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## *Special Thanks to Our Irish Fest Sponsors*

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Wireless phones for use by the  
WLA Conference Committee  
were donated by Cellcom.

Technology provided by the  
University of Wisconsin - Green Bay.

Internet room computers courtesy of  
South Central Library System.

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

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

### **GRAND PRIZE**

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

## **2007 Door Prize Contributors**

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Bound to Stay Bound Books  
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Camera Corner  
HGA Architects and Engineers  
Highsmith Inc.

Ingram Library Services  
MTM International, Inc.  
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Newist/CESA 7  
The Penworthy Company  
Quality Books, Inc.

Recorded Books  
Sebco Books  
Trails Books, a division of  
Big Earth Publishing  
University of Wisconsin Press  
Upstart/Upstart Books  
Wisconsin Historical Society Press

## Keynote

### David Maraniss

Wednesday, October 17, 8:45 – 10:00 a.m.



This year's keynote speaker is author and Pulitzer Prize Winner, David Maraniss, who promises to be extremely entertaining!

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

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

Author of the critically acclaimed and bestselling book *First in His Class: A Biography of Bill Clinton*, he has also

written *The Clinton Enigma* and co-authored *The Prince of Tennessee: Al Gore Meets His Fate* and *Tell Newt to Shut Up!* In addition, David received praise for his lengthy account of the shootings on the Virginia Tech campus in an April 2007 article for *The Washington Post* entitled "That Was the Desk I Chose to Die Under."

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

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

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

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



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

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

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



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

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



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

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

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

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**Note:** WLA members who are conference presenters are not included in this listing unless they are featured at luncheon events. Nevertheless, their participation is critical to the success of our conference, and we thank them. For contact information, please consult your WLA Membership Directory & Handbook.

# Featured Speakers

**Ellen Kort** was named Wisconsin's first poet laureate in 2000. She is the author of *Wisconsin Women and Their Quilts: Stories in the Stitches*, produced in association with the Wisconsin Quilt History Project and, among other awards has received the Pablo Neruda Literary Prize for Poetry. The author of a number of books on poetry, Ellen has been featured in a wide variety of journals and anthologies. Her poems have been architecturally incorporated in downtown Milwaukee's Midwest Express Center, the Green Bay Botanical Garden and the Fox River Mall in Appleton, Wisconsin.



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

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



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

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

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



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

Perry lives in rural Wisconsin, where he remains active as a volunteer firefighter and emergency medical responder.



**Dr. Kevin Reilly** began his tenure as the sixth president of the University of Wisconsin System on September 1, 2004. His vision for the state's public university system is that it should be Wisconsin's premier developer of advanced human potential, of the jobs that employ that potential, and of the flourishing communities that sustain it.



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

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

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

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



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

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

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



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

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



# Program Schedule – Tuesday

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12:30 p.m. – 4:30 p.m.

## **“Interesting” Times of Intellectual Freedom: an IFRT Pre-conference**

Meeting Rooms 5A-5B

*Judith Krug, Director, American Library Association, Office of Intellectual Freedom*

Find out about important legal and ethical topics affecting the library community today, and reflect on how they can impact your role as a librarian, library staff member, library educator or trustee.

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1:00 p.m. – 4:00 p.m.

## **Living Your Life on Purpose: Developing a Personal Mission**

Meeting Room 7

*Joan Gillman, Director, Special Industry Programs, Executive Education, UW-Madison School of Business*

The WeLead Task Force invites all WLA members to participate in this leadership pre-conference, featuring Joan Gillman, Director of the Small Business Development Center at the UW-Madison. Joan speaks internationally on business development and leadership topics and will share one of her most popular programs, on developing a life of purpose and satisfaction. Small group discussions, where you can share your own experiences and learn from your peers, follow Joan’s presentation.

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3:00 p.m. – 7:00 p.m.

## **Registration**

KI Convention Center

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4:00 p.m. – 6:00 p.m.

## **Vendor & WeLead Reception**

Exhibit Hall

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

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## **Wisconsin Association of Public Libraries Board Meeting**

Meeting Room 6A

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6:00 p.m. – 8:00 p.m.

## **Wisconsin Library Association Board Meeting**

Meeting Room 6B

*Welcome WI Library Association!*

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All-Suite Full Service Hotel  
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[www.regencygb.com](http://www.regencygb.com)  
(920) 432-4555



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6:30 a.m. – 9:30 a.m.

## Conference Breakfast

Regency Suites Hotel Atrium

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7:00 a.m. – 7:00 p.m.

## Registration

KI Convention Center

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7:30 a.m. – 8:30 a.m.

## Wisconsin Library Association Past Presidents' Breakfast

Meeting Room 6B

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8:45 a.m. – 10:00 a.m.



## Keynote Address: A Writer's Life

Meeting Rooms B1-B2-B3

David Maraniss, Pulitzer Prize-winning Author, Storyteller, Journalist, Historian and Editor

David is an associate editor at *The Washington Post* and the author of two critically acclaimed and bestselling books, *When Pride Still Mattered: A Life of Vince Lombardi* and *First in His Class: A Biography of Bill Clinton*. He is also the author of *The Clinton Enigma* and coauthor of *The Prince of Tennessee: Al Gore Meets His Fate* and *Tell Newt to Shut Up!* Maraniss' most recent book, published in April 2006, is *Clemente: The Passion and Grace of Baseball's Last Hero*. David won the National Reporting Pulitzer Prize in 1993 for his revealing articles on the life and political record of candidate Bill Clinton. He was also a Pulitzer Prize finalist in 1996 for National Reporting, in 2002 for Feature writing and 2004 for History with the book *They Marched Into Sunlight: War and Peace, Vietnam and America, 1967*. This book will become a feature film in 2008. David received praise for his lengthy account of the shootings on the Virginia Tech campus in an April 2007 article in *The Washington Post* entitled "That Was the Desk I Chose to Die Under." He lives in Washington, D.C., and Madison, Wisconsin, with his wife, Linda. They have two grown children.

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10:00 a.m. – 10:45 a.m.

## No-Conflict Exhibits Grand Opening with Refreshments

Exhibit Hall

Join your colleagues by welcoming our exhibitors as they display their products and services for libraries of all types.

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10:15 a.m. – 11:00 a.m.



## Autograph Garden: David Maraniss

Exhibit Hall

*When Pride Still Mattered: A Life of Vince Lombardi*  
*They Marched into Sunlight:*

*War and Peace, Vietnam and America in 1967*

*Clemente: The Passion and Grace of Baseball's Last Hero*

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10:00 a.m. – 5:00 p.m.

## Exhibits

Exhibit Hall

## Internet Café

Ballroom A4

## WLA Foundation Silent Auction

Ballroom A4

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

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# Program Schedule – Wednesday

11:00 a.m. – 12:15 p.m.

## Applying Survey Methodology in the Real World

Meeting Room 2

**Thomas Walker**, Associate Dean, UW-Milwaukee, SOIS

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

## Grants: Finding Out “Where Do I Get the Money?”

Meeting Room 6B

**Nikki Busch**, Grants Librarian, Memorial Library, UW-Madison

Join Nikki Busch as she explains what you need to know to apply for a grant, how to identify funding and grant opportunities that match your library or project needs, and sources and resources for funding research. She will discuss how to use these resources effectively and how grants differentiate.

## Intellectual Freedom Issues: Hot Off the Presses

Auditorium

**Judith Krug**, Director, Office of Intellectual Freedom, ALA

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

## Library Conference Planning 101: Backs to the WAAL

Meeting Room 6A

**Jim Buckett**, Head, Collections, Access and Technical Services, Steenbock Library; UW-Madison; **Sylvia Contreras**, Library Director, Oscar Rennebohm Library, Edgewood College; **Julie Schneider**, Information Resources Coordinator, Ebling Library, UW-Madison; **Debra Duncan**, Technical Services Librarian, Forrest R. Polk Library, UW-Oshkosh; **Eric J. Robinson**, Wisconsin Library Services, Memorial Library, UW-Madison

Have you ever wondered how much work goes into planning a library conference? Did you know that planning starts with conference hotel selection several years in advance of the event? Would you ever imagine that agreeing to help plan a library conference would have a positive impact on your regular job? If you find any of these questions intriguing come join us as a panel of members from the WAAL 2007 Conference Planning Committee talk about their experiences over the course of a year's meetings, discussions and planning. We'll answer these questions and talk about what we think makes a good (or not so good) library conference. Questions and discussion about what has worked or not worked for others that have planned conferences will be encouraged from program attendees.

## Open Holds — a Win-Win Solution!

Meeting Room 3

**Susan Hedrick**, Library Director, Verona Public Library; **Jane Grogan**, Circulation Supervisor, Madison Public Library; **Pearl Mosier**, Circulation Manager, Sun Prairie Public Library

Do you have long lines of patrons waiting to pick up the items they've placed on hold? Wondering if there's a better way to handle this, and maybe free up staff for other projects in the process? Have you heard about libraries placing these items on "open holds" shelves for patrons to retrieve themselves? Would you like to know how it's working out? Come hear from several libraries about their experience with self-service open holds, and how it has enhanced customer service.

## Rural Library Sustainability Reunion

Meeting Room 5B

**Bob Bocher**, Technology Consultant, Division for Libraries, Technology and Community Learning; **John DeBacher**, Public Library Administration Consultant, Division for Libraries, Technology and Community Learning

Bob Bocher and John DeBacher will facilitate a discussion of successes and challenges for small and rural libraries following the "Greener Pastures Rural Sustainability Workshops."

## WISCAT Update

Meeting Room 5A

**Mary Clark**, WISCAT Coordinator, Reference and Loan Library, Division for Libraries, Technology and Community Learning; **Vicki Long**, WISCAT Training and Technical Support, Reference and Loan Library, Division for Libraries, Technology and Community Learning; **Terry Wilcox**, Interlibrary Loan Services Librarian, Reference and Loan Library, Division for Libraries, Technology and Community Learning

WISCAT staff will provide information and demonstrations related to the WISCAT project, including updating serial holdings, interlibrary loan, the Z39.50 gateway, and new features.

## Youth Issues in Mental Health

Meeting Room 7

**Joan Helbing**, Special Education Diagnostician, Appleton Area School District

This workshop will offer information on the impact that mental illnesses have on youth. The importance of early identification and intervention will be discussed from the perspective of a parent and educator as well as from a young person who has faced such challenges.

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11:45 a.m. – 1:30 p.m.

## Box Lunches Available in Exhibit Hall

(pre-registration required)

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12:30 p.m. – 2:00 p.m.

## Association of Wisconsin Special Librarians Business Meeting

Meeting Room 1

## Author Luncheon with Ann Bausum

Ballroom A1, 2, 3

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

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2:00 p.m. – 3:15 p.m.

## The Changing Face of Reference

Meeting Rooms 5A–B

**Ken Hall**, Director, Fond du Lac Public Library; **Lori Burgess**, Information Services Librarian, Fond du Lac Public Library; **Mary Leb**, Information Services Librarian, Fond du Lac Public Library; **Tina Potter**, Executive Director, Fond du Lac Area United Way; **Nan Baumgartner**, Department Head, UW-Extension Service for Fond du Lac County

In May of 2007, the Fond du Lac Public Library released L.I.F.E. in Fond du Lac County, a 140-page statistical snapshot of the quality of life in the county. The Fond du Lac County United Way and UW-Extension were editorial participants in the process. The idea to create the document came from the FDL Safe and Stable Families Coalition. Learn how the FDL Public Library leveraged the professional expertise of their Information Services Section to create a new paradigm for reference service in the community.

# Program Schedule – Wednesday

## Learning Games and Simulations: What Librarians Need to Know

Meeting Room B1

**Ulrike Dieterle**, *Distance Services and Outreach Coordinator, Ebling Library, UW-Madison*

As the wired generation of “digital natives” storms the portals of higher education, “digital immigrants” frantically search for innovative approaches that will actively engage learners, encourage critical thinking and produce measurable learning outcomes. Learning games and simulations are receiving increased attention for real-world problem solving, collaborative endeavors, social networking spaces and as enhancements to existing learning systems. As these technologies become more accessible and affordable, they are proving to be both practical and effective for many learning communities, including the military, health care, K-12 and higher education. This presentation will demonstrate a selection of active virtual learning environments, and describe their scope and impact to date.

## Lutie Stearns and Her Library Legacy

Meeting Room 4

**Stuart Stotts**, *Storyteller*

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

### Join your WLA Foundation at Irish Fest!

Don't miss out on Irish Fest, Wednesday night from 8-11 pm, in Ballrooms A1, A2, and A3. Tickets are still available; watch for volunteers selling them throughout the conference or purchase them at the door. Guaranteed to be a grand evening, join your colleagues and friends for Celtic folk music from Druid's Table, Irish drinks, appetizers, and an “Irish” and 50/50 raffle. Current raffle items include a one-night stay at St. Brendan's Inn in Green Bay, \$50 Gift Certificate to Wisconsin-made.com, a 2008 Golf 54 Pass for golf in Jefferson, Watertown and Waunakee, 2008 Milwaukee Brewers Club Level seats for two, and an Irish Gift Basket and other Irish treats.

## Parents' Toolkit to Using Badgerlink

Meeting Room 2

**Kate Bugher**, *Education Consultant in School Library Media, Instructional Media and Technology Team, Division for Libraries, Technology and Community Learning*; **Donna Steffan**, *Instructional Technology Consultant, Instructional Media and Technology Team, Division for Libraries, Technology and Community Learning*

A BadgerLink Toolkit is here! The purpose of this BadgerLink Toolkit is to provide parents/caregivers, school and public librarians, teachers and community members as well as students of all ages with guides that they can use to learn about BadgerLink resources as 21st century learning tools. This kit includes tools for adults and youth of all ages to learn how to use each database of full text magazines, newspapers, and digital media located on BadgerLink. These tools range from scavenger hunts, video tutorial, games, topical searches, PowerPoint demos, science fair projects and home-school or in the classroom or library lessons. There is a print and online version of this BadgerLink Toolkit.

## Podcasting as a Library Tool: A Way to Spread Literature and Promote Local Culture

Auditorium

**Keith Schroeder**, *Library Media Specialist, Howard-Suamico School District*

Podcasts are a remarkably efficient system. Imagine your patrons setting up their software to “build” their own newscast, talk program or another show from selected library feeds for their ipod or other mp3 player. If someone is talking about a subject they care about, it doesn't need the highest production values with all the bells and whistles. For them, listening to people talk about board games might be more interesting than anything they can find on the 200 digital cable channels available to them. Imagine your library partnering with the schools, the local historical organization or with the local public TV and radio stations. Learn how to get started now!

## Putting Library Services Where Our Users Live and Work: Future of the OPAC

Meeting Room 7

**Matt Goldner**, *Executive Director, Cooperative Collection Services, Columbus, OH*

The future of the library OPAC as an information portal is shaky at best. In today's web environment, people have changed how and where they find information. What should libraries do to address these changes? How do we move toward exposing our resource collections in this new environment? Join us in looking at some of the ways OCLC is reaching out to library users (and non-users) as it considers one scenario for libraries' futures.

## Reaching Out to the Spanish-Speaking Community

Meeting Rooms 6A–6B

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

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

2:15 p.m. – 3:00 p.m.



## Autograph Garden: Ann Bausum, Burr/Worzalla Award Winner

Exhibit Hall

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

2:00 p.m. – 4:00 p.m.

## Reel Librarians: Connecting Librarians & Film

Meeting Room 3

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

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

## Tour of the St. Norbert Abbey Library and Archives

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

Comfortable shoes are recommended for this walking tour.



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# Program Schedule – Wednesday

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3:15 p.m. – 4:00 p.m.

## Break in the Exhibits Area

Exhibit Hall

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3:30 p.m. – 4:30 p.m.



## Autograph Garden: Stuart Stotts

Exhibit Hall

*Books in a Box: Lutie Stearns and the Traveling Libraries of Wisconsin*

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4:00 p.m. – 5:15 p.m.

## The Best of WEB 2.0: How to Make It Work for You in Your Library and Life

Auditorium

**Keith Schroeder**, *Library Media Specialist, Howard-Suamico School District*

How can you collaborate effectively and at the same time improve your productivity? There are tons of WEB 2.0 tools available for you to use, but how do you know which ones? This session will take a look at the best WEB 2.0 collaborative tools you can use.

## Bookmaking 101

Ballroom A1

**Bev Schumacher**, *President, Learning Props*

Creating books can generate excitement about reading. In the process of developing books, families and/or children can be encouraged to share ideas and build writing skills. “Authors” become motivated to read and write while engaging creative talents. This session will explore construction methods and book styles to enhance program activities. Come learn how you can make books for your program in this “hands-on” session.

## Burnout and YSS Annual Business Meeting

Meeting Room 3

**Barbara Viste-Johnson**, *Counselor, Family Services of Northeast Wisconsin*

A speaker from Family Services will do a one-hour program on burn out. The program would follow a short YSS business meeting which will take up the additional programming time slot.

## FLASH!

### The Digital Future of Talking Books

Meeting Room 1

**Marsha Valance**, *Management Librarian, Wisconsin Regional Library for the Blind & Physically Handicapped*

This session will introduce the new Library of Congress flash memory cartridges and players.

## Library 2.0: The Movement Explained

Meeting Rooms 6A and 6B

**Tasha Saecker**, *Library Director, Menasha Public Library*

Everyone has heard the term Library 2.0, but what does it really mean for public libraries? Take a tour through the movement and its core philosophies at this program. We will explore the meaning of the term, find out what is different with Library 2.0 vs Library 1.0 and learn about what it means to be a Librarian 2.0.

## NAMI's In Our Own Voice

Meeting Room 2

**Jennifer Lowenberg**, *Advocacy and Training Specialist, NAMI Wisconsin, Inc.*

This workshop will highlight the In Our Own Voice (IOOV) program developed by the National Alliance on Mental Illness. The personal educational component of this program dispels many myths surrounding mental illnesses and increases understanding as we openly talk about our experiences.

## Providing Health Reference on a Budget

Meeting Room 5B

**Julie Schneider**, *Head, Information Resources & Collection Development, Ebling Library, UW-Madison*; **Michael Venner**, *Health Sciences Librarian, Ebling Library, UW-Madison*

With a small collection and an understanding of available resources, patrons can still count on receiving excellent health information from a well-prepared librarian. What to buy, where to look for answers, and how to communicate health information will be discussed in this session.





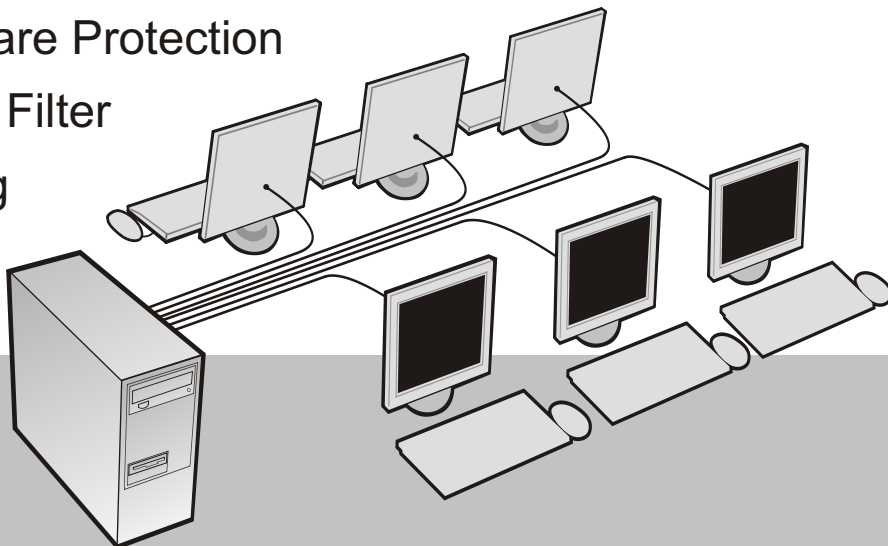
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# Program Schedule – Wednesday

## Real World RSS: Developing a Current Awareness Service for Your Patrons

Meeting Room 5A

**Rebecca Holz**, Health Sciences Librarian, Ebling Library, UW-Madison; **Stephen Johnson**, Health Sciences Librarian, Ebling Library, UW-Madison; **Andrew Osmond**, Health Sciences Librarian, Ebling Library, UW-Madison

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

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5:30 p.m.

## Campaign for Wisconsin Libraries T-Shirt Photo Shoot

Regency Suites Atrium

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

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

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

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5:30 p.m. – 6:30 p.m.

## Wisconsin Education & Curriculum Librarians Business Meeting

Meeting Room 7

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6:00 p.m. – 7:00 p.m.

## UW-Madison School of Library Information and Studies — Reunion

Meeting Room A3

## UW-Milwaukee School of Information Studies — Reunion

Meeting Room A2

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6:00 p.m. – 7:30 p.m.

## Book Discussion: *One Thousand White Women*

Auditorium

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

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8:00 p.m. – 11:00 p.m.

## WLA Foundation Fundraiser: "WLAF Irish Fest"

Ballrooms A1-A2-A3

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



## What the movie "Sideways" did for wine, "Living on the Wedge" does for cheese!

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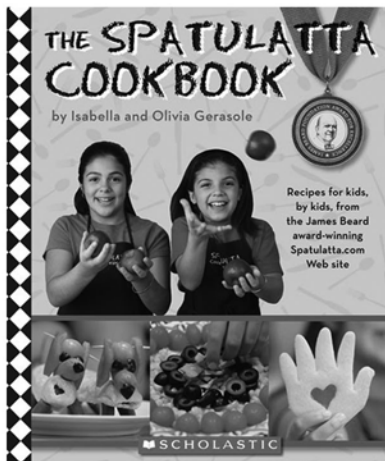
Traveling from creamery to creamery, Mari not only interviews Wisconsin's award-winning cheesemakers but she pitches in and helps make the cheese. She's soon up to her elbows in curds, feeding goats and needling blue cheese rounds.

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# Program Schedule – Thursday

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6:30 a.m. – 9:30 a.m.

## **Conference Breakfast**

Regency Suites Hotel Atrium

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7:00 a.m. - 5:00 p.m.

## **Registration**

KI Convention Center

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7:30 a.m. – 8:30 a.m.

## **Circulation Services Round Table Business Meeting**

Meeting Room 1

## **Government Information Round Table Business Meeting**

Meeting Room 2

## **Library User Education Round Table Business Meeting**

Meeting Room 7

## **Media and Technology Section Business Meeting**

Meeting Room 3

## **Resource Sharing Round Table Business Meeting**

Meeting Room 5A

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

Meeting Room 6A

## **Continental Breakfast and “Show & Tell” of Brown County Library’s New Parent/Teacher Centers**

Brown County Library

Visit the Brown County Central Library (515 Pine Street) for a mini tour and presentation of the new Parent/Teacher Center, established through an LSTA grant project. The Center builds upon existing library resources to improve and better publicize library collections related to parenting, child development and early education. This 2007 LSTA project, available at the Brown County Central Library and two small branch libraries, ties into Brown County’s broad-based Community Partnership for Children.

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8:00 a.m. – 10:00 a.m.

## **WLA Foundation Board Meeting**

Meeting Room 4

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8:30 a.m. – 3:30 p.m.

## **WLA Foundation Silent Auction**

(4:00 p.m. pick up and pay)  
Ballroom A4

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8:30 a.m. – 4:30 p.m.

## **Exhibits**

Exhibit Hall

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8:30 a.m. – 5:00 p.m.

## **Internet Café**

Ballroom A4



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9:00 a.m. – 10:15 a.m.

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

Auditorium

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

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

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

Meeting Room 3

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

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

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

Meeting Room B1

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

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

## Litera Scripta Manet: How to Inspire and Cultivate Bookclust in your Patrons

Meeting Rooms 6A-6B

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

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

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

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

Meeting Room 7

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

What is "Net Neutrality" and why is it important to libraries? Does a neutral Internet require Congressional action? And what are the latest attempts by some in federal law enforcement and Congress to track everyone's Internet activities? This program will review these topics and other related issues, like pending Congressional bills to require filtering of social networks.

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# Program Schedule – Thursday

## Open Meetings Law and You

Meeting Room A2

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

When does the Open Meeting Law apply? What is required if it does, and when can you meet in a closed session? Who enforces the law and what are its penalties? Krista Ross will discuss all of this and more at this informative session.

## The Smooth, Bumpy and Zigzagged Road to Making the Masters of Story Time

Meeting Room 1

**Susan B. Santner**, Outreach Program Manager, Continuing Education Services, School of Library and Information Studies, UW-Madison; **Anna Palmer**, Outreach Specialist, Continuing Education Services, School of Library and Information Studies, College Library, UW-Madison

Watch librarians in action! Librarians on screen and behind the scenes contributed to make this unique training DVD. It was designed to help librarians instruct staff and day care providers on the importance of incorporating early literacy techniques into their story times. Learn how the DVD was funded, planned, and produced. DVD highlights (and silly outtakes) will be shown. Funding to produce the DVD was provided by the Ira and Ineva Reilly Baldwin Wisconsin Idea Endowment.

## Those Who Can, Teach: Becoming a More Effective “One Shot” Trainer (and Explainer)

Meeting Room 2

**Michele Besant**, Director, School of Library and Information Studies Library, UW-Madison; **Carrie Nelson**, Associate Academic Librarian, UW-Madison; **Pamela O’Donnell**, Academic Librarian, UW-Madison

What do you know about yourself as a learner? Does it affect how you present information to others? What about the tenth time you present a workshop? How can you keep the material fresh and yourself engaged? This program will model integrating material for different learning styles, demonstrate how to “own” material and keep it interesting, and offer tips to make user education, staff training, and service desk interactions more successful (and pleasurable) for all.

## Uncomfortable with Your Discomfort?

Meeting Rooms 5A-5B

**Clare Ann Jacobsmeier**, Clinical Coordinator/Director of Community Support Programs, Department of Human Services-Door County

This is an opportunity to deal with the discomfort that comes with dealing with others’ unpredictable and unusual behavior. Clare will discuss a variety of types of mental illness and the behavior that may result in a public setting, as well as service needs of this population. She will include OCD (Obsessive Compulsive Disorder) and PTSD (Post Traumatic Stress Disorder) as these issues are increasing in our communities. The format will be interactive with Clare responding to scenarios and incidents provided from the audience. You will leave with some concrete tools to use in your own setting.

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10:00 a.m. – 10:45 a.m.

## No-Conflict Break in the Exhibit Hall

Exhibit Hall

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

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11:00 a.m. – 12:15 p.m.

## CCBC

### (Children’s Cooperative Book Center)

Meeting Room 4

**Megan Schliesman**, Librarian, Children’s Cooperative Book Center, School of Education, UW-Madison; **Merri V. Lindgren**, Librarian, Children’s Cooperative Book Center, School of Education, UW-Madison

Librarians from the CCBC will present a program on Best Books for Young Adults nominees.

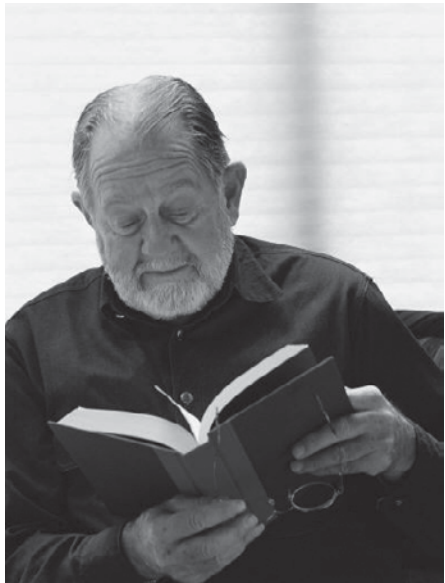
### *It’s Hard to Read When You’re Hungry: Food Drive for Paul’s Pantry in Green Bay*

We encourage all attendees to bring food items or a personal hygiene product to the conference food pantry. Suggested items include canned goods (tuna, soup, fruits, vegetables), rice, peanut butter, shampoo, soap, toothbrushes, toothpaste, etc. Collection points will be located in the registration area for your donations.

# Public libraries provide great value!

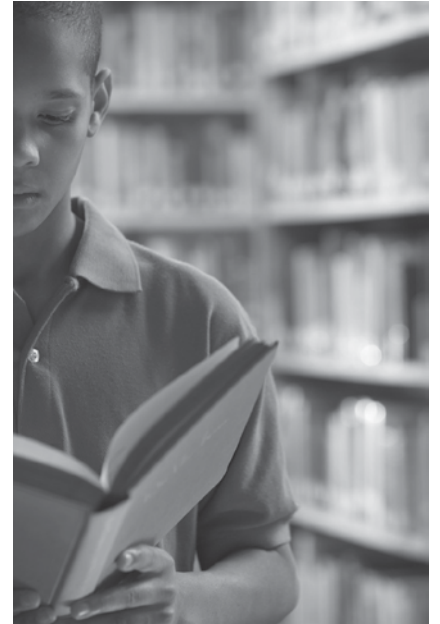
**Y**ou know this is true, and so do your patrons! Encourage them to transform their passion for libraries into meaningful action on your behalf.

Vocal public input about the value of library services, resources and programs is vital, and all libraries benefit when patrons share these

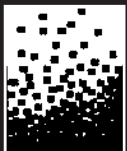


stories with elected officials and community leaders. Most patrons just need an invitation to speak up!

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



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



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

This message is brought to you by the South Central Library System.

# Program Schedule – Thursday

## Fighting Fraud: We Can Do It — Together!

Auditorium

*Jeanne I. Benink*, State Program Coordinator, AARP Wisconsin; *Susan Schilz*, Regulatory Specialist, Wisconsin Department of Agriculture, Trade & Consumer Protection; *Patricia D. Struck*, Administrator, Division of Securities, Wisconsin Department of Financial Institutions

Hear clear and concise examples from Jeanne, Susan and Patricia illustrating why all of us need to be disseminators of financial security information whenever possible. You will learn how fraud impacts individuals (e.g., did you know it takes the average fraud victim more than 40 hours to get their finances back in order?). You will also learn how to spot different types of fraud, how to talk to people about it and which authorities/agencies can help the most in each situation. Gain excellent (*and free*) resources and literature to display at your libraries for the public to take home.

## Managing Your Library for GREAT Customer Service: Ensuring Your Library's Success through Strong Customer Partnerships

Meeting Room B1

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

In this Internet age — at a time when people have unlimited choices over how they will spend their time — how can you ensure that the people in your community continue to choose your library as their primary resource for information and learning? A central ingredient of the answer to this question is customer service. The most successful libraries have created strong partnerships with their customers by organizing their work around their customers. In this workshop, you'll learn the foundations of GREAT customer service and leave with specific ideas of what you can do to create staff commitment to a customer-driven library.

## The New Media Ecology: How the Growth of the Internet and Cell Phones Have Changed the Way People Deal with Each Other, Receive Information, and Create and Share Media

Meeting Rooms 6A-6B

*Lee Rainie*, Director of the Pew Internet and American Life Project, Washington D.C. (<http://www.pewinternet.org/>)

Lee Rainie will discuss the Project's latest findings about how different people use the Internet and other technology to gather, share, and create information. He will explore the implications for these changes on the role of libraries. Further, he will look at how today's trends in technology development and Internet use might evolve in the future.

## Non-Profit Marketing: What I Should Know About Marketing That My Mother Wouldn't Tell Me

Meeting Room 3

*Don McCartney*, Senior Lecturer of Business Administration, UW-Green Bay

Through presentation and discussion, discover what marketing really is for your library group. Learn to identify exchange factors, market segmentation, and social identification. Explore membership and participation expectations and strategies to enhance both. The speaker has led successful retreats for UWGB's Friends of the Cofrin Library. He'll help you feel enthusiastic and energized for your next marketing project!

## Notable Book Marathon

Meeting Room 7

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

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

## Training 2.0: Bringing Order to Chaos

Meeting Rooms 5A-5B

*Renee Ettinger*, Reference and Instructional Services Librarian, Cofrin Library, UW-Green Bay; *Emily Rogers*, Coordinator of Access Services, Cofrin Library, UW-Green Bay; *Leah Smith*, Library Services Assistant, Cofrin Library, UW-Green Bay

Tired of answering the same questions with each new employee or volunteer? Finding it difficult to schedule time to go over policies and procedures? Learn how to incorporate wikis, blogs, screen capture software, and other tools to keep training consistent and manageable. By utilizing an online training program, we were able to reach employees during all hours, even if a supervisor was not available. This program increased training efficiency for everyone involved, bringing order to the chaos.



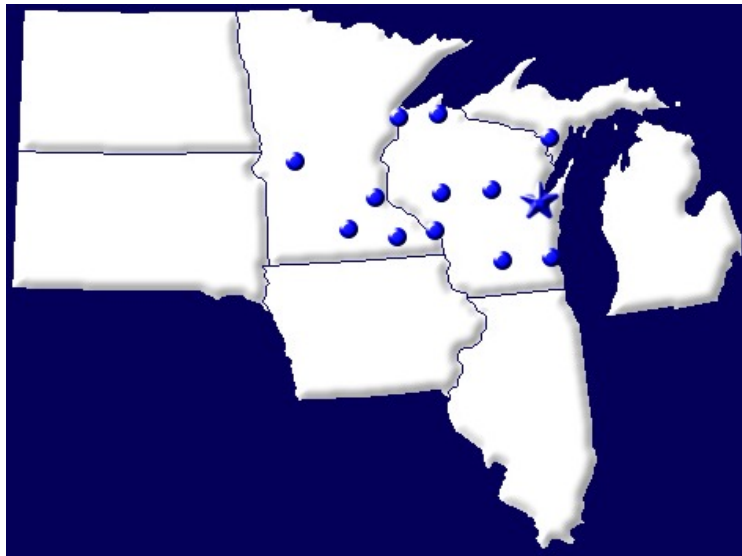
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# Program Schedule – Thursday

## Using Digital Collections for K-12 Education

Meeting Room 1

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

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

## Using WISCAT as a Resource Sharing Tool

Meeting Room 2

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

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

## What's My Role? A Mini Trustee Workshop

Ballroom B3

**Krista Ross**, *Director, Southwest Wisconsin Library System*  
Krista Ross will lead participants in a mini-trustee workshop that will include the responsibilities of the library board, the library director and the municipality.

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11:45 a.m. - 1:30 p.m.

## Box Lunches Available in the Exhibit Hall

(pre-registration required)

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



## Autograph Garden: Jeffrey Russell

Exhibit Hall

*Change Basics; Strategic Planning 101*

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12:30 p.m. – 2:00 p.m.

## President's Luncheon The UW Educational Growth Agenda: How the Library Community Can Help

Ballroom A1-A2

**Kevin Reilly**, *UW-System President*

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

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

Ballroom A3

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

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

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# Program Schedule – Thursday

2:00 p.m. – 3:15 p.m.

## **Appreciative Inquiry (AI) – Now That We Know About It, How Do We Use It At Our Library?**

Meeting Room B2

**Gerald Campbell**, Professor – UW- Madison

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

## **Everyone's Retiring! What Will Wisconsin's Workforce Look Like In Ten Years?**

Meeting Room 7

**Jeanne I. Benink**, State Program Coordinator, AARP Wisconsin

We will discuss current trends in the workforce, such as the boomers getting ready to retire, and the labor shortage due to the small population of Gen Xers. Other topics will include why we need to work together across the generations, how the employers need to change existing practices to keep experienced workers in their employment (and why the employers are not listening to the experts when it comes to this entire issue) and what we as individuals can do together to ease this unavoidable transition in our country. Retired librarians will also discuss some of their experiences!

## **Genealogy 101**

Meeting Room 1

**Karen Weston**, University Archivist, UW-Whitewater

The program introduces basic genealogical concepts. It gives ideas on how to handle common genealogical queries (i.e. the Boy Scout genealogy merit badge) when a library does not have a knowledgeable staff member and when the collection is limited in resources.

## **Just Keep Shoveling**

Meeting Room B1

**Michael Perry**, Author and 2007 RR Donnelley Award Winner for *Truck: A Love Story*

Join author Michael Perry as he reads from his works, talks about the realities of this freelance life, what happens behind the scenes and the process he uses to write. Michael will happily answer questions at the conclusion of his program. Michael Perry is also the author of *Population 485* and *Off Main Street*.

## **Library and Community Involvement**

Meeting Room 2

**Audrey Ascher**, Chair, WLTA; **Jim Backus**, Vice-Chair, WLTA

Audrey Ascher and Jim Backus will talk about innovative ways you can make your library a community center and a key functionary in your community's development.

## **Taking the Non out of Non-User: Increase Your Library's Reach with Creative Marketing Strategies**

Auditorium

**Jill S. Stover**, Undergraduate Services Coordinator, James Branch Cabell Library, Virginia Commonwealth University, Richmond, VA

Your library's merits are evident to your loyal patrons, but what about those who have never used your services? Drawing in non-users requires creative approaches to service design and delivery as well as promotion. Learn about marketing theories and practical tactics that will help you create real value for non-users to get them in the door and keep them coming back.

## **Teen Time**

Meeting Room 3

**Amber McCrea**, Librarian, Beloit Public Library; **Ruhama Kordatsky**, Librarian, Burlington Public Library

Teen Librarians will present panel discussion on issues surrounding teen/YA programming.

## **UW-Madison Libraries/Google Partnership**

Meeting Rooms 5A-5B

**Ed Van Gemert**, Deputy Director, General Library System, UW-Madison; **Irene Zimmerman**, Head, Cataloging Department and Google Project Manager, UW-Madison

UW-Madison and Google are partnering to expand access to hundreds of thousands of books and documents from the holdings of the UW-Madison Libraries and the Wisconsin Historical Society. The primary goals of the project are storage, preservation and access. The presentation will cover what has occurred in between the time the agreement was signed one year ago to the present.

## We Are the Very Model of a Modern Staff Training Program: Involving All Staff in Preparing, Leading and Learning Information Service Competencies

Meeting Rooms 6A-6B

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

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

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3:00 p.m. – 3:35 p.m.



### Autograph Garden: Ann Bausum

Exhibit Hall

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

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3:15 p.m. – 4:00 p.m.

### No-Conflict Break in the Exhibit Hall

Exhibit Hall

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

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3:30 p.m. – 4:30 p.m.



### Autograph Garden: Michael Perry

Exhibit Hall

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

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4:00 p.m. – 5:15 p.m.

### Bibliotherapy with Pet Books— Nonfiction Reads for Animal Lovers

Meeting Room 7

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

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

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

Meeting Rooms 5A-5B

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

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

# Program Schedule – Thursday

## Life in a Consortium: A Balancing Act

Ballroom A1

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

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

## Presentation by the 2008 Burr Worzalla Award Winner — Ann Bausum

Meeting Room 4

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

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

Auditorium

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

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

## Student Research Forum

Meeting Room 1

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

## Successful ILL Practices for Distance Education Students

Meeting Room 2

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

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

## What's New Under the Dome – Legislative Update Session

Meeting Rooms 6A-6B

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

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

## Frances de Usabel Award

*Jail Library Group, UW-Madison SLIS*  
Michele Besant, Angela Milock and Amanda Schnirring

## The Wisconsin User and Library User — Now: A 2007 Replication of the 2003 Statewide Survey

Meeting Room 3

*Joshua H. Morrill, PhD, Owner, Morrill Solutions Research*  
This presentation will address the outcomes of a 2007 statewide survey of Wisconsin public library users and non-users. This is a replication of a 2003 scientific survey of Wisconsin residents, and results will look at comparisons from the 2003 to the 2007 data. Some interesting attitudinal questions that will be addressed include: participants' perception of their local public libraries, technology usage and new technology initiatives, areas of interest in library collections and much more.

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**5:15 p.m. – 6:00 p.m.**



### Autograph Session: Ken Foster

Meeting Room 7

*Dogs I Have Met: and the People They Found*  
*The Dogs Who Found Me*  
*Dog Culture: Writers on the Character of Canines*

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**5:30 p.m. – 6:30 p.m.**

### WLA and WLA Foundation Annual Business Meeting

Auditorium

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**6:30 p.m. – 7:00 p.m.**

### West DePere High School Chamber Choir

*Directed by Laura Rollin*

Ballrooms 1-2-3

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**7:00 p.m. – 9:00 p.m.**

### Awards Banquet

Ballrooms 1-2-3

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

**Partners:** DEMCO, Inc., Highsmith Inc., WLA Foundation, Worzalla Publishing Company, RR Donnelley Foundation

## Third Annual MATS Webbies Awards

### Best Reference Site

*InfoSoup*

<http://www.infosoup.org/>  
Webmaster: Beth Carpenter

### Best Site for Kids

*Menasha Public Library*

<http://www.menashalibrary.org/>  
Webmaster: Jody Cleveland

### Coollest Design

*Northern Waters Library Service*

<http://nwls.wislib.org/>  
Webmaster: Marsha Sorensen

### Most Accessible Site

*L.E. Phillips Memorial Public Library*  
*"Fun and Games" Page*

<http://www.epubliclibrary.info/index.php?Itemid=141>  
Webmaster: Jeff Burns

### Best of the Best

*Menasha Public Library*

<http://www.menashalibrary.org/>  
Webmaster: Jody Cleveland

# Wisconsin Library Association 2007 Awards Recipients

## WLA/ProQuest Intellectual Freedom Award

Helen Adams, Online Instructor, Mansfield University

## Citation of Merit Award

Frank Fiorenza, President, Village of Potosi

## WLA/Highsmith Award

Carthage Family Fun Night, a program of Hedberg Library,  
Carthage College in Kenosha

## Trustee of the Year Award

Lowell Wilson, Lakeshores Library System

## WLA/DEMCO Librarian of the Year Award

Alice Sturzl  
Laona School District

## Library of the Year Award

Middleton Public Library  
Paul Nelson, Director

## Muriel Fuller Award

Bea Lebal, Director  
T.B. Scott Free Library, Merrill

# 2007 Book Awards

## Literary Awards Committee Honors

### RR Donnelley Award

Michael Perry  
*Truck: A Love Story*

### Notable Authors

Jerold W. Apps  
Russel B. Nye  
George Vukelich

### Outstanding Achievement

Sean B. Carroll	..... <i>The Making of the Fittest: DNA and the Ultimate Forensic Record of Evolution</i>
Maggie Dietz	..... <i>Perennial Fall</i>
David Feige	..... <i>Indefensible: One Lawyer's Journey Into the Inferno of American Justice</i>
Jane Hamilton	..... <i>When Madeline was Young (a novel)</i>
David Maraniss	..... <i>Clemente: The Passion and Grace of Baseball's Last Hero</i>
Patricia B. McConnell	..... <i>For the Love of a Dog: Understanding Emotion in You and Your Best Friend</i>
John Nichols	..... <i>The Genius of Impeachment: The Founder's Cure for Royalism</i>
Sam Savage	..... <i>Firmin: Adventures of a Metropolitan Lowlife</i>
Kerry A. Trask	..... <i>Blackhawk: The Battle for the Heart of America</i>
Danielle Trussoni	..... <i>Falling Through the Earth: A Memoir</i>

## Children's Book Award Committee

### Elizabeth Burr/ Worzalla Award

Ann Bausum  
*Freedom Riders: John Lewis and Jim Zwerg On the Front Lines of the Civil Rights Movement*

### Notable Author

Jim LaMarche

### Outstanding Achievement

Alden Carter	..... <i>Love, Football and Other Contact Sports</i>
Kathleen Ernst	..... <i>Hearts of Stone</i>
Pete Hautman	..... <i>Rash</i>
Kevin Henkes	..... <i>Lilly's Big Day</i>
Jim LaMarche	..... <i>Up</i>
MaryBeth Lorbiecki, Author; Brian Pinkney, Illustrator	..... <i>Jackie's Bat</i>
David McLimans	..... <i>Gone Wild: An Endangered Animal Alphabet</i>
Mark Kurlansky, Author; S. D. Schindler, Illustrator	..... <i>Story of Salt</i>
George Shannon, Author; Sam Williams, Illustrator	..... <i>Busy in the Garden</i>
David Wiesner	..... <i>Flotsam</i>





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

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

**AGENDA**

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

# Program Schedule – Friday

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6:30 a.m. – 9:30 a.m.

## Conference Breakfast

Regency Suites Hotel Atrium

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7:00 a.m. – 10:00 a.m.

## Registration

KI Convention Center

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7:00 a.m. – 8:30 a.m.

## Bird Watching and Nature Hike at the Bay Beach Wildlife Sanctuary

Meet at the front of Regency Suites to board Bus at 7:00 a.m.; bus will return by 8:30 a.m. (preregistration required)

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

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

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7:30 a.m. – 8:30 a.m.

## Readers Section Business Meeting

Meeting Room 3

## Technical Services Section Business Meeting

Meeting Room 2

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8:30 a.m. – 11:30 a.m.

## Internet Café

Ballroom A4

## View Webbie Award Winners

Ballroom A4

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9:00 a.m. – 10:15 a.m.

## BadgerLink: Best Practices for Branding and Access

Meeting Room 4

**James Leaver**, BadgerLink Coordinator, Reference and Loan Library, Division for Libraries, Technology and Community Learning

This program will focus on best practices for BadgerLink branding and linking to the site and its related full-text resources to provide the broadest possible access for patrons, both from within the library setting and remotely.

## How to Weed Your Library Without Losing Your Mind

Meeting Room 2

**Denise Anton Wright**, Director, New Glarus Public Library  
Over the years, we all become exceptionally fond of our libraries and all of the items within them. As librarians, most of us have a hard time weeding our collections and "throwing things out." This program will focus on why every type of library needs to regularly weed its collection. The focus will be practical and will use tips and tricks that every library can use.

## In the "Palm" of Your Hand

Auditorium

**Robert Wagner**, Coordinator of Educational Technology Program, School of Education, Marian College

Get "schooled" for the future using handheld computers. This session will show you some basics to start using the built-in applications of a Palm One™ handheld computer. Learn how handheld computers can help educators address No Child Left Behind, 21st-century skills in the classroom, and help them work within their budget at the same time. The first 20 participants will be able to use a handheld computer during the session!

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# Program Schedule – Friday

## Manga and Anime: It's All Japanese to Me

Meeting Room 7

**Rachel Strehlow**, *Circulation Librarian/Graphic Novel Selector, Brown County Library*; **Jeanne Heuer**, *Young Adult Librarian, Brown County Library*

Does all Manga look alike to you? What makes it different from Anime? Why is it so popular? Which are appropriate for a library collection? Rachel Strehlow, who has a personal collection of 1,000+ Manga, has selected these materials for the Brown County Library for the last two years. She will focus on the differences between Manga and Anime, terminology, genres, boy vs. girl Manga, core titles, notable authors, budgeting for Manga and several resources. Examples will be abundant!

## Tracing Your Ancestors Through Genealogy Tips and Tricks

Meeting Room 5A

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

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

## What's Toxic in Your Neighborhood?

Meeting Room 3

**Michael Watkins**, *Head of Government Documents, Polk Library, UW-Oshkosh*

The EPA has been closely monitoring toxic emissions into our local environments for several decades. This program will provide a demonstration on how to access that information using the Landview 6 DVD, a joint publication of the Census Bureau and the EPA, and the Toxic Release Inventory, which is an annual report released by the EPA. There are concerns whether this information will continue to be gathered as the current administration is cutting back on EPA's information services. Will several EPA libraries be closed? Will the Toxic Release Inventory be discontinued?

## The Wisconsin Court System's Self-Help Family Law Site — An Overview

Meeting Room 1

**Jane Colwin**, *State Law Librarian, Wisconsin State Law Library*; **Judge Gary Carlson**, *Taylor County Circuit Court*

In over 65 percent of Wisconsin family law cases, at least one of the parties is unrepresented by counsel. This “Home Depot” phenomenon led the Wisconsin Court System to create state-wide standard family law forms and instructions which can be accessed and completed online. Take a tour of the website, see a demonstration of the family law forms generation program and learn about additional resources and tips to help you help your patrons with their day in court.

## Wisconsin Public Library Standards and Certification, Here and Now — Mapping the Future

Meeting Rooms 6A-6B

**Barbara Arnold**, *UW-Madison SLIS, Council on Library and Network Development-COLAND (Moderator)*; **Jane Pearlmutter**, *Associate Director, Director of Continuing Education, UW-Madison SLIS*; **David Polodna**, *Director, Winding Rivers Library System*; **Linda Bendix**, *Director, Frank L. Weyenberg Library, Mequon-Thiensville*; **Elizabeth Timmins**, *Director, Muehl Public Library, Seymour*; **Ellen Connor**, *Director, Sturm Memorial Library, Manawa*

The scope and purpose of this program is to evaluate current public library standards and certification in Wisconsin, mapping the future for the next generation of librarians today by giving perspectives on the changing roles of public libraries and librarianship.

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10:30 a.m. – 11:45 a.m.

## The 411 on Mashups

Meeting Rooms 6A-6B

*Julie Fricke, Reference and Web Resource Librarian, Seeley G. Mudd Library, Lawrence University*

Choose, create and host your own mashup! Learn how to “mash” data together from two content sources. Julie Fricke will discuss what mashups are and why you would want to use them. Examples will be shown!

## Bay Beach Wildlife Sanctuary Live Animal Program

Auditorium

*Ty Baumann, Director, Bay Beach Wildlife Sanctuary; Additional animal handlers: Ida Baumann, Shannon McCarthy*

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

## The Effects of Intervention on Students’ Information and Communication Technology Literacy (ICT) Skills at the University of Wisconsin-Green Bay

Meeting Room 4

*Dave Dettman, Head of Library Instruction / Reference Librarian, Cofrin Library, UW-Green Bay*

Using an assessment instrument created by the Educational Testing Service we undertook a study to determine if library instruction and additional ICT related exercises throughout the semester allowed students to demonstrate a higher degree of mastery of the seven proficiencies measured: Define, Access, Evaluate, Manage, Integrate, Create, and Communicate. Details of the test and results of the study will be shared.

## Helping Patrons Understand Environmental Issues: An Introduction to Internet Map Tools and Related Resources

Meeting Rooms 5A-5B

*Adam Mednick, Natural Resource Educator, Wisconsin Department of Natural Resources; Dreux J. Watermolen, Chief, Science Information Services, Wisconsin Department of Natural Resources*

A number of on-line resources can help library patrons in Wisconsin better understand environmental issues facing their communities. We will highlight several library-maintained environmental sites. We also will demonstrate free, intuitive Internet tools that patrons can use to map and understand natural resources features (soil type, location within a watershed, air quality advisories, etc.) and evaluate some of the impacts of local land use decisions.

## Hiring Tips to Strengthen Your Workforce

Meeting Room 1

*Fred Gantz, Quarles & Brady LLP*

What is appropriate to ask and not to ask on job applications? How does one conduct reference and background checks, as well as post-offer considerations? What is permissible under ADA guidelines? Learn about these issues and laws applicable to the hiring process.

## The Original Information Highway

Meeting Room 7

*Bruce Smith, Delivery Coordinator, South Central Library System*

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

# Program Schedule – Friday

## Poets as Peacemakers, Poets as Healers

Meeting Room 3

**Ellen Kort**, *Wisconsin's First Poet Laureate*

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

## Private Soldiers: A Year in Iraq with Wisconsin's 2-127th

Ballroom A1

**Staff Sergeant Joseph Streeter**

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

## Reaching Out to Homeschoolers

Meeting Room 2

**Leah Langby**, *Library Development and Youth Services Coordinator, Indianhead Federated Library System*

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

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11:45 a.m. – 12:30 p.m.



## Autograph Garden: Staff Sergeant Joseph Streeter

Ballroom 1A

*Private Soldiers: A Year in Iraq with Wisconsin's 2-127th*

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12:00 p.m. – 12:30 p.m.



## Autograph Garden: Ellen Kort

Meeting Room 3

See you at the  
**WLA 2008 Conference**  
at Marriott Madison West  
Middleton, Wisconsin  
November 4–7, 2008

# 2007 WLA Program Sponsors and Partners

## Awards and Honors Committee

Awards Banquet

## AWSL – Association of Wisconsin Special Librarians

Appreciative Inquiry (AI): Now That We Know About It, How Do We Use It at Our Library?

Association of Special Librarians Business Meeting  
Learning Games and Simulations: What Librarians Need to Know

Providing Health Reference on a Budget  
Real World RSS: Developing a Current Awareness Service for Your Patrons

Tour of the St. Norbert Abbey Library and Archives

## Brown County Library

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

## CSRT – Circulation Services Round Table

Appreciative Inquiry (AI): Now That We Know About It, How Do We Use It at Our Library?

Circulation Services Round Table Business Meeting

Life in A Consortium: A Balancing Act

Original Information Highway

Putting Library Services Where Our Users Live and Work: Future of OPAC

## DEMCO, Inc.

Awards Banquet (*Partner*)

## DPI – Department of Public Instruction

BadgerLink: Best Practices for Branding and Access

FLASH: Digital Future of Talking Books

Rural Library Sustainability Reunion

What’s New Under the Dome: Legislative Update Session

WISCAT Update

## Friends of Brown County Library, Inc.

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

## GIRT – Government Information Round Table

Government Information Round Table Business Meeting

What’s Toxic in Your Neighborhood?

## Highsmith Inc.

Awards Banquet (*Partner*)

## IFRT – Intellectual Freedom Round Table

Intellectual Freedom Issues: Hot off the Presses

“Interesting” Times of Intellectual Freedom: An IFRT Pre-conference

## Literary Awards Committee

RR Donnelley Award Winner Session: Just Keep Shovelin’ with Michael Perry

Poets as Peacemakers, Poets as Healers

## LRRT – Library Research Round Table

Applying Survey Methodology in the Real World

New Media Ecology: How the Growth of the Internet and Cell Phones Have Changed the Way People Deal with Each Other, Receive Information, and Create and Share Media

Student Research Forum

## LUERT – Library User Education Round Table

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

## MATS – Media and Technology Section

Library 2.0: The Movement Explained

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

Media and Technology Section Business Meeting

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

New Media Ecology: How the Growth of the Internet and Cell Phones Have Changed the Way People Deal with Each Other, Receive Information, and Create and Share Media

Webbie Award Winners

## OSRT – Outreach Services Round Table

Burnout and YSS Business Meeting

CCCB (Children’s Cooperative Book Center)

Grants: Finding Out “Where Do I Get the Money?”

NAMI’s In Our Own Voice

Reaching Out to Homeschoolers

Reaching Out to the Spanish Speaking Community

Taking the Non Out of Non-User: Increase Your

Library’s Reach with Creative Marketing Strategies

Uncomfortable With Your Discomfort?

Youth Issues in Mental Health

# 2007 WLA Program Sponsors and Partners

## **P2C2 – Personnel and Professional Concerns Committee (WAPL)**

Hiring Tips to Strengthen Your Workforce  
We Are the Very Model of a Modern Staff Training Program — Involving All Staff in Preparing, Leading and Learning Information Service Competencies

## **RASS – Reference and Adult Services Section**

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

## **READ – Readers Section**

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

## **RR Donnelley Foundation**

Awards Banquet (*Partner*)

## **RSRT – Resource Sharing Round Table**

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

## **SOIS – School of Information Studies, UW-Milwaukee**

UW-Milwaukee School of Information Studies Reunion

## **SLIS – School of Library and Information Studies, UW-Madison**

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

## **SRRT – Social Responsibilities Round Table**

Bookmaking 101

## **SSS – Support Staff Section**

Lutie Stearns and Her Library Legacy

## **TSS – Technical Services Section**

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



# 2007 WLA Program Sponsors and Partners

## **WAAL – Wisconsin Association of Academic Librarians**

411 on Mashups  
Academic Podcasting - Costs, Benefits and Outcomes at UW-Washington County  
Effects of Intervention on Student's Information and Communication Technology Literacy (ICT) Skills at the University of Wisconsin-Green Bay  
How Do I Manage Series Authorities Now That LC is Not?  
Intellectual Freedom Issues: Hot off the Presses  
“Interesting” Times of Intellectual Freedom: An IFRT Pre-Conference  
Library Conference Planning 101: Backs to the WAAL  
Life in a Consortium: A Balancing Act  
Non-Profit Marketing: What I Should Know About Marketing that My Mother Wouldn't Tell Me  
Reel Librarians: Connecting Librarians & Film  
Successful ILL Practices for Distance Education Students  
Training 2.0: Bringing Order to Chaos  
UW Madison Libraries/Google Partnership

## **WAPL – Wisconsin Association of Public Libraries**

Changing Face of Reference  
Hiring Tips to Strengthen Your Workforce  
Library 2.0: The Movement Explained  
Litera Scripta Manet: How to Inspire and Cultivate Booklust in Your Patrons  
New Media Ecology: How the Growth of the Internet and Cell Phones Have Changed the Way People Deal with Each Other, Receive Information, and Create and Share Media  
Open Holds: A Win Win Solution!  
Reaching Out to the Spanish Speaking Community  
Rural Library Sustainability Reunion  
Taking the Non Out of Non-User: Increase Your Library's Reach With Creative Marketing Strategies  
Wisconsin Association of Public Libraries Board Meeting  
Wisconsin Public Library Standards and Certification, Here and Now - Mapping the Future  
Wisconsin User and Library User — Now: A 2007 Replication of the 2003 Statewide Survey

## **WECL – Wisconsin Education & Curriculum Librarians**

Wisconsin Education and Curriculum Librarians Business Meeting

## **WeLEAD**

Living Your Life on Purpose: Developing a Personal Mission

## **WEMTA – Wisconsin Educational Media and Technology Association**

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

## **WIGLHR – Wisconsin Genealogy and Local History Round Table**

Genealogy 101  
Wisconsin Genealogy and Local History Round Table Business Meeting

## **WHSLA – Wisconsin Health Science Library Association**

Providing Health Reference on a Budget

## **WISLR – Wisconsin Small Libraries Round Table**

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

# 2007 WLA Program Sponsors and Partners

## **WLA – Wisconsin Library Association**

Wisconsin Library Association and Wisconsin Library Association Foundation Annual Business Meeting  
Wisconsin Library Association Board Meeting  
Wisconsin Library Association Past Presidents' Breakfast

## **WLAC – Wisconsin Library Association Conference Committee**

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

## **WLAF – Wisconsin Library Association Foundation**

Awards Banquet (*Partner*)  
Non-Profit Marketing: What I Should Know About Marketing That My Mother Wouldn't Tell Me  
Wisconsin Library Association Foundation Board Business Meeting  
Wisconsin Library Association Foundation Fundraiser: "WLAF Irish Fest"  
Wisconsin Library Association Foundation Silent Auction

## **WLTA – Wisconsin Library Trustees Association**

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

## **Worzalla Publishing Company**

Award Banquet (*Partner*)

## **WWLW – Wisconsin Women Library Workers**

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

## **YSS – Youth Services Section**

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

# Non-Member Conference Speakers

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