

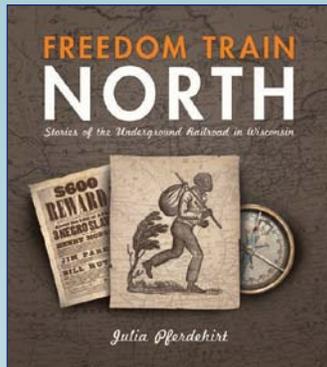
Libraries: A Renewable Resource

2011 WLA CONFERENCE
November 1-4, 2011
Hilton Milwaukee Center and
Frontier Airlines Center
Milwaukee

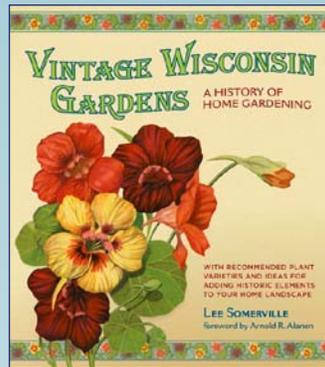


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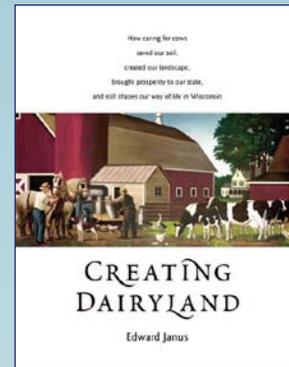
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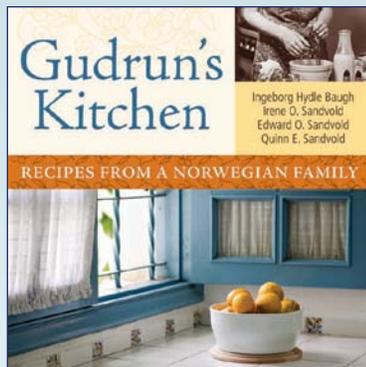
FOR YOUNG READERS
Freedom Train North:
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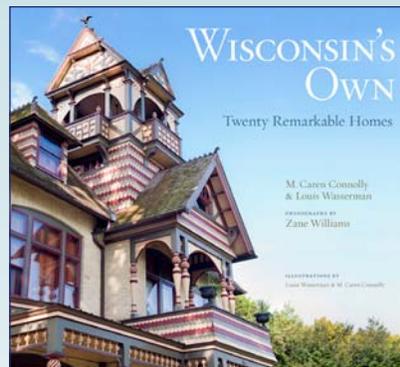
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Gardens:**
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Gardening
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Paperback: \$24.95
ISBN: 978-0-87020-475-3



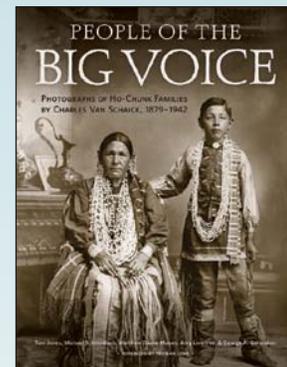
Creating Dairyland:
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Conference Greetings & Contents

Welcome to Milwaukee and the 2011 Wisconsin Library Association Conference, Libraries A Renewable Resource! We are celebrating the 120th anniversary of our Association and Annual Conference, and I will also be celebrating my new marriage, which took place on October 29th!

In addition, the WLA Board has decreed that this is the year of the Library Superstar, since library workers and supporters have been working overtime this year to advocate for library funding, innovate with e-books and other digital resources and support WLA, despite the recession.

Being at the Hilton Milwaukee City Center and the Frontier Airlines Center certainly will make you feel like a superstar. The Hilton is a Milwaukee landmark dating back to the 1920s which still retains the elegance of the era, while the Frontier provides us with the modern convention amenities to which we are accustomed. The two facilities are connected with a convenient skywalk.

Tuesday kicks off with pre-conferences on intellectual freedom, leadership and succession planning, followed by a vendor reception where you can catch up with your WLA friends and colleagues.

On Wednesday, Stephen Abram shares his perspectives for the future of libraries in his keynote address, FrankenLibraries or Librarytopia: Our Choice. The RASS luncheon on Wednesday features WISN-TV news anchor and political analyst Mike Gousha, and the YSS luncheon speaker is Tad Hills, the author and illustrator of the bestselling picture book *How Rocket Learned to Read*.

Be sure to go to the exhibits and visit with the vendors during the no-conflict times at the conference and thank them for their attendance at the conference and support of WLA!

Several tours of Milwaukee area libraries are scheduled during the conference, including tours of the Milwaukee Public Library Central Branch, the Milwaukee County Zoo

Library, the Milwaukee Art Museum Research Library and the Villard Square Library.

Kick off your Wednesday evening by attending one of the Wisconsin library school receptions (all are welcome to attend) and follow up with an evening of camaraderie and competitive table tennis at the WLA Foundation's annual fundraiser at SPiNGALACTIC!



Those of you with an interest in advocacy (and after *this* year, that is *all* of us!) should attend Thursday's WLTF luncheon. The speaker is Paul Nelson, Chair of the WLA Library Development and Legislation Committee.

Bid often and high on items at the WLA Foundation's Silent Auction, and say hello to the authors attending the conference in the Autograph Garden.

Bring along gently used books to donate to the Wisconsin Prison Literacy Project.

The award-winning Riverport Chorus will entertain you just before the Awards Banquet Thursday night, where we honor our colleagues who are doing exemplary work and Burr and Banta Award winners.

On Friday, *Onion* founder and humorist Scott Dikkers wraps up the week at the President's Luncheon as he shares "The Joy of Swearing."

From pre-conferences to receptions to sessions to meetings, the Conference Planning Committee and its chair, Bernie Bellin, have been working hard this past year to provide programs that will inspire and rejuvenate you!

All of you are Library Superstars! Thanks again for attending this year's WLA Conference!

Frank A. Portney

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2011 WLA Board of Directors



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Winding Rivers Library System, La Crosse

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Allison Kaplan
UW-Madison SLIS

Conference Information and Hilton Maps

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

Other meal options: You may enjoy planning a quieter meal away from the crowd at one of the many restaurants in the Milwaukee area, located within minutes of the Hilton and Frontier Center. Stop by the information table near the registration booth and pick up one of the VISIT MILWAUKEE guides and maps, including a calendar of events highlighting activities for the week and month.

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

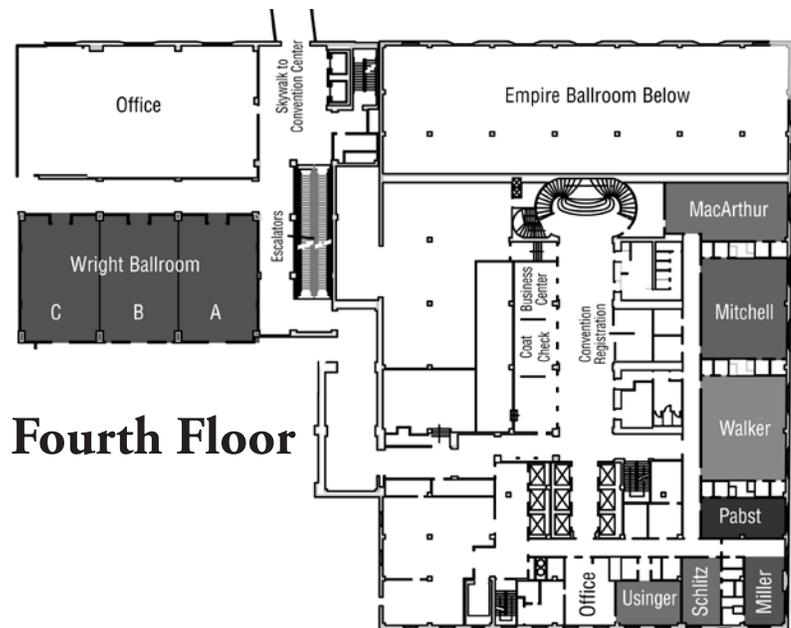
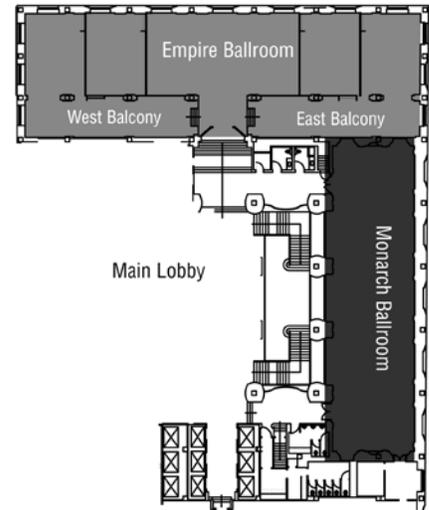
Smoking is not permitted in meeting rooms, at meal functions or in the Exhibits Area.

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

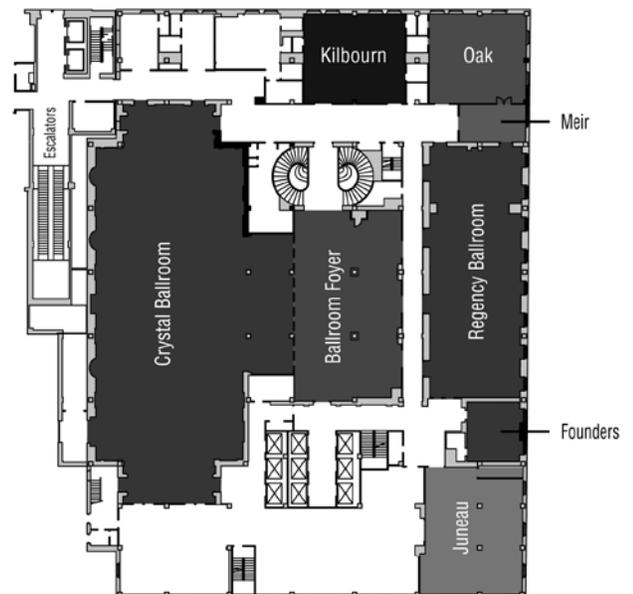
Badges must be worn when attending conference programs, meetings, exhibits and hospitality functions. White name badges are required to gain entrance to conference programming; colored badges indicate speaker-only or exhibit-only attendees. If you would like to attend programs, please return to the registration desk to pay the conference fee.

Free Internet access is available in our Internet Café, Wednesday and Thursday, at the Frontier Airlines Center, Exhibit Hall C.

Upper Lobby

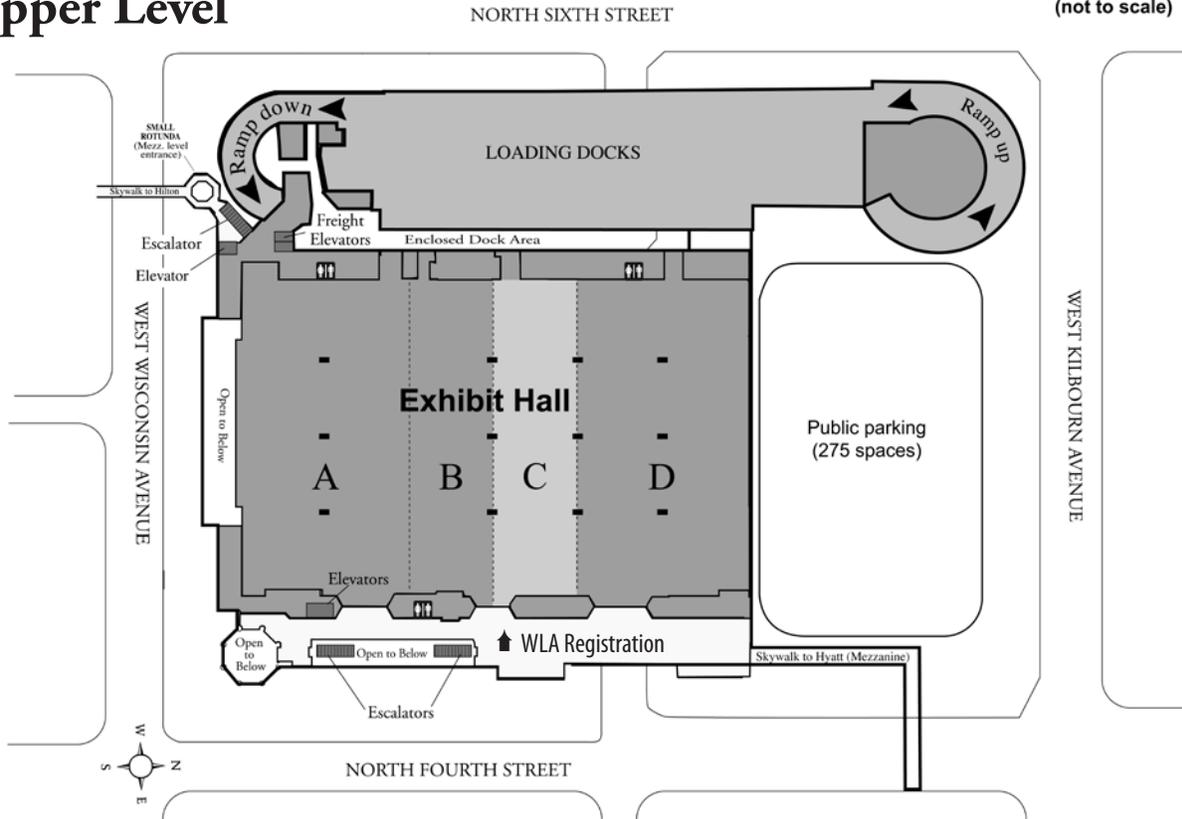


Fifth Floor



Frontier Airlines Center Map

Upper Level



Mezzanine Level

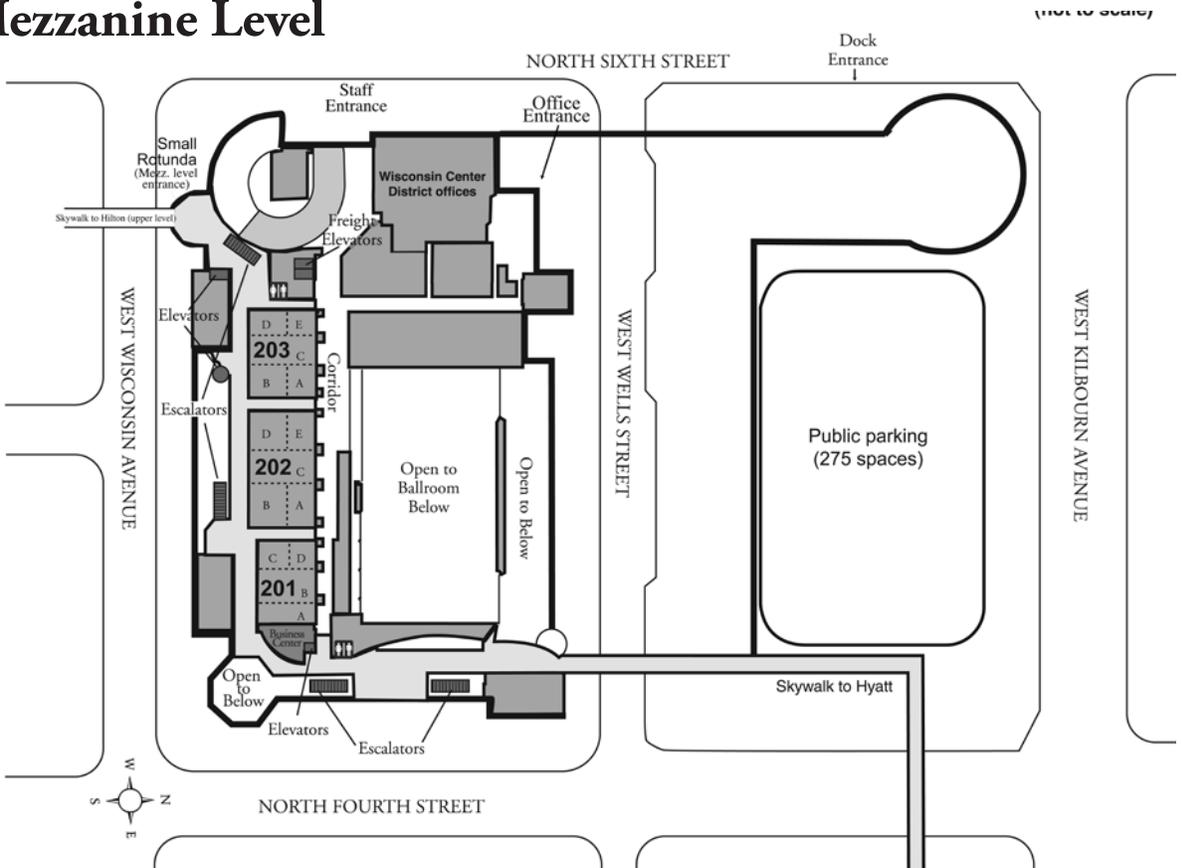
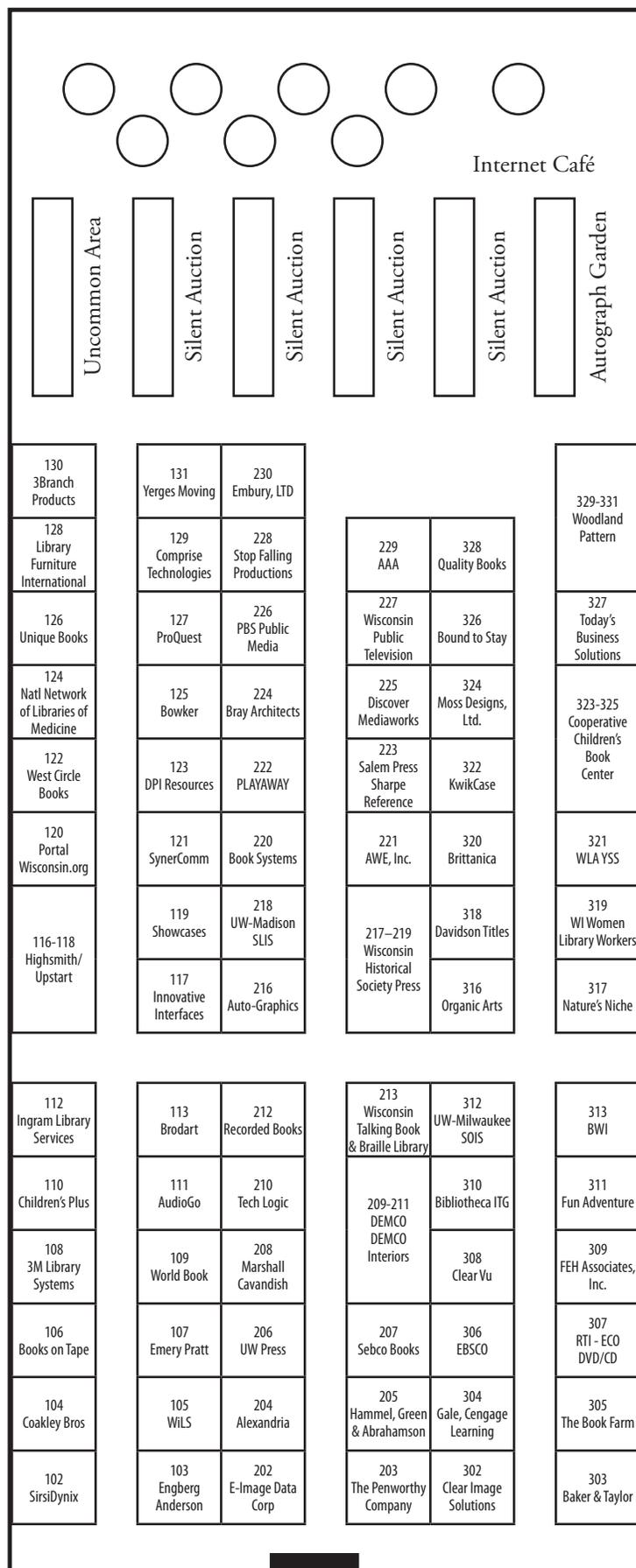


Exhibit Hall Floor Plan



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| <p>130 3Branch Products</p> <p>108 3M Library Systems</p> <p>229 AAA</p> <p>204 Alexandria</p> <p>111 AudioGo</p> <p>216 Auto-Graphics</p> <p>221 AWE, Inc.</p> <p>303 Baker & Taylor</p> <p>310 Bibliotheca ITG</p> <p>305 Book Farm, The</p> <p>220 Book Systems</p> <p>106 Books on Tape/
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Books</p> <p>125 Bowker</p> <p>224 Bray Architects</p> <p>320 Britannica Digital
Learning</p> <p>113 Brodart</p> <p>313 BWI</p> <p>110 Children's Plus, Inc.</p> <p>302 Clear Image Solutions</p> <p>308 Clear Vu</p> <p>104 Coakley Bros</p> <p>323-325 Cooperative
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Center (CBCC)</p> <p>129 Comprise
Technologies</p> <p>323 Cooperative
Childrens Book
Center</p> <p>318 Davidson Titles</p> <p>209-211 DEMCO/
DEMCO Interiors</p> <p>225 Discover Mediaworks</p> <p>123 DPI Resources for
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Wildlife Books</p> <p>304 Gale, Cengage
Learning</p> <p>205 Hammel, Green &
Abrahamson, Inc.</p> <p>116-118 Highsmith/Upstart</p> | <p>112 Ingram Library
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Section</p> <p>329-331 Woodland Pattern</p> <p>109 World Book</p> <p>131 Yerges Moving</p> |
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Conference at a Glance

Tuesday, November 1, 2011

9:30 a.m. – 3:30 p.m.	Tell Me What Democracy Looks Like	Hilton–Juneau
1:00 p.m. – 4:00 p.m.	Leading Through Communication	Hilton–Regency
	Lightening Fast Succession Planning	Hilton–Mitchell
	SRLAAW Meeting	Hilton–Walker
3:00 p.m. – 7:00 p.m.	Registration	Hilton–4th Floor
4:00 p.m. – 6:00 p.m.	Vendor Reception	Hilton–Empire

Wednesday, November 2, 2011

7:00 a.m. – 9:00 a.m.	Registration	Hilton–4th Floor
7:00 a.m. – 8:45 a.m.	Continental Breakfast	Hilton–Empire
7:00 a.m. – 8:45 a.m.	Past President’s Breakfast	Hilton–Walker
8:45 a.m. – 10:00 a.m.	Keynote Address: Stephen Abrams, FrankenLibraries	Frontier–202 A-B-C
9:00 a.m. – 7:00 p.m.	Registration	Frontier–Upper Level
10:00 a.m. – 5:00 p.m.	WLA Silent Auction	Frontier–Exhibit Hall C
	Exhibits	Frontier–Exhibit Hall C
	Internet Café	Frontier–Exhibit Hall C
	Uncommons Area	Frontier–Exhibit Hall C
10:00 a.m. – 10:45 a.m.	Exhibits: No Conflict	Frontier–Exhibit Hall C
	Autograph Garden: Tad Hills	Frontier–Exhibit Hall C
10:45 a.m. – 12:00 p.m.	Are You Certifiable? Benefit from ALA Certification Programs	Frontier–201 C
	Finding Multimedia in BadgerLink	Frontier–203 B
	The Hoarder: Need to Know Information	Frontier–201 B
	Labor v. Management: Staffing Your Library	Frontier–201 D
	MacGoogle! The MacGyver Guys Talk Google	Frontier–202 C
	Make Mine Mystery	Frontier–203 E
	Overwhelmed by Overdrive?	Frontier–203 D
	Speed Networking	Frontier–201 A
	Tales from the Harley Davidson Archives	Frontier–203 A
12:15 p.m. – 2:00 p.m.	YSS Luncheon – Tad Hills	Hilton–Crystal
	RASS Luncheon – Mike Gousha	Hilton–Empire
2:15 p.m. – 3:30 p.m.	Basic Tech Support for Your Library	Frontier–203 D
	Identifying and Working with Difficult Personality Types	Frontier–201 A
	Marquette Law Library: A Library Without Borders	Frontier–203 B
	Money Smart @ Your Library	Frontier–203 E
	Moving Microfiche Mountains by Yourself	Frontier–201 B
	Notable Books Marathon	Frontier–202 C
	Technology and Future Options for Active Librarianship	Frontier–201 C
	Teen Ideas Swap	Frontier–203 A
	Tour of the Milwaukee County Zoo Library	Milwaukee County Zoo
	Tour of the Krug Rare Books Room	Milwaukee Public Library
3:30 p.m. – 4:15 p.m.	Exhibits – No Conflict	Frontier–Exhibit Hall C
4:15 p.m. – 5:30 p.m.	2011 WLA Poetry Slam	Frontier–203 D
	An Instruction Toolbox for Public Libraries	Frontier–203 A
	Battledecks: Competitive PowerPoint Karaoke!	Frontier–202 C
	E-book Developments on the Wisconsin Front	Frontier–203 B
	ELIS: Embedded Library Instruction Services	Frontier–201 A
	Intellectual Freedom in the Digital Age	Frontier–201 D
	Managing Protest and Political Rights in the Public Library	Frontier–201 B
	Milwaukee Public Library’s Central Branch Reception	Milwaukee Public Library
	Reading Images in Multicultural Children’s Literature	Frontier–201 C
	Resumé Review Session	Frontier–202 D
5:30 p.m. – 6:30 p.m.	Tweet-up and Meet-up!	Hilton–Miller Time Pub
5:30 p.m. – 7:30 p.m.	UW-Milwaukee SOIS Reunion	Pabst Mansion
6:30 p.m. – 7:30 p.m.	UW-Madison SLIS Reunion	Hilton–Wright A-B
8:00 p.m. – 11:00 p.m.	WLA Foundation Fundraiser: SPiNGALACTIC!	SPiN Milwaukee

Conference at a Glance

Thursday, November 3, 2011

7:00 a.m. – 5:30 p.m.	Registration	Frontier–Upper Level
7:00 a.m. – 8:45 a.m.	Continental Breakfast	Hilton–Empire
8:30 a.m. – 3:30 p.m.	WLAFL Silent Auction	Frontier–Exhibit Hall C
8:30 a.m. – 4:30 p.m.	Exhibits	Frontier–Exhibit Hall C
	Internet Café	Frontier–Exhibit Hall C
	Uncommons Area	Frontier–Exhibit Hall C
8:45 a.m. – 10:00 a.m.	Avoidance is Not Management	Frontier–202 E
	Diversity in Librarianship	Frontier–201 C
	Elizabeth Burr/Worzalla Book Award	Frontier–202 C
	Getting Out of Your Own Way	Frontier–201 B
	LAMP: LIS Access Midwest Program	Frontier–203 B
	Morale Boosters in Difficult Times	Frontier–202 A
	Nobody Mentioned This in Library School	Frontier–203 D
	One Conference – One Read Book Discussion	Frontier–201 A
	WISCAT Update	Frontier–201D
10:00 a.m. – 10:45 a.m.	Exhibits – No Conflict	Frontier–Exhibit Hall C
	Autograph Garden: Dori Chaconas	Frontier–Exhibit Hall C
10:45 a.m. – 12:00 p.m.	E-Books in Libraries: Opportunities, Challenges and Realities	Frontier–201 B
	Keeping in Touch with the Library World	Frontier–203 A
	Tour of the Milwaukee Art Museum Research Library	Milwaukee Art Museum
	Media Permissions and Ethics for 21st Century Skills	Frontier–201 D
	RDA: Where Are We Now with the New Rules?	Frontier–201 A
	Reading Images in Multicultural Children’s Literature	Frontier–201 C
	Tour of the Villard Square Library	Milwaukee Public Library Villard
	Vintage Wisconsin Gardens: A History of Home Gardening	Frontier–202 E
	When Leaders Become Managers	Frontier–202 C
12:00 p.m. – 12:45 p.m.	Autograph Garden: Lee Somerville	Frontier–Exhibit Hall C
12:15 p.m. – 2:00 p.m.	WLTF Luncheon and Annual Meeting with Paul Nelson	Hilton–Wright A-B
2:15 p.m. – 3:30 p.m.	2011 WLA Literary Award Winner: Louise Nayer	Frontier–203 D
	Creating Creativity	Frontier–202 A
	Creating Dairyland	Frontier–201 C
	Ethics and Conflict of Interest	Frontier–203 A
	Hungry to Read or Just Plain Hungry: Outreach at the Library	Frontier–202 B
	Technical Services and the Koha ILS	Frontier–203 E
	The Technology Connection and Children’s Programming	Frontier–201 D
	Who Gets the Job and Why	Frontier–203 B
3:30 p.m. – 4:15 p.m.	Exhibits – No Conflict	Frontier–Exhibit Hall C
	Autograph Garden: Louise Nayer, Ed Janus, Jay Rath	Frontier–Exhibit Hall C
3:30 p.m. – 4:30 p.m.	WLAFL Silent Auction Pick up and Pay	Frontier–Exhibit Hall C
4:15 p.m. – 5:30 p.m.	Between Storytime and the Prom: ‘Tweens Programming	Frontier–203 B
	Hosting a Culturally Correct Program or Event	Frontier–202 A
	The Library Board as Employer	Frontier–201 C
	Museum Metadata: From Cephalopods to iPods	Frontier–201 D
	What’s New Under the Dome	Frontier–201 A
	Wisconsin’s Own: Twenty Remarkable Homes	Frontier–203 D
	Book Signing: Louis Wasserman & M. Caren Connolly	Frontier–203 D
	Women, Financial Literacy and Retirement Savings	Frontier–203 E
5:30 p.m. – 7:00 p.m.	Registration	Hilton–4th Floor
7:00 p.m. – 9:00 p.m.	Awards & Honors Banquet	Hilton–Empire

Conference at a Glance

Friday, November 4, 2011

7:00 a.m. – 11:00 a.m.	Registration	Hilton–4th Floor
7:00 a.m. – 8:45 a.m.	Continental Breakfast	Hilton–Empire
8:45 a.m. – 10:00 a.m.	Best of WAAL 2011: IT Interested?	Hilton–MacArthur
	Fabulous, Fantastic Fox Cities Book Festival	Hilton–Wright B
	Finding Those Who Served: Civil War Genealogy	Hilton–Wright C
	Library as Incubator Project	Hilton–Wright A
	Library Environments for Children: Transformations	Hilton–Regency
	Not Another Social Networking Site?! Google+ and You.	Hilton–Kilbourn
	Web 2.0	Hilton–Miller
10:30 a.m. – 11:45 p.m.	Creating a Climate of Excellence in Customer Service	Hilton–MacArthur
	Fundraising for Construction	Hilton–Oak
	Library Programming for Children on the Autism Spectrum	Hilton–Wright A
	Milwaukee Civil Rights History Online	Hilton–Regency
	Mixed Use Library: More Than the Sum of the Parts	Hilton–Kilbourn
	New Library Professionals Panel	Hilton–Miller
	One Good Thing Leads to Another	Hilton–Wright C
12:00 p.m. – 2:00 p.m.	President’s Luncheon with Scott Dikkers	Hilton–Empire
2:00 p.m.	Book Signing: Scott Dikkers.	Hilton–Empire

WLA
FOUNDATION
WLA Foundation Silent Auction

Frontier Airlines Center–Exhibit Hall C
Wednesday, November 3, 10:00 a.m. – 5:00 p.m.
Thursday, November 4, 8:30 a.m. – 3:30 p.m.
3:30 p.m. – pay and pickup

*Bid on items to benefit the Campaign for
Wisconsin Libraries, such as art works,
collectibles, antiques and much more.*

SUPPORT
Wisconsin Libraries
Keep Us All In A Better State™

WLA
FOUNDATION
WLA Foundation Fundraiser

SPiNGALACTIC
Wednesday, November 2, 8:00 p.m. – 11:00 p.m.
SPiN Milwaukee

Attend an exciting and fun-filled evening of entertainment at SPiN Milwaukee in the trendy yet Historic Third Ward. Enjoy friends and friendly competition at this unique 16,500 square foot table tennis social club, which sports 13 professional quality table tennis courts. (Think Ping Pong on steroids.) A tournament bracket with prizes for the winners will bring out your inner Zhang Jike or Ding Ning (doubles, too!).

\$35 entry includes a charitable contribution to the WLA.

Partners: Alpine Book, Engberg Anderson, Maris Associates, Quality Books

Board and Business Meetings

Tuesday, November 1, 2011

4:00 p.m. – 6:00 p.m.	Wisconsin Association of Public Libraries Board Meeting	Hilton–MacArthur
6:00 p.m. – 8:00 p.m.	Wisconsin Library Association Board Meeting	Hilton–Oak

Thursday, November 3, 2011

7:00 a.m. – 8:45 a.m.	Association of Wisconsin Special Librarians (AWSL) Board Meeting	Hilton–Empire*
	Ethnic and Multicultural Information Exchange Round Table (EMIERT) Board Meeting	Hilton–Empire*
	New Member Round Table (NMRT) Business Meeting	Hilton–Empire*
	Outreach Services Round Table (OSRT) Board Meeting	Hilton–Empire*
	Readers Section (READ) Business Meeting.	Hilton–Empire*
	Reference and Adult Services Section (RASS) Board Meeting.	Hilton–Empire*
	Resource Sharing Round Table (RSRT) Business Meeting	Hilton–Empire*
	Support Staff and Circulation Services (SSS/CSRT) Board Meeting.	Hilton–Empire*
	Technical Services Section (TSS) Business Meeting.	Hilton–Wright A
	Wisconsin Library Trustees and Friends (WLTF) Board Meeting	Hilton–Wright C
	Wisconsin Small Libraries Section (WISL) Board Meeting.	Hilton–Empire*
	Youth Services Section (YSS) Board Meeting	Hilton–Empire*
8:00 a.m. – 10:00 a.m.	WLA Foundation Board Meeting.	Hilton–Wright B
5:45 p.m. – 6:30 p.m.	WLA/WLAF Business Meeting	Hilton–Wright A-B-C

*The Thursday morning continental breakfast is in the Hilton Empire Room; tables are reserved for each unit.

Registration

Hilton–Milwaukee City Center–4th Floor

Tuesday, 3:00 p.m. – 7:00 p.m.
Wednesday, 7:00 a.m. – 9:00 a.m.
Thursday, 5:30 p.m. – 7:00 p.m.
Friday, 7:00 a.m. – 11:00 a.m.

Frontier Airlines Center–Upper Level

Wednesday, 9:00 a.m. – 7:00 p.m.
Thursday, 7:00 a.m. – 5:30 p.m.

WLAF Silent Auction

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

Exhibits

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

Breaks in Exhibit Hall

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

Internet Café

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

Please note that all tours required advance registration.

Tour of the Milwaukee County Zoo Library

Wednesday, November 2
2:15 p.m. – 3:30 p.m.

Bus will be available for boarding at 2:00 p.m. from the Hilton 6th Street Loading and Unloading Zone.

Established in 1988, the Milwaukee County Zoo Library is a central location for information on topics from animal nutrition and management to zoological science and zoo administration. Join the WLA Support Staff Section in a tour led by Mary E. Kazmierczak, Librarian/Information Specialist, and learn about the collection of scientific and veterinary journals, as well as the important historical archives housed in this special library.

Tour of the Villard Square Library

Thursday, November 3
10:45 a.m. – 12:00 p.m.

Bus will be available for boarding at 10:30 a.m. from the Hilton 6th Street Loading and Unloading Zone.

Come visit the Milwaukee Public Library's newest branch library. The Villard Square Neighborhood Library is a mixed-use development that includes a new library branch on the first floor, with 47 apartment homes on three stories above for families with grandparents being the primary caregivers for their grandchildren. The new library replaces an aging, energy-inefficient building, covers 12,770 square feet, and includes 50 desktop and laptop computers for users, community meetings and study rooms, children's and teen areas, and self-checkout stations.

Milwaukee Public Library's Central Branch Reception and Tour

From the Hilton, exit onto 5th Street and Wisconsin Avenue, turn left (north) to Wisconsin Avenue, then turn left (west) and proceed to 814 W. Wisconsin Avenue. **From the Frontier Center**, exit onto Wisconsin Avenue, turn right (west) and proceed to 814 W. Wisconsin Avenue. The historic Milwaukee Public Library building takes up a whole city block from 8th to 9th Streets and from Wisconsin Avenue to Wells Street. The main entrance is on Wisconsin Avenue; a handicapped accessible entrance is on 8th Street, a bit north of Wisconsin Avenue.

Visit the Central Branch of the Milwaukee Public Library for a late afternoon get-together featuring light refreshments, camaraderie and fun. Tours of the historic and architecturally significant Central Library building will be available.

Tour of the Treasures of the Krug Rare Books Room Milwaukee Public Library Central Branch

Wednesday, November 2
2:15 p.m. – 3:30 p.m.

From the Hilton, exit onto 5th Street and Wisconsin Avenue, turn left (north) to Wisconsin Avenue, then turn left (west) and proceed to 814 W. Wisconsin Avenue. **From the Frontier Center**, exit onto Wisconsin Avenue, turn right (west) and proceed to 814 W. Wisconsin Avenue. The historic Milwaukee Public Library building takes up a whole city block from 8th to 9th Streets and from Wisconsin Avenue to Wells Street. The main entrance is on Wisconsin Avenue; a handicapped accessible entrance is on 8th Street, a bit north of Wisconsin Avenue.

The Milwaukee Public Library invites you to visit its Central branch to browse among some of the most treasured and rarest items in the Richard E. and Lucile Krug Rare Books Room. Items on display include the oldest book in the library (ca 1479), the smallest books in the world, Frank Lloyd Wright's Wasmuth portfolio, John James Audubon's bird and mammal prints and many more. The library's rare books team will be available to answer questions.

Tour of the Milwaukee Art Museum Research Library

Thursday, November 3
10:45 a.m. – 12:00 p.m.

Bus will be available for boarding at 10:30 a.m. from the Hilton 6th Street Loading and Unloading Zone.

Established in 1916, the Milwaukee Art Museum Research Library houses an extensive collection of materials on fine art and architecture including painting, graphic arts, sculpture, drawing, design, and photography. Located on the West Mezzanine Level of the Museum, the library contains a collection of over 20,000 volumes and subscribes to more than 60 art and design publications. In service of the Milwaukee Art Museum's Collection, library resources include national and international museum and gallery publications, Milwaukee Art Museum publications, monographs on art and artists, catalogue raisonné, auction sales catalogues, and an exceptional rare books collection, along with extensive artist files.

Exhibit Categories

Associations

AAA
National Network of Libraries of
Medicine
Wisconsin Library Association
Wisconsin Women Library Workers

Architecture & Design

Bray Architects, Inc.
Engberg Anderson, Inc.
FEH Associates Inc.
HGA Architects & Engineers

Audio/Interactive Books and Materials

AudioGo
Baker & Taylor
Books on Tape/Listening Library
BWI
Davidson Titles, Inc.
Emery-Pratt
Ingram Library Services
Recorded Books, LLC
Sebco Books

Audio Visual Equipment/ Products/Systems

AudioGo
BWI
Clear-Vu
Gressco Ltd. (Kwik Case)
RTI-ECO CD/DVD Repair
Machines
Showcases

Automated Materials Handling

3M Library Systems
Bibliotheca ITG

Automation Software

Alexandria
Auto-Graphics
Book Systems, Inc.
Tech Logic Corporation

Bindery

Children's Plus, Inc.

Books

Baker & Taylor
Books on Tape/Listening Library
Bound To Stay Bound Books
Brodart Co.
BWI
Davidson Titles, Inc.
Gale, Cengage Learning
Ingram Library Services
Maris Associates
Penworthy Company, The
Quality Books Inc.
Sebco Books
Salem Press/Sharpe Reference
Unique Books, Inc.
University of Wisconsin Press
Woodland Pattern, Inc.

Book Jobber/Wholesaler

Book Farm, The
Brodart Co.
BWI
Davidson Titles, Inc.
Emery-Pratt Company
Ingram Library Services
Sebco Books
Salem Press /Sharpe Reference
Show Me Books, Inc.
West Circle Books

CD/DVD Repair Machines

RTI-ECO CD/DVD Repair
Machines

Children's Books/Materials

Baker & Taylor
Book Farm, The
Bound To Stay Bound Books
Brodart Co.
BWI
Children's Plus, Inc.
Cooperative Children's Book Center
Davidson Titles, Inc.
DEMCO
Emery-Pratt
Fun Adventure Wildlife Books
Ingram Library Services
Maris Associates
Penworthy Company, The
Quality Books Inc.
Sebco Books
Upstart/Upstart Books
Woodland Pattern, Inc.

Children's Programs

AWE Inc.
Nature's Niche

Computer Software

SirsiDynix

Consortium

Wisconsin Library Services

Construction Management/ Contract

Bray Architects, Inc.

Databases

EBSCO Information Services
Gale, Cengage Learning
National Network of Libraries of
Medicine
ProQuest
Resources for Libraries and Lifelong
Learning (DPI)
Wisconsin Library Services

Digital Content

PLAYAWAY

Digital Scanning & Preservation

Clear Image Solutions, LLC

Display Fixtures

3Branch Products

Distributor

Baker & Taylor
BWI
Children's Plus, Inc.
Davidson Titles, Inc.
Emery-Pratt Company
Quality Books Inc.
Sebco Books
Unique Books, Inc.

eBook Lending System

3M Library Systems

Education

AWE Inc.
Britannica Digital Learning
Gale, Cengage Learning
National Network of Libraries of
Medicine
Nature's Niche
Recorded Books, LLC
UW-Madison SLIS
UW-Milwaukee SOIS
Wisconsin Public Television

Encyclopedia

World Book

Exhibit Categories

Engineers

Bray Architects, Inc.
FEH Associates Inc.
HGA Architects & Engineers

Furniture

3Branch Products
Brodart Co.
DEMCO
Embury, Ltd.
Highsmith
Library Furniture International, Inc.
Moss Designs, Ltd.

Government Agency

National Network of Libraries of
Medicine

History and Culture

Portalwisconsin.org
Wisconsin Historical Society Press

Insurance

AAA

Integrated Library Systems

Auto-Graphics, Inc.

Interior Design

Bray Architects, Inc.
DEMCO Interiors
Embury, Ltd.
Engberg Anderson, Inc.
FEH Associates Inc.

Language Learning

Recorded Books, LLC

Library Automation/ Systems

Book Systems

Library Management

Alexandria

Literacy

AWE, Inc.

Magazine Subscription

Agency

EBSCO Information Services

McNaughton Leasing

Brodart Co.

Microform Scanners

e-Image Data Corp

Movers

Coakley Brothers
Yerges

Music

Baker & Taylor
Organic Arts Ltd.

Online Information

Baker & Taylor
BWI
EBSCO Information Services
National Network of Libraries of
Medicine
Portalwisconsin.org
Wisconsin Library Services (WiLS)
Wisconsin Public Television

Patron Self Services

Comprise Technologies
e-Image Data Corp.
Tech Logic

Photography

Fun Adventure Wildlife Books

Portal Software

Auto-Graphics, Inc.
Portalwisconsin.org

Promotional Materials

AAA
National Network of Libraries of
Medicine
Stop Falling Productions

Publishers

AudioGo
Gale, Cengage Learning
Recorded Books, LLC
University of Wisconsin Press
Upstart
Wisconsin Historical Society Press

Puppets/Puzzles

Book Farm, The

Reference Materials

Davidson Titles, Inc.
Emery-Pratt
Gale, Cengage Learning
Ingram Library Services
Maris Associates
Quality Books Inc.
World Book

Retirement Planning

AAA

Revenue Management

Comprise Technologies

Roadside Assistance

AAA

Security

3M Library Systems
Brodart Co.
Clear-Vu
Gressco, Ltd. (Kwik Case)
SynerComm

Shelving

3Branch Products
Brodart Co.
DEMCO
Embury, Ltd.

Signage

Brodart Co.
DEMCO

Software

Book Systems

Storage

Coakley Brothers
Yerges

Storytelling Resources

Nature's Niche
Organic Arts Ltd.

Supplies

3Branch Products
Brodart Co.
DEMCO
Highsmith

Technology Management

Alexandria
Auto-Graphics, Inc.
Book Systems
Clear Image Solutions, LLC
Comprise Technologies
Innovative Interfaces
SirsiDynix
SynerComm

Travel

AAA

Video/DVD

Baker & Taylor
Emery-Pratt

Vision Products/Services

Wisconsin Talking Book and Braille
Library

WiFi Networking

SynerComm

WLA Benefits

AAA

Exhibitors

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Booth 221

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Baker & Taylor, Inc., is a global company offering print and digital books, entertainment products and value-added services to libraries, institutions and retailers. Baker & Taylor distributes to more than 37,000 book publishers, more than 6,500 music and video production companies, and has a database of more than 6.5 million title listings.

Booth 303

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

Breaks in Exhibit Hall

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



Indicates WLA member

Bibliotheca ITG

5000 Miller Court E
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Exhibitors

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

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3:30 – 4:15 p.m.

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

Booth 313

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Cooperative Children's Book Center (CCBC) displays a selection of books published for children and young adults in 2011.

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Exhibitors

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(414) 270-7423 (fax)
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Representatives: Jane Dederling, Suzanne Ferris

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Representative: Kelly Clifton

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Innovative Interfaces Booth 117

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Representative: Peter Zeimet

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(262) 628-2662 (fax)

Representative: Maris Dambekaln

Books — e-books and databases for children, young adults and adults.

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

Breaks in Exhibit Hall

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

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



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Booth 226

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PortalWisconsin.org*

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Madison, WI 53706
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www.portalwisconsin.org

Representative: Tammy Kempfert

PortalWisconsin is a nonprofit website promoting culture, art, humanities and history in Wisconsin. The Cultural Coalition of Wisconsin, which includes WLA, sponsors the site.

Booth 120

ProQuest*

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Booth 127

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Quality Books Inc. specializes in distributing small press print and non-print materials to libraries. We offer approval, annotation, standing order plans and shelf-ready library processing.

Booth 328

Meet & Mingle with Exhibitors

Tuesday, November 1, 4:00 p.m. – 6:00 p.m.
Hilton–Empire

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.

Exhibitors

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Booth 212

Showcases

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Booth 119

Booth 102

Booth 228

Booth 121

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Breaks in Exhibit Hall

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

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



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1818 Buerkle Road
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Booth 210

University of Wisconsin Press*

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Unique Books, the premier distributor of hard-to-find nonfiction books and media. Specializing in opening day collections, weeding and grant projects, regional and special collections.

Booth 126

Wisconsin Department of Public Instruction

Resources for Libraries and Lifelong Learning*

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

Representatives: Martha Berninger, Lisa Weichert, Kara Ripley, Christine Barth

Resources for Libraries and Lifelong Learning offers Wisconsin libraries and patrons the BadgerLink full text databases, the WISCAT resource sharing system and the Wisconsin Digital Archive.

Booth 123

UW-Madison School of Library and Information Studies*

600 North Park Street, 4207 H.C. White Hall
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(608) 263-4849 (fax)
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Representative: Tanya Cobb

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Wisconsin Historical Society Press

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

Representatives: Kathy Borkowski, Melanie Roth, Susan Tierney

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Representatives: Jessica Hutchings, Sharon Lake, Twyla McGhee, Chad Zahrt, Dietmar Wolfram

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Exhibitors

Wisconsin Library Services (WiLS)*

728 State Street, Room 464
Madison, WI 53706
(608) 265-2773
(608) 262-6067 (fax)
www.wils.wisc.edu

Representatives: Tom Zillner, Allen Wenzel, Shirley Schenning

WiLS is a member-based organization, facilitating resource sharing, training, workflow analysis and cooperative activities relating to the changing nature of information technology.

Wisconsin Public Television Booth 227

975 Observatory Drive
Madison, WI 53706
(608) 265-5331
(608) 265-5039 (fax)
www.wpt.org/outreach

Representative: Lynne Blinkenberg

Reel-to-Real features films, information and tools to host community events and discussions.

Wisconsin Talking Book and Braille Library Booth 213

813 West Wells Street
Milwaukee, WI 53233
(414) 286-3045
(414) 286-3102 (fax)
www.talkingbooks.wi.gov

Representative: Linda Vincent

The Talking Book and Braille Library provides recorded books and playback equipment to anyone in Wisconsin who, for any physical reason, cannot read standard print. The service is free of charge.

Booth 105

Wisconsin Women Library Workers

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

Representative: Mary Knapp

Wisconsin Women Library Workers is a feminist organization committed to improving the status of women in the library field.

Woodland Pattern Book Center* Booths 327/329

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

www.woodlandpattern.org

Representatives: Anne Kingsbury, Carolyn Elmer, Karl Saffran, Rob Baumann, Chuck Stebelton

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

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http://www.worldbook.com/

Representative: Mike Kane

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Booth 109

Yerges Moving and Storage Booth 131

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Breaks in Exhibit Hall

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



WISCONSIN
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Autograph Garden

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

Wednesday, November 2, Frontier Airlines Center–Exhibit Hall C

10:00 a.m.

Tad Hills: *How Rocket Learned to Read*

Thursday, November 3, Frontier Airlines Center–Exhibit Hall C

10:00 a.m.

Dori Chaconas: *Cork & Fuzz, the Babysitters*

12:00 p.m.

Lee Somerville: *Vintage Wisconsin Gardens*

3:30 p.m.

Louise Nayer: *Burned: a Memoir*

Ed Janus: *Creating Dairyland*

Jay Rath: *The W-Files True Reports of Wisconsin's Unexplained Phenomena*

5:30 p.m., Frontier Airlines Center–203D

Louis Wasserman & M. Caren Connolly: *Wisconsin's Own: Twenty Remarkable Houses*

Friday, November 4, Hilton–Empire

2:00 p.m.

Scott Dikkers: *Our Dumb Century, Our Dumb World; The Onion's Finest News Reporting*

Registration

Hilton–Milwaukee City Center–4th Floor

Tuesday, 3:00 p.m. – 7:00 p.m.

Wednesday, 7:00 a.m. – 9:00 a.m.

Thursday, 5:30 p.m. – 7:00 p.m.

Friday, 7:00 a.m. – 11:00 a.m.

Frontier Airlines Center–Upper Level

Wednesday, 9:00 a.m. – 7:00 p.m.

Thursday, 7:00 a.m. – 5:30 p.m.

WLAF Silent Auction

Frontier Airlines Center–Exhibit Hall C

Wednesday, 10:00 a.m. – 5:00 p.m.

Thursday, 8:30 a.m. – 3:30 p.m.

Thursday, 3:30 p.m. pick up and pay

Exhibits

Frontier Airlines Center–Exhibit Hall C

Wednesday, 10:00 a.m. – 5:00 p.m.

Thursday, 8:30 a.m. – 4:30 p.m.

Breaks in Exhibit Hall

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

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

Internet Café

Frontier Airlines Center–Exhibit Hall C

Wednesday, 10:00 a.m. – 5:00 p.m.

Thursday, 8:30 a.m. – 4:30 p.m.

Special Thanks & Exhibits Showcase Drawing

Special Thanks to Our Conference Partners and Advertisers

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We gratefully acknowledge Steve Platteter's skills behind the photo lens!
See various WLA highlights on the Web.

Exhibits Showcase Drawing

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

- ✓ Find entry forms in your registration packet
- ✓ Fill out your forms and drop them in the Exhibit Hall
- ✓ Be in the Exhibit Hall during designated Exhibits Breaks on:
Wednesday at 10:00 a.m. and 3:30 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 Radisson Hotel La Crosse (location of the WLA Conference, October 23-26, 2012) has generously donated a Gift Certificate that entitles the recipient to one night's Bed & Breakfast package for two. Certificate expires September 19, 2012.

2011 Door Prize Contributors

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Brodart Co.	Radisson Hotel La Crosse
Comprise Technologies	University of Wisconsin Press
Davidson Titles, Inc.	Wisconsin Library Services (WiLS)
Fun Adventure Wildlife Books	Wisconsin Talking Book and Braille Library

Keynote

Stephen Abram, MLS

Vice President for Strategic Partnerships and Markets for Cengage Learning (Gale)

Wednesday, November 2, 8:45 – 10:00 a.m., Frontier Airlines Center–202 A-B-C

Stephen is a leading international librarian and lighthouse thinker in the North American library community, with extensive experience in library technology and trend forecasting. He has more than 25 years' experience in libraries as a practicing librarian and in the information industry.

He is a Past-President of SLA and of the Ontario and Canadian Library Associations. He also served as Vice President of Innovation for SirsiDynix and Chief Strategist for the SirsiDynix Institute.

His columns appear in Information Outlook and Multimedia and Internet @ Schools, OneSource, Feliciter, Access, as well writing for Library Journal. He is the author of ALA

Editions' bestselling *Out Front with Stephen Abram*.

Stephen was listed by *Library Journal* as one of the top 50 people influencing the future of libraries. He has received numerous honours and is a speaker in demand, both nationally and internationally. His blog, Stephen's Lighthouse, is a popular blog in the library sector. We are fortunate to offer his insight at this year's opening session!



President's Luncheon

Scott Dikkers: The Art of Swearing

Friday, November 4, 12:00 – 2:00 p.m., Hilton–Empire

Scott Dikkers has probably created more viral internet content than anyone alive. His podcasts have been ranked #1 by iTunes more years running than any other. His work has won more Webby Awards than any single individual or organization. He founded the world's first humor website. He's Scott Dikkers, the American humor pioneer who founded *The Onion* and served as its editor-in-chief for

nearly two decades. He recently left *The Onion* to start Dikkers Cartoon Company (dikkers.com) to make short cartoons, comics and other fun stuff for all audiences.



Speakers

Jasmine Alinder

Jasmine Alinder is assistant professor in the Department of History and co-coordinator of the Public History program. She received her Ph.D. in Art History from the University of Michigan in 1999, and her dissertation was funded by awards from the ACLS and the AAUW. Before coming to UWM, she held a two-year Woodrow Wilson post-doctoral fellowship in the humanities. Currently, she is finishing a book manuscript on the photographic representation of Japanese American incarceration during World War II, and a forthcoming essay on the topic will appear in the *American Studies* journal, *Prospects*. In 2003, she published an essay on photography and slavery in a Spanish-language volume published jointly by a Cuban cultural center and the University of Michigan. In addition to her written work, she is also making a documentary film on the history and legacy of socialism in Milwaukee.



Amani Ayad

Amani Ayad has worked in a variety of settings across the globe, starting as a teaching assistant with the Department of English Language and Literature at Cairo University in the 1970s and then in the mid-1980s worked with the Kuwait Institute for Scientific Research in Kuwait. At the University of Illinois Urbana-Champaign, she worked as the career specialist at Urbana Adult Education and the diversity consultant at Lincoln Trail Library Systems prior to joining GSLIS. As a child she was crazy about an Egyptian comic magazine called "Sinbad." His adventures were riveting and she waited impatiently for the newspaper delivery boy to deliver it every Thursday morning.



Michael Bahr

Michael Bahr is an architect and leads the Civic Design studio at Plunkett Raysich Architects. Some of his fondest childhood memories are connected with visiting his local Wauwatosa Public Library and discovering the huge range of information (and media!) available to help while away the summer. Mike has contributed to a wide variety of public and academic libraries, and he has worked on behalf of all Wisconsin libraries through his tenure on COL-AND. Mike believes in design that incorporates local references and represents the ideals of the users. His philosophy is to balance function and aesthetics to provide buildings that are efficient to operate and invigorating to experience.



Trevor Berman

Trevor is the Digital Collections Digitization Specialist at the UW-Milwaukee Libraries. As a student he contributed to the March on Milwaukee Civil Rights History Project. He has studied computer-based print techniques and non-traditional print processes at UWM. In addition, he recently participated in a collaborative film event called "Locally Groan: You Have Homework To Do! Ta Da!"



Paul Bourcier

Paul Bourcier, as chief curator at the State Historical Society, believes "we do rely on people's sense of history, of their willingness to share their stories with other people," describing the society's collection that has been built almost entirely by donation. "Our stories are important. We want something of ours to be preserved so that future generations can appreciate the things that we did."



Sandra Braman

Sandra Braman is a professor with the UW-Milwaukee Department of Communications and focuses her research on the macro-level effects of digital technologies and their policy implications. In the 21st century, this involves the co-construction of technology, law and society. She is Chair of the Law Section of the International Association of Media and Communication Research, and former Chair of the Communication Law & Policy Division of the International Communication Association (ICA). Braman edits the MIT Press Information Policy book series and the Communication in the Public Interest series published by Wiley-Blackwell/ICA. She has served as a Fulbright Senior Scholar, and held visiting professorships in Brazil, Norway, South Africa and Sweden. Her research has been funded by the Ford Foundation, the Rockefeller Foundation, the Soros Foundation and the U.S. National Science Foundation.



Note: WLA members who are conference presenters are not included in this listing unless they are featured at luncheon events. Nevertheless, their participation is critical to the success of our conference, and we thank them. For contact information, members may consult the online directory at <http://wla.memberclicks.net/>.

Barry Starlin Britt

Barry Starlin Britt is a member of ASCAP (American Society of Composers, Authors and Publishers), author of *School Video News* and President of Soundz-around Music in Atlanta, Georgia. Barry began his career in education in 1996, when he was recruited by educators to bring new technologies and compliance to the education field. Currently, Barry instructs teachers, students and administrators on 21st century digital citizenship. Prior to his professional career, Barry studied professional music and copyright at Clayton State College in Atlanta, Georgia, and Berklee College of Music in Boston, Massachusetts.



Christine Butterfield

Christine Butterfield is an executive leadership coach and business consultant. She brings over 20 years of experience to her work with executives and their teams. Chris helps leaders increase their personal effectiveness and works with them to maximize their ability to achieve results. Her clients include AT&T, Time Warner Telecom, Sherman Hospital and the Safer Foundation.



Patricia Cervenka

Patricia Cervenka is a professor of Law and director of the Law Library at Marquette University Law School. Each chapter of her book, *Wisconsin Legal Research*, is written with the novice in mind, defining basic terms that may be new to the researcher, before giving an explanation of the types of materials available. She has covered both print and electronic resources, since it is often a combination of the two that yield a cost-effective and efficient research result. In her free time, Patricia is a season ticket holder with the Atlanta Braves, Iowa Hawkeyes and Milwaukee Brewers.



Dori Chaconas

Dori Chaconas was born in Milwaukee, Wisconsin, in 1938. The second oldest of seven children, she married her high school sweetheart and, together, they have four daughters and three grandchildren. Chaconas published three picture books and more than 50 stories for children's magazines in the 1960's. She set aside her writing for almost 30 years and didn't come back to it until 1997, when she got her first computer. It was then that she joined an online



writer's group and began to connect with other writers again. The author of over 25 children's picture books and the *Cork and Fuzz* series, Chaconas says she has "... always been a storyteller, a singer of nursery rhymes and a twister of truth." When asked why she writes, she responded, "I can't give just one reason. But I think what comes closest to being the most important reason goes something like this. Close your eyes and imagine you hear a child laugh. Then imagine that you are the one who made him laugh. Can you feel that inner glow?"

Patricia Clason

Patricia Clason, a professional speaker since 1975, has created over 50 workshops, speeches, and keynote presentations highlighting the skills of Emotional Intelligence. Customizing the content to your organization's needs is her specialty. Patricia brings energy, enthusiasm and expertise to her speaking engagements and training sessions – so they're fun and highly informative. A host for both radio and television interview shows for ten years, plus her extensive background in business and education, Patricia makes strong connections with participants from private, public and non-profit sector organizations, as well as associations.



M. Caren Connolly

M. Caren Connolly and Louis Wasserman have collaborated on projects for more than twenty years, including their previous books, *Updating Classic America: Bungalows*, *Updating Classic America: Ranches*, and *Cottage: America's Favorite Home Inside and Out*. Both are graduates of Harvard University's Graduate School of Design, Caren in landscape architecture and Louis in architecture. In addition to writing books they share an architectural practice, Louis Wasserman & Associates in Milwaukee.



Bruce Dethlefsen

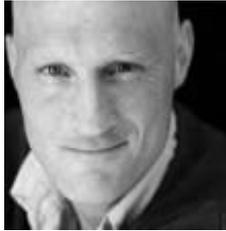
Bruce Dethlefsen, Westfield, was appointed as Wisconsin's State Poet Laureate by Governor Jim Doyle, based on the recommendation of the Poet Laureate Commission of Wisconsin. Dethlefsen intends to use his position as the State Poet Laureate to promote the writing and sharing of poetry throughout Wisconsin. He plans to encourage and support local cultural and creative talent by organizing local poetry readings in public libraries, schools and coffee houses throughout the State. "I look forward to being an ambassador for the wonderful poets and poetry of Wisconsin," Dethlefsen said.



Speakers

Scott Dikkers

Scott Dikkers has probably created more viral internet content than anyone alive. His podcasts have been ranked #1 by iTunes more years running than any other. His work has won more Webby Awards than any single individual or organization. He founded the world's first humor website. He's Scott Dikkers, the American humor pioneer who founded *The Onion* and served as its editor-in-chief for nearly two decades. He recently left *The Onion* to start Dikkers Cartoon Company (dikkers.com) to make short cartoons, comics and other fun stuff for all audiences.



Michael Dowling

Michael Dowling, Director of the ALA Chapter Relations Office, promotes a sense of identification between the national Association and the 57 ALA chapters; facilitates communication between the chapters and all ALA units; coordinates leadership development for chapter officers, chapter councilors, chief paid staff members, and other chapter leaders; strengthens membership promotion activities for ALA and the chapters; coordinates the ALA student chapters and the ALA students to staff programs; and helps raise awareness of and sensitivity to chapter needs throughout the ALA. He also led ALA's "Adopt a Library" response to the Katrina disaster.



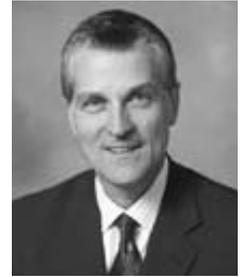
Michael Doylen

Michael is archives department head where he leads and directs all aspects of the development of the UW-Milwaukee Archives Collection, including the Records Management Program, the UWM Manuscript Collection and the Milwaukee Area Research Center Program. He sets policies and priorities for the department's major functional areas, including acquisitions, processing, reference services, outreach and preservation. In addition, he coordinates special projects such as digitization of manuscripts, oral history projects and grant writing.



Mike Gousha

Mike serves as a Distinguished Fellow in Law and Public Policy at Marquette University Law School. He joined Marquette in January of 2007 after concluding a 25-year career at WTMJ-TV in Milwaukee. In his role at Marquette, Gousha organizes and coordinates forums and conferences which address important public policy issues. He also brings newsmakers and political debates to campus, acting in the role of interviewer, moderator and facilitator. In addition, Gousha continues to work as a contributing anchor and reporter for WISN-TV in Milwaukee. He is the host of the weekly Sunday morning program "Up Front with Mike Gousha," which airs statewide. He also offers political analysis and does long form reporting for the ABC affiliate.



Loretta Gaffney

Loretta Gaffney has been awarded the Information Studies Teaching Award from the Department of Information Studies at UCLA. Gaffney teaches students in the area of young adult services and literature. Her nomination for the award celebrated the quality of her courses, which were described as engaging, relevant, and constructed to inform students of theoretical trends as well as practical ways to put that theory to use. Students also commended her active presence in YACS (Young Adult and Children's Services) at UCLA and her engagement with events and activities sponsored by that organization. Loretta Gaffney is a Ph.D. candidate in Library and Information Science at the University of Illinois. She researches the politics of reading, censorship, and youth librarianship. Loretta teaches Young Adult Literature, Young Adult Services, and Intellectual Freedom and Library Services to Youth. Before returning to academia in 2005, Loretta worked as a middle school librarian at the University of Chicago Lab Schools.



Peggy Garties

Peggy Garties is a multimedia analyst with the Wisconsin Educational Communications Board. She develops instructional multimedia materials for K–12 schools and provides outreach services to the educational community. She is involved with the planning, instructional design and production of educational materials such as CD-ROMs, World Wide Web sites and video programs for K–12 students and teachers. She also conducts workshops and other in-service training events to help Wisconsin teachers take advantage of ECB resources and instructional technology. Peggy was part of the ECB team that developed the instructional design and web pages for Digital Wisconsin. Ms. Garties' previous experience in education includes positions as an elementary library media specialist, environmental educator and student teacher. She also served in the Peace Corps as a high school English teacher and elementary teacher trainer in Zaire.

Laretta Henderson

Dr. Laretta Henderson's teaching and research areas include multicultural children's and young adult literature and community literacy. She holds a Ph.D. in Language, Literacy and Culture from the University of Iowa and two Master's degrees—one in Sociology from Governor's State University and one in African American World Studies from the University of Iowa. She is the author of *Ebony Jr!: The Rise, Demise and Return of an African American Children's Magazine*, as well as articles seen in publications like *Wisconsin English Journal* and *Children's Literature in Education*.



Tad Hills

Tad Hills grew up in Norwell, Massachusetts, with a love of nature and art. When he wasn't exploring the fields and woods surrounding his childhood home with his dog, Gulliver, he was busy painting, drawing and making things from clay or cardboard. Tad's interest in art drew him to Skidmore College in Saratoga Springs, New York, where he studied painting, drawing, printmaking, sculpture, creative writing and poetry. In addition to being the author and illustrator of the *New York Times* bestselling picture book, *How Rocket Learned to Read*, Tad is the author and illustrator of the highly acclaimed *New York Times* bestselling picture books *Duck & Goose* and *Duck, Duck, Goose*. His board books include the ALA-ALSC Notable Children's Book *What's Up, Duck?*; *Duck & Goose, 1,2,3*; *Duck & Goose, How Are You Feeling?*; *Duck & Goose Find a Pumpkin* and *Duck & Goose, It's Time for Christmas*. Tad lives in Brooklyn with his wife, their two children and a dog named Rocket who has not learned how to read—yet.



Mary L. Hubacher

Mary L. Hubacher, attorney, Buelow Vetter, Waukesha, represents a number of school districts on the unique issues that schools, school boards and school administrators face. She also represents public employers on issues such as labor negotiations, contract interpretation, grievance arbitration, discipline and discharge and personnel records. Mary graduated from the University of Wisconsin Law School.



Bill Jackson

Bill Jackson has been with Harley-Davidson Museum, Milwaukee, as the Archives Manager since 1998. He graduated from the University of Wisconsin-Milwaukee with an MLIS, Library Science, degree in 1995, and a BA degree in Philosophy from the University of Wisconsin-Eau Claire in 1992. Since then, he's held a number of positions: Archives Intern, Kraft Foods and UW-Milwaukee; Archivist, Circus World Museum; and an Adjunct Faculty member with UW-Milwaukee, teaching a graduate level course on Modern Archives Administration in the School of Library and Information Science (now known as the School of Information Studies). Bill is a member of the American Association of Museums and the Society of American Archivists.

Ed Janus

Ed Janus spent two years as a dairy farmer in Crawford County, Wisconsin, where he fell in love with cows, fields, barns and farmers. Since then he has interviewed hundreds of people as an audio journalist, writer and oral historian. He has created radio programs for public radio, the Voice of America, and publishers in the United States and Germany. His first-person audio book on surviving breast cancer won top honors from the Audio Publishers Association in 1999. In 2007 Ed created a series of audio profiles of today's dairy farmers and cheesemakers for the Wisconsin Milk Marketing Board, and he recently founded the Wisconsin Dairy History Project. He lives in Madison where he founded both the Madison Muskies baseball team and the world-renowned Capital Brewery.



Speakers

Vince Jenkins

Vince Jenkins is technical services librarian for the MERIT Library. He supervises acquisition, cataloging, and processing of the library's materials and electronic resources, provides reference service, and selects materials supporting the Curriculum and Instruction Department's early childhood, music, science, and mathematics education programs. Vince has a BA in sociology (Texas Tech University) and master's degrees (University of North Texas) in music education and in library science. In 2004, he moved to Madison from Arizona where he worked for Northern Arizona University in Flagstaff and for the Maricopa County Community College District.



Barbara Jones

Barbara Jones succeeded the late Judith F. Krug, who led the Office of Information Freedom and the Freedom to Read Foundation for more than 40 years. Jones brings 25 years of active engagement on intellectual freedom issues. She serves on the FAIFE (Freedom of Access to Information and Freedom of Expression) IFLA Standing Committee, serving as Secretary to FAIFE from 2007–2009. In addition, she has consulted, spoken and written extensively in the area of intellectual freedom. In 2009, she published *Intellectual Freedom in Academic Libraries* with ALA Editions. Earlier writing includes *Libraries, Access, and Intellectual Freedom: Developing Policies for Public and Academic Libraries* (ALA Editions, 1999) and a number of articles and chapters, including "Libel Tourism: What Librarians Need to Know," for *American Libraries* (2009-2010). Jones received the Robert B. Downs Intellectual Freedom Award from the University of Illinois Graduate School of Library and Information Science in 2008. She was named to the Freedom to Read Foundation Honor Roll at their 30th anniversary gala in 1999.

Alonzo Kelly

Alonzo Kelly's professional career includes not-for-profit and for-profit experience. He is the architect behind the first Teen Court Juvenile Correction Program for the state of Wisconsin, and a former program director for the Milwaukee Urban League. In addition, he has extensive human resources and operations experience in the healthcare field working for HCR ManorCare and Children's Hospital of Wisconsin. He has senior leadership experience in the financial arena, having previously served as senior vice president for Wells Fargo Funds Management Group.



Traci Lesneski

Traci Lesneski, a certified interior designer and LEED Accredited Professional, is a principal in the nationally recognized library design firm MS&R. Traci has designed dozens of libraries across the country, including the prestigious US Senate Library in Washington, DC. Her belief that great design improves the lives of those who work and use buildings ensures that the libraries she designs are not only beautiful, they're functional, as well. My earliest memories involve being in our small-town public library. As one of three kids of a divorced mom struggling to make ends meet, the library was a major source of entertainment. One could pretty much bet that if we weren't outside playing, we were at the library—or holed up somewhere reading the spoils from our latest trip to the library.



Tomas Lipinski

Tomas Lipinski, JD, LLM, PhD, Executive Associate Dean and Professor, School of Library and Information Science, Indiana University Purdue University Indianapolis, has worked in a variety of legal settings, including the private, public and non-profit sectors. He has taught at the American Institute for Paralegal Studies and at Syracuse University College of Law. In summers, he is a visiting associate professor at the Graduate School of Library and Information Science, University of Illinois at Urbana-Champaign. Dr. Lipinski currently teaches, researches and speaks frequently on various topics within the areas of information law and policy, especially copyright, privacy and free speech issues in schools and libraries.



Brenden McDaniel

Brenden McDaniel, CPO-CD® cSMM, has been in the organizing profession for over twelve years and is the owner of Action Organizing Services LLC® in Milwaukee, WI. Brenden is a Certified Professional Organizer in Chronic Disorganization® and is a Hoarding Specialist and ADD specialist. He also holds numerous certificates ranging from Hoarding to Mental Health to Senior Move Management. Brenden also has a strong background and knowledge of working in mold and asbestos situations. He has been one of the featured professional organizers on A&E's Hoarders and TLC's Hoarding Buried Alive. Brenden is the President of The National Association of Professional Organizers Wisconsin Chapter and is the past Chairperson for the Professional Organizers Canada Cyber Chapter.



Paige Mano

Paige Mano is the Reference/Instruction Librarian at the UW-Parkside library. She provides reference service and serves as liaison for instruction and collection development to Anthropology, Ethnic Studies, Humanities, International Studies, Modern Languages and Sociology. In her spare time, Paige enjoys traveling, trying exotic restaurants, visiting museums and art galleries, seeing foreign films with friends, and playing with Peep, her fluffy black cat. She also spends time watching *Lost*, *The Office* and *Project Runway*, and reading young adult fiction and art books.



Louise Nayer

Louise Nayer, a native New Yorker, now San Franciscan, grew up among books, music, theater, art and dance. Her parents, a physician and nurse/educator valued education, life-long learning and service to the community, values she holds dear.

Louise attended the honors program at the University of Wisconsin-Madison in 1967, and graduated with a B.A. in Comparative Literature. She also studied with the poet Ruth Stone. During her junior year, she went to the Universite d'Aix-Marseille in Aix-en Provence and traveled throughout Europe and North Africa during one of the most explosive times for youth. At the University of Wisconsin, she was part of the anti-war movement and fought for a Black Studies Department.

For over 20 years, Louise has been an English professor at City College of San Francisco where she teaches creative writing, English composition and literature. She lives in Glen Park, a San Francisco neighborhood, with her husband and beloved dog, Penelope. She teaches, writes and still tries to work for a better world for all, particularly through her constant contact with young people, inspiring them to write about what matters.



Jacques du Plessis

Jacques du Plessis, Associate Professor, did his Ph.D. at Utah State in Instructional Technology and since 2003 has been teaching courses related to multimedia and instructional design in the School of Information Studies. He researches Web technologies in the following areas: to improve access and learning to students who are blind; to improve early math education; to improve foreign language learning on the Web. He is currently writing a book about the objectives of education. In Fall 2010 he taught the first online foreign language course at UWM. One of his long term objectives is to develop a Web framework to teach less commonly taught languages and eventually to reduce the number of languages that are less commonly taught. Every year he leads a group of students on a study abroad to his native Africa.



Sue Polanka

Sue Polanka, Head of Reference & Instruction, Wright State University, Paul Laurence Dunbar Library, Dayton, Ohio, created the award-winning blog, *No Shelf Required*®, a blog about the issues surrounding e-books for librarians and publishers. The blog developed into a book of the same name in 2011, and will expand to include *No Shelf Required 2: Use and Management of Electronic Books* in winter 2012. Sue is also the Vice President/President Elect of the Academic Library Association of Ohio. She was named a *Library Journal* 2011 Mover and Shaker for her work with e-books. She edited *No Shelf Required: E-books in Libraries*, from ALA Editions, *E-Reference Context and Discoverability in Libraries: Issues and Concepts* with IGI Publishing.



Speakers

Judith Puncochar

Dr. Judith Puncochar is an Associate Professor in the School of Education at Northern Michigan University (NMU). In 2008, she received the TLC Award for exemplary use of NMU's notebook computers in teaching, research, and community service, and the Distinguished Service Team Award for her work on the Academic Service Learning Committee. In 2007, she received the Distinguished Service Team Award for chairing the Planning Committee for NMU's UNITED Conferences (Uniting Neighbors in the Experience of Diversity at <http://www.nmu.edu/united>). UNITED 2010 is NMU's fifth annual UNITED Conference. She also serves on the Faculty Advisory Committee for the Center of Native American Studies and on the Academic Service Learning Committee.



Jay Rath

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



Ryan Riemenschneider

Ryan Riemenschneider, at 29 years old, was named the head estimator for the Milwaukee Division of J.P. Cullen & Sons. By 31, he was promoted to senior estimator, responsible for a seven-person estimating department where he oversees all preconstruction and estimating services. Ryan brings a unique perspective to each project he works on. He views the project not only from the budget end, but he also takes into consideration what the actual work being done is and analyzes step by step what the processes will be in order for the project to become complete. Ryan is proud to hang his hat on the fact that every project he has budgeted has come in either at or below the budget.



Brian Rowe

Brian Rowe is the founder of Freedom for IP & New in IP. He interned at Creative Commons in 2008, working on public domain and noncommercial use in copyright. Brian also worked in Washington D.C. on a Google Public Policy Fellowship, and at Public Knowledge on copyright and FCC issues. Brian currently serves on the Washington State Access to Justice Board's Technology Committee, and is an alumnus of Students for Free Culture. Last year Brian wrote a mock trial for the Future of the Law Institute employed by high school students learning about fair use of music and bloggers' rights. Brian also helped plan the Seattle Law of the Commons Seminar. When not voraciously reading mythology, Neil Gaiman, Nietzsche, or philosophy, Brian enjoys Rodin's sculpture, coffee, industrial music, ancient Egypt, chess, not watching TV, sushi, civil disobedience and Chado (the Japanese tea ceremony).



Lee Somerville

Lee Somerville is a landscape historian and master gardener. Originally from Liverpool, England, her home for the past 35 years has been northeastern Wisconsin. Between 1985 and 2001, Somerville was a volunteer at Heritage Hill State Historical Park in Green Bay, where she helped develop garden and landscape plans and organized volunteers to maintain those gardens. She recently received her master's degree in landscape architecture from the University of Wisconsin-Madison. The research she completed for her thesis on 19th century Wisconsin garden history served as the basis for this book.



Sara Jane Tompkins

Sara Jane Tompkins is Assistant Professor and Reference Librarian at Northern Michigan University. She is liaison to the Education, Native American Studies, and Psychology departments. Sara also provides book reviews for new publications for Wiley and other publishers.



Alejo Torres

Alejo Torres, Senior Outreach Manager, Federal Reserve Bank of Chicago, oversees all of the financial and economic education programs on behalf of Public Affairs at the Chicago Fed.

Louis Wasserman

With over 30 years of experience as an architect, Louis Wasserman has developed a dynamic approach and an impressive list of projects and achievements. Wasserman received his undergraduate degree in Architecture from the University of Illinois-Champaign Urbana, and his Master's in Architecture from the Harvard Graduate School of Design. Before establishing Louis Wasserman & Associates in 1982, he worked for internationally recognized firms in Stockholm, Boston and Chicago. Mr. Wasserman is the recipient of numerous awards, prizes and research grants including the Progressive Architecture First Award, Design Arts Award, and two National Endowment for the Arts grants.



Etheline Whitmire

Etheline Whitmire is an associate professor at the University of Wisconsin - Madison's School of Library & Information Studies. She is in the process of writing a book manuscript and creating a documentary about Regina Anderson Andrews--the first African American to head her own branch of the New York Public Library and an active participant in the Harlem Renaissance.



Laura Wichert

Laura Wichert is FoodShare Outreach Specialist, is working toward her Master's of Library Science and has practical experience with FoodShare outreach at public libraries in Dane County. She is also a circulation page at Sequoya Public Library in Madison.

Gina Wilson

Gina Wilson, Director of Agency Services and Programs at the Second Harvest Foodbank of Southern Wisconsin, brings more than 25 years of experience in nonprofit management, community organizing, and creating partnerships with private and public organizations. She holds a master's degree in Social Work from West Virginia University and is an AIRS-certified information and referral specialist.

Peter Woodburn

Peter Woodburn began his fundraising career with Indiana University Foundation. He served with the U.S. Army in Vietnam. Upon return from active service, he became a campaign consultant with Haney Associates of Boston, MA, then Executive Vice President of Healthcare Financial/Fund Raising Consultants of Newport Beach, CA. With Wayne Kyle, he co-founded Woodburn, Kyle & Company in 1976. Woodburn's expertise focuses primarily on Campaign and Foundation consulting, and the many related sub-services. Woodburn has been a speaker and/or panelist for many organizations including the American Association of Museums, American Hospital Association, Association of Healthcare Philanthropy, National Trust for Historic Preservation, American Association for State and Local History, and numerous other state and regional associations and groups.



Woodburn is a former member of Arts Indiana Advisory Council and a former Board member for the Indiana State Museum. The firm is a member of the Giving Institute, formerly the American Association of Fundraising Counsel (AAFRC); Woodburn served as Secretary and as Vice-Chair of AAFRC.

Pre-Conferences

9:30 a.m. – 3:30 p.m.

Tell Me What Democracy Looks Like

Hilton–Juneau

Sponsored by Center for Information Policy Research, UW-Milwaukee School of Information Studies and WLA Intellectual Freedom Round Table

Barb Dieter, past president, Board of Directors, West Bend Community Memorial Library; **Barbara Jones**, Director, Office of Intellectual Freedom, ALA, Chicago; **Sandra Braman**, Professor, Department of Communications, UW-Milwaukee; **Loretta Gaffney**, PhD student, University of Illinois Library and Information Science; **Joyce M. Latham**, Assistant Professor, UW-Milwaukee

When a library confronts an intellectual freedom challenge, who are the players involved, what are their interests and where do we stand? This pre-conference will explore the motivations of such groups as Family Friendly Libraries, local politicians and the American Library Association.

1:00 p.m. – 4:00 p.m.

Leading Through Communication

Hilton–Regency

Sponsored by WeLead

Christine Butterfield, *Leadership Coach, Milwaukee*

Have you ever encountered a colleague who consistently misconstrues what you said? Do you wish you knew how best to convince or persuade someone? When things are stressful at the office, do you wonder if there's a way to reduce tension?

The ability to communicate effectively with a diverse range of people is an essential skill for all successful leaders. In this workshop, Chris will guide participants through a program (developed by the TRACOM Group) to help them discover their social style, how it reflects their personality and behavior, and the impact their style has on the perceptions of others. In addition to identifying their own style, attendees will learn to recognize others' social styles, understand how different styles react under stress and adapt their behavior to decrease tension and increase productivity.

Please join us for a fun and engaging session exploring the Social Styles model and its impact on interpersonal effectiveness. Participants will use role playing to practice communication strategies and, by the end of the session, create a Social Style Action Plan for addressing issues in key relationships.

Lightning Fast Succession Planning

Hilton–Mitchell

Sponsored by the WLA Foundation

Jane Pearlmutter, *UW-Madison School of Library Information Studies; President, Wisconsin Library Association Foundation, Madison*

As a result of changes to compensation packages and with many employees approaching retirement age, unprecedented numbers of experienced library workers are leaving their institutions. Sometimes, they leave without much notice and take knowledge about work processes and institutional culture with them. If you're like many organizations, you've never really planned for that loss. Succession planning is a key part of effective library management, and provides a good opportunity to align positions with the strategic goals of the organization. In this pre-conference workshop, you'll learn effective strategies for dealing with the loss of key staff members, whether you have lot of notice or very little. On-the-job journaling, using wikis for templates and knowledge management, exit interviewing and cross-training are just some of the ideas we'll discuss to help you preserve the institutional knowledge of your key workers.

SRLAAW Meeting

Hilton–Walker

3:00 p.m. – 7:00 p.m.

Registration

Hilton–4th Floor

4:00 p.m. – 6:00 p.m.

Vendor Reception

Hilton–Empire

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.

Wisconsin Association of Public Libraries

Board Meeting

Hilton–MacArthur

6:00 – 8:00 p.m.

Wisconsin Library Association

Board Meeting

Hilton–Oak

7:00 a.m.–8:45 a.m.

Continental Breakfast

Hilton–Empire

Past President’s Breakfast

Hilton–Walker

7:00 a.m.–9:00 a.m.

Registration

Hilton–4th Floor

8:45 a.m.–10:00 a.m.

Keynote Address: FrankenLibraries or Librarytopia: Our Choice

Frontier Airlines Center–202 A-B-C

Stephen Abram, *MLS, Vice President for Strategic Partnerships and Markets for Cengage Learning (Gale)*

The future, depending on your point of view and attitude, can be viewed as exciting or scary—Frankenlibraries or Librarytopia? Maybe it’s both like a rollercoaster! Are e-books just a symptom of a shift in the information environment? Is there a more fundamental change underlying everything that is invisible? Are the financing issues in libraries changing everything materially? We can acknowledge that the future won’t be the same as the past—not by a long shot. What are the opportunities for communities, learning and libraries? What enhancements and changes might we expect? Is this the final straw for libraries or the biggest opportunity for us since the advent of the Web? Are libraries going to be even more open and boundaryless? Are the newest social technologies for the Web a great opportunity for social institutions like libraries, schools, universities and governments? Are these again a symptom of an even greater shift for society that social institutions like libraries must acknowledge? Stephen Abram is a veteran library watcher and strategic technologist and library futurist. In this plenary session, he shares his perspectives on these issues, challenges and opportunities.



10:00 a.m.–5:00 p.m.

Exhibits

Frontier Airlines Center–Exhibit Hall C

Internet Café

Frontier Airlines Center–Exhibit Hall C

WLA Foundation Silent Auction

Frontier Airlines Center–Exhibit Hall C

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

10:00 a.m.–10:45 a.m.

Exhibits–No Conflict

Frontier Airlines Center–Exhibit Hall C

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

Autograph Garden

Frontier Airlines Center–Exhibit Hall C

Tad Hills: *How Rocket Learned to Read*



10:45 a.m.–12:00 p.m.

Are You Certifiable? How You and Your Library Can Benefit from ALA Certification Programs

Frontier Airlines Center–201 C

Ian Lashbrook, *Research Associate, American Library Association, Chicago*

Excellent librarians need excellent staff. The Certified Public Library Administrator Program (CPLA) was created by librarians to strengthen managers. Voluntary certification through the Library Support Staff Certification Program (LSSC) was developed to redefine how staff gain recognition, think about their roles, and expand their perspectives and skill sets. This discussion will describe the program’s inspiration and development, as well as logistics for applying to and progressing through them. With this conversation, you will be encouraged to think about whether these opportunities should be added to your professional goals.

9:00 a.m.–7:00 p.m.

Registration

Frontier Airlines Center—Upper Level (across from Frontier Airlines Center–Exhibit Hall C)

Finding Multimedia in BadgerLink

Frontier Airlines Center—203 B

Kara Ripley, *Resources for Libraries and Lifelong Learning, Madison*; **Peggy Garties**, *ECB VideoLink, Madison*

<http://www.badgerlink.net/> provides access to quality online information resources for Wisconsin residents in cooperation with the state's public, school, academic and special libraries. This program describes how to find images, video and animations in BadgerLink.

The Hoarder: Need to Know Information

Frontier Airlines Center—201 B

Brenden McDaniel, *Certified Professional Organizer in Chronic Disorganization, Action Organizing Services, Milwaukee*

Is it messiness, clutter or hoarding? Are you helping or hurting? Brenden will offer strategies to use to help people move forward with de-cluttering and developing organization strategies.

Labor v. Management: Staffing Your Library

Frontier Airlines Center—201 D

Mary L. Hubacher, *Attorney, Buelow Vetter Buikema Olson & Vliet, LLC, Waukesha*

The landscape of public sector workplaces has been significantly altered with the changes brought about by Acts 10 and 32 this year. This program will discuss those changes and their impact on the relationship between management and employees who are represented by labor unions. Specific areas addressed will include elections, fair share deductions, grievance procedures or civil service rules and handbooks.

WLA FOUNDATION WLA Foundation Fundraiser

SPiNGALACTIC

Wednesday, November 2, 8:00 p.m. – 11:00 p.m.

SPiN Milwaukee

Attend an exciting and fun-filled evening of entertainment at SPiN Milwaukee in the trendy yet Historic Third Ward. Enjoy friends and friendly competition at this unique 16,500 square foot table tennis social club, which sports 13 professional quality table tennis courts. (Think Ping Pong on steroids.) A tournament bracket with prizes for the winners will bring out your inner Zhang Jike or Ding Ning (doubles, too!).

\$35 entry includes a charitable contribution to the WLA.

Partners: Alpine Book, Engberg Anderson, Maris Associates, Quality Books

MacGoogle!

The MacGyver Guys Talk Google

Frontier Airlines Center—202 C

Jon-Mark Bolthouse, *Technology Projects Manager, South Central Library System, Madison*; **Chris Grugel**, *Instructional Services Supervisor, Carthage College, Kenosha*

Translate, SketchUp, Picnik, Reader, Panaramio, Goggles, Voice, RealTime! With over 90 free applications and a list that grows daily, the sheer volume of Google services is overwhelming. Luckily, the MacGyver Guys are here to help defuse this potential "time" bomb. Chris and Jon-Mark will be highlighting the best Google applications out there, showing you some hidden tricks, great features and ways your library can provide patrons with the coolest tools — all for free. Imagine how many drug cartels would have been busted up and orphanages saved, if only MacGyver had had Google!

Make Mine Mystery

Frontier Airlines Center—203 E

Gary Warren Niebuhr, *Director, Greendale Public Library*

Gary is a very nice man who happens to know an awful lot about not very nice things. He is a mystery and crime fiction aficionado who loves to share his murderous books with others. Come for a genre study you won't soon forget.

Overwhelmed by Overdrive?

Frontier Airlines Center—203 D

Kate Hull, *Reference Librarian, Hedberg Public Library, Janesville*; **Diana McDonald**, *Reference Librarian, Hedberg Public Library, Janesville*; **Carol Kuntzelman**, *Head of Technical Services and Collection Manager, Hedberg Public Library, Janesville*

Help your patrons download audiobooks and e-books! Presenters will discuss assisting first-time Overdrive users, demonstrate a download and point out common trouble spots. Hear about how Hedberg Public Library, often with Overdrive's help, is working to address challenges. There will be time at the end for questions and for others to share ideas on Overdrive and e-reader support.

Speed Networking

Frontier Airlines Center—201 A

Are you new to librarianship? Or just want to cultivate and renew relationships with your peers? Join us for a fast-paced, fun-filled session where you can meet librarians from across the state and find colleagues who share your interests. Have one-on-one conversations with your peers for five minutes at a time, but when the timer dings, it's time to move on.

Tales from the Harley Davidson Archives

Frontier Airlines Center—203 A

Bill Jackson, Senior Archivist, Harley Davidson Museum, Milwaukee

Bill will discuss the various ways that his team actively supports the company's new product development, marketing and business strategy. He will also speak to the creativity and innovation he brings to his every day work, in light of current budgetary limits that are familiar to us all.

12:15 p.m.—2:00 p.m.

RASS Luncheon with Mike Gousha

Hilton—Empire

That's The Way It Is: New Challenges and Responsibilities Facing Journalists and Citizens in a Rapidly Evolving Media World

Mike Gousha serves as a Distinguished Fellow in Law and Public Policy at Marquette University Law School. He joined Marquette in January of 2007 after concluding a 25-year career at WTMJ-TV in Milwaukee. In his role at Marquette, Gousha organizes and coordinates forums and conferences which address important public policy issues. He also brings newsmakers and political debates to campus, acting in the role of interviewer, moderator and facilitator. In addition, Gousha continues to work as a contributing anchor and reporter for WISN-TV in Milwaukee. He is the host of the weekly Sunday morning program "Up Front with Mike Gousha," which airs statewide. He also offers political analysis and does long form reporting for the ABC affiliate.



YSS Luncheon with Tad Hills

Hilton—Crystal

Tad will discuss his artistic and creative process, highlight his artwork and introduce us to his new iPad app, How Rocket Learned to Read.



2:15 p.m.—3:30 p.m.

Basic Tech Support for Your Library

Frontier Airlines Center—203 D

Adam Brisk, Wisconsin Indianhead Technical College, Superior; **Rebecca Buchmann**, Director, Black Creek Village Library

Learn basic troubleshooting techniques that will help relieve some of the stress associated with using computers and other technology tools. This session will cover troubleshooting basics that will empower you to become your own tech support for issues that frequently come up.

Identifying and Working with Difficult Personality Types

Frontier Airlines Center—201 A

Brenden McDaniel, Certified Professional Organizer in Chronic Disorganization, Action Organizing Services, Milwaukee

We all have people in our lives who pose challenges in communication and team work. We often dismiss these people as "difficult to work with." This presentation explains various personality types and how we can develop strategies to improve successful interaction.

Marquette Law Library: A Library Without Borders

Frontier Airlines Center—203 B

Patricia Cervenka, Director, Marquette University Law Library, Milwaukee

Marquette University's spectacular new law school building, which opened in August 2010, includes a "library without borders" that is fully integrated on each floor. Patricia will share her staff's contribution to the planning of the library's embedded design, some of the subsequent successes as well as some of the challenges. Following the program, you will have an opportunity to tour the library; if you are interested, please meet at 4:00 p.m. by the conference registration area. Please note you will be walking to the library.

Money Smart @ Your Library

Frontier Airlines Center—203 E

Michael Dowling, American Library Association, Chicago; **Alejo Torres**, Senior Outreach Manager, Federal Reserve Bank of Chicago

Learn about the Federal Reserve Bank of Chicago's Money Smart Week and how the Fed and ALA are partnering on this initiative.

Wednesday

Moving Microfiche Mountains By Yourself

Frontier Airlines Center—201 B

Kelly Swickard, *Cardinal Stritch University Library, Milwaukee* Kelly will discuss how she created an institutional digital repository for masters' theses. Previously, the university would have theses made into microfiche, which is not desirable to contemporary researchers/students. Using CONTENTdm, Kelly constructed the collections, the metadata schema and controlled vocabulary. Additionally, she developed an electronic submission form, from which copyrights can be selected. With the help of the university's Web librarian, she created a Web page that has the submission form and directions to it.

Notable Books Marathon

Frontier Airlines Center—202 C

Helene Androski, *Madison*; **Kirsten Houtman**, *WiLS, Madison*; **Elizabeth Amundson**, *Madison Public Library*; **Eliot Finkelstein**, *Academic Librarian, UW-Madison*; **Jean Anderson**, *Continuing Education Coordinator, South Central Library System, Madison*

Our very own dream team of book talkers/discussion leaders takes us on a whirlwind tour of notable titles. Be ready for thoughtful, humorous, insightful reviews of titles you won't want to miss. This session always flies by.

Technology and Future Options for Active Librarianship

Frontier Airlines Center—201 C

Jacques du Plessis, *UW-Milwaukee School of Information Studies*

We are facing a transition as monumental as the switch from the ice man to the refrigerator in library services. Many refuse to believe it and hold on to a dated model. This presentation will create a scenario of what we should be doing to keep our jobs and remain relevant.

In Exhibit Hall C, stop by the UNCOMMONS the "Power Place"

It is your space to use:

- Take a breather, have a seat and power down.
- Power up your iPod, laptop or phone.
- Meet with your group.
- Eat with your group.
- Whatever else you can think of!

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

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

Teen Ideas Swap

Frontier Airlines Center—203 A

Swaps are a great way to share ideas and creative new ways to enhance teen programming at your library. Sometimes all it takes is another person's creativity to spark a new approach or idea for serving teens in your community. If you have ideas and suggestions to swap with other youth services staff, please bring 25–30 handouts, briefly describing your ideas, to share at the teen swap.

Tour of the Milwaukee County Zoo Library

Preregistration required.

Bus will be available for boarding at 2:00 p.m. from the Hilton 6th Street Loading and Unloading Zone.

Established in 1988, the Milwaukee County Zoo Library is a central location for information on topics from animal nutrition and management to zoological science and zoo administration. Join the WLA Support Staff Section in a tour led by Mary E. Kazmierczak, Librarian/Information Specialist, and learn about the collection of scientific and veterinary journals, as well as the important historical archives housed in this special library.

Tour of the Treasures of the Krug Rare Books Room Milwaukee Public Library Central Branch

From the Hilton, exit onto 5th Street and Wisconsin Avenue, turn left (north) to Wisconsin Avenue, then turn left (west) and proceed to 814 W. Wisconsin Avenue. **From the Frontier Center**, exit onto Wisconsin Avenue, turn right (west) and proceed to 814 W. Wisconsin Avenue. The historic Milwaukee Public Library building takes up a whole city block from 8th to 9th Streets and from Wisconsin Avenue to Wells Street. The main entrance is on Wisconsin Avenue; a handicapped accessible entrance is on 8th Street, a bit north of Wisconsin Avenue.

The Milwaukee Public Library invites you to visit its Central branch to browse among some of the most treasured and rarest items in the Richard E. and Lucile Krug Rare Books Room. Items on display include the oldest book in the library (ca 1479), the smallest books in the world, Frank Lloyd Wright's Wasmuth portfolio, John James Audubon's bird and mammal prints and many more. The library's rare books team will be available to answer questions.

3:30 p.m.–4:15 p.m.

Exhibits—No Conflict

Frontier Airlines Center—Exhibit Hall C

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

4:15 p.m.–5:30 p.m.

2011 WLA Poetry Slam!

Frontier Airlines Center–203 D

Bruce Detblefsen, *Wisconsin Poet Laureate*

We know you're out there. Librarian poets of Wisconsin—this is the time to show the world (well, at least the conference attendees) what you can do. Bruce will introduce the event and serve as moderator/judge.



An Instruction Toolbox for Public Libraries

Frontier Airlines Center–203 A

Marisa Finkey, *UW-Oshkosh Polk Library*

While library and user instruction is common in school and academic libraries, strategies for this type of instruction can also be adapted to serve public libraries. This session will look at simple strategies to provide a variety of types of instruction from workshops to Web tutorials. Also included will be a discussion of useful Web applications such as Jing, Survey Monkey and Print Key.

Battledecks:

Competitive PowerPoint Karaoke!

Frontier Airlines Center–202 C

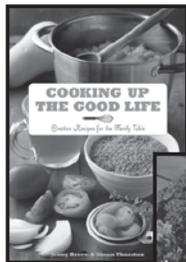
Jon-Mark Bolthouse, *Technology Projects Manager, South Central Library System, Madison*; **Chris Grugel**, *Instructional Services Supervisor, Carthage College, Kenosha*; **Stef Morrill**, *Director, WiLS, Madison*; **Marge Loch-Wouters**, *Youth Services Coordinator, LaCrosse Public Library*; **Kurt Kiefer**, *Assistant State Superintendent, Department of Public Instruction*; **John DeBacher**, *Public Library Consultant, Department of Public Instruction*; **Beth Carpenter**, *Director, Kimberly-Little Chute Public Library*; **Pete Gilbert**, *University Librarian, Lawrence University*; **Adam Brisk**, *LRC Technician, WITC Superior*

Think you get nervous speaking in front of a crowd? Come see what happens when top library conference speakers present in front of a live audience, using a PowerPoint presentation they've never seen before! Battledecks takes the traditional conference presentation and turns it on its head, mixing random (and we mean random!) PowerPoint slides and improvisational comedy, with a dash of American Idol judging thrown in. Who will be crowned the WLA champion?

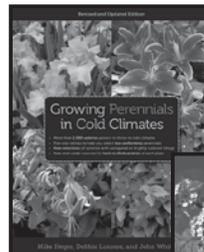
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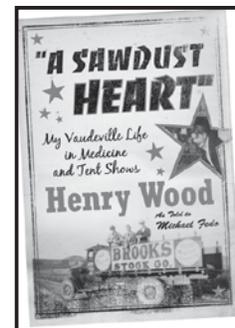
Wholesome, fun recipes to cook with the seasons.



Two must-have books on northern gardening.



A glimpse into vaudeville life—from Viroqua, WI native Henry Wood.



Cooking Up the Good Life
Creative Recipes for the Family Table
Jenny Breen and Susan Thurston
\$19.95 paper, 216 pages

The Northern Heartland Kitchen
Beth Dooley
\$29.95 cloth/jacket, 280 pages

Growing Perennials in Cold Climates
Revised and Updated Edition
Mike Heger, John Whitman, and Debbie Lonnee
\$39.95 paper, 448 pages

Growing Shrubs and Small Trees in Cold Climates
Revised and Updated Edition
Debbie Lonnee, Nancy Rose, Don Selinger, and John Whitman
\$39.95 paper, 448 pages

A Sawdust Heart
My Vaudeville Life in Medicine and Tent Shows
Henry Wood
As told to Michael Fedo
\$16.95 paper, 152 pages

Wednesday

E-book Developments on the Wisconsin Front

Frontier Airlines Center–203 B

Bob Bocher, *Technology Consultant, Department of Public Instruction, Division for Libraries, Technology and Community Learning, Madison*; **Jeff Gilderson-Duwe**, *Director, Oshkosh Public Library and Winnefox Library System, Oshkosh*; **Sara Gold**, *Wisconsin Library Services, Madison*.

An e-book summit took place in May 2011, with representatives from all types of libraries discussing the major issues of providing electronic books to Wisconsin library users. Come hear Bob, Jeff and Sara describe the current e-book picture and developments that have occurred since the summit at both the state and national levels.

ELIS:

Embedded Library Instruction Services

Frontier Airlines Center–201 A

Michael F. Strahan, *Reference, Instruction Coordinator and Distance Education, Northern Michigan University Olson Library, Marquette*; **SaraJane Tompkins**, *Northern Michigan University Olson Library, Marquette*; **Dr. Judith Puncochar**, *Northern Michigan University School of Education, Marquette*

A 10+ year collaboration between faculty and librarians at a Michigan comprehensive (II-A) university evolved from individual innovation to a campus-wide program, Embedded Library Instruction Services (ELIS). ELIS is introduced as a model for embedding personal librarian support and instruction in academic courses. In 2009, ELIS became one of the library's five strategic directions and part of the university's Road Map to 2015. ELIS contains five components necessary for successfully infusing library support with course instruction. Using a mixed methods approach, five disparate components are identified: library resources, course specific instruction, librarian instructor collaboration, structure/methods of delivery and student/faculty needs. The presenters will dis-

cuss the history of embedded librarianship at Olson Library, define the five components, describe how each component relates to successful student learning, discuss implementation and address factors affecting the quality of course instruction and student work. The ELIS model has been implemented in 26 different programs through numerous face-to-face Web-enhanced, hybrid and online courses, and may be adapted at all educational levels in public and private academic institutions (e.g., K–12 and adult education courses).

Intellectual Freedom in the Digital Age

Frontier Airlines Center–201 D

Brian Rowe, *J.D., Adjunct Professor, Seattle University Law School and LSTNAP Project Coordinator, University of Washington's Information School*

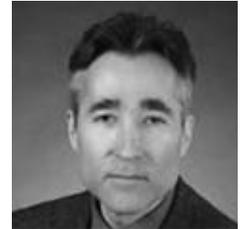
Brian will discuss law, ethics, intellectual property and information in a social context. He will also comment on information privacy issues and ethical alternatives to WikiLeaks and Digital Millennium Copyright Act takedowns.

Managing Protest and Political Rights in the Public Library

Frontier Airlines Center–201 B

Tomas A. Lipinski, *Executive Associate and Professor, Dean School of Library and Information Science, Indiana University Purdue University Indianapolis*

This session will review the constitutional law of public property as applied to public libraries, specifically meeting rooms, bulletin boards, sidewalks and other public spaces. What are the rights of the public and public employees regarding free speech on government property? What are the limits of lawful regulation to be considered in public library policy?



Milwaukee Public Library's Central Branch Reception and Tour

From the Hilton, exit onto 5th Street and Wisconsin Avenue, turn left (north) to Wisconsin Avenue, then turn left (west) and proceed to 814 W. Wisconsin Avenue. **From the Frontier Center**, exit onto Wisconsin Avenue, turn right (west) and proceed to 814 W. Wisconsin Avenue. The historic Milwaukee Public Library building takes up a whole city block from 8th to 9th Streets and from Wisconsin Avenue to Wells Street. The main entrance is on Wisconsin Avenue; a handicapped accessible entrance is on 8th Street, a bit north of Wisconsin Avenue.

Visit the Central Branch of the Milwaukee Public Library for a late afternoon get-together featuring light refreshments, camaraderie and fun. Tours of the historic and architecturally significant Central Library building will be available.

WLA FOUNDATION WLA Foundation Silent Auction

Exhibit Hall

Wednesday, November 3, 10:00 a.m. – 5:00 p.m.

Thursday, November 4, 8:30 a.m. – 3:30 p.m.

3:30 p.m. – pay and pickup

Bid on items to benefit the Campaign for Wisconsin Libraries, such as art works, collectibles, antiques and much more.

SUPPORT
Wisconsin Libraries
Keep Us All In A Better State™

Reading Images in Multicultural Children's Literature

Frontier Airlines Center—201 C

Laretta Henderson, UW-Milwaukee

This presentation focuses on identifying stereotypical images in children's literature. It will begin with critical review of the representation of racialized characters and give evaluative criteria. The presenter will then lead the group in evaluating various picture books and relevant pedagogical approaches. Finally, reliable reference sources will be discussed.

Resumé Review Session

Frontier Airlines Center—202 D

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

5:30 p.m.–6:30 p.m.

Tweet-up and Meet-up!

Hilton—Miller Time Pub

Are you tweeting the conference? Do you want to meet your fellow tweeters face to face? Are you just looking to meet new people from the Wisconsin library world? Join us for a fun and informal get together where you can meet new people, connect with people in similar positions from across the state and make friends with people you will be seeing at conferences for years to come!

5:30 p.m.–7:30 p.m.

UW-Milwaukee SOIS (formerly SLIS) Reunion

Pabst Mansion

Please join us for an evening of fun, beverages, hors d'oeuvres and entertainment. All UW-Milwaukee SOIS alumni, students, faculty and guests are invited to attend our annual SOIS reunion from 5:30–7:30 p.m. at the historic Captain Frederick Pabst Mansion. New activities this year include a brief program at 6:00 p.m.; making custom READ posters; a gallery of former members of the SOIS community; tours of the Pabst Mansion; and UWM SOIS giveaways! Complimentary trolley service will be provided continuously between the Frontier Airlines Center, the Hilton Milwaukee City Center and the Pabst Mansion from 5:00–8:00 p.m.

6:30 p.m.–7:30 p.m.

UW-Madison School of Library & Information Studies Reunion

Hilton—Wright AB

Please join us for the SLIS reception and reunion for alumni and friends of the UW-Madison School of Library & Information Studies. Enjoy the hors d'oeuvres and cash bar while reconnecting with old friends and colleagues and making new ones!

8:00 p.m.–11:00 p.m.

WLA Foundation Fundraiser: SPiNGALACTIC! SPiN Milwaukee

Bus will be available for boarding at 7:30 p.m. from the Hilton 6th Street Loading and Unloading Zone.

Enjoy friends and friendly competition at the annual WLA Foundation fundraiser at SPiN Milwaukee. SPiN is a unique 16,500-square-foot table-tennis social club located at Chicago and Water in downtown Milwaukee's trendy yet historic Third Ward. The club sports 12 top-quality table-tennis courts on cushioned Olympic-competition flooring, plus a 13th stadium-like center court. SPiN Milwaukee houses a pro shop, restaurant, bar, lounge and two private event rooms. Your \$35 ticket covers table-tennis, one drink, light snacks and a \$20 charitable contribution to WLA Foundation to benefit the Campaign for Wisconsin Libraries. Cash bar available. Shuttle service provided.

Partners: Alpine Book, Engberg Anderson, Maris Associates, Quality Books

Thursday

7:00 a.m.–5:30 p.m.

Registration

Frontier Airlines Center–Upper Level

7:00 a.m.–8:45 a.m.

Continental Breakfast

Hilton–Empire

Association of Wisconsin Special Librarians Board Meeting

Hilton–Empire

Ethnic and Multicultural Information Exchange Round Table Business Meeting

Hilton–Empire

New Member Round Table Business Meeting

Hilton–Empire

Outreach Services Round Table Board Meeting

Hilton–Empire

Readers Section Business Meeting

Hilton–Empire

Reference & Adult Services Section Business Meeting

Hilton–Empire

Resource Sharing Round Table Business Meeting

Hilton–Empire

Support Staff Section and Circulation Services Round Table Business Meeting

Hilton–Empire

Technical Services Section Business Meeting

Hilton–Wright A

Wisconsin Library Trustees & Friends Board Meeting

Hilton–Wright C

Wisconsin Small Libraries Section Board Meeting

Hilton–Empire

Youth Services Section Board Meeting

Hilton–Empire

8:00 a.m.–10:00 a.m.

WLA Foundation Board Meeting

Hilton–Wright B

8:30 a.m.–4:30 p.m.

Exhibits

Frontier Airlines Center–Exhibit Hall C

Internet Café

Frontier Airlines Center–Exhibit Hall C

WLA Foundation Silent Auction

Frontier Airlines Center–Exhibit Hall C

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

8:45 a.m.–10:00 a.m.

Avoidance is Not Management

Frontier Airlines Center–202 E

Gretel Stock-Kupperman, Director, Viterbo University Todd Wehr Memorial Library, La Crosse

Are you intimidated by performance discussions (good or bad) with your employees? Does your annual review process seem like an exercise in paperwork? Are you looking for a good way to talk with your staff and organization about their work? In this program, managers will learn skills that will help them approach employee performance as an ongoing conversation, as opposed to a once-a-year event. Learning outcomes include: learning about good performance management; defining competencies for staff; setting and measuring goals; managing good and bad performance.

Diversity in Librarianship

Frontier Airlines Center–201 C

Julie Kamikawa, Director, Mt. Mary College Haggerty Library, Milwaukee (moderator); **Alberto Herrera, Jr.**, Diversity Services/Reference Librarian, Marquette University, Milwaukee; **Yang Zhuo**, Mt. Mary College Haggerty Library, Milwaukee; **Ethelene Whitmire**, Associate Professor, UW-Madison School of Library Information & Studies

Librarians with different cultural backgrounds share their education and work experiences in a panel format with time to discuss issues facing a diverse workplace.

Elizabeth Burr/Worzalla Wisconsin Children's Book Awards

Frontier Airlines Center–202 C

Members of the Children's Book Award Committee; **Dori Chaconas**, Author

The Children's Book Award Committee of the WLA Youth Services Section carefully examined and evaluated more than 70 titles by authors and illustrators with a connection to the state of Wisconsin. Come and hear committee members discuss this year's winning book and the other titles they selected to honor as Outstanding Books. Be ready for some great book talks! The presenters will also reveal the process of selecting the winners and describe what it is like to serve as a member of this committee.



The committee is joined by Dori Chaconas, winner of this year's award for *Cork and Fuzz: The Babysitters*. Dori is the author of 16 picture books and the Cork and Fuzz series of seven easy-to-read books. In *Making the Most of Memories*, Dori talks about where her ideas come from for developing stories, characters and themes.

Getting Out of Your Own Way

Frontier Airlines Center–201 B

Alonzo Kelly, Kelly Leadership Group LLC, Hales Corners

After the blame game has been played, we end up looking at ourselves as the biggest obstacles to reaching goals. This session is intended to help us recognize who and what may be slowing us down on our personal professional journey.

LAMP: LIS Access Midwest Program

Frontier Airlines Center–203 B

Amani Ayad, LIS Access Midwest Program (LAMP), University of Illinois at Champaign Urbana, Champaign, IL

Since its inception in 2006, LAMP (<http://lisaccess.org/lamp>) has worked collaboratively with libraries and library and information science (LIS) graduate schools to address the current diversity shortfalls in the library profession. The goal of LAMP is to increase awareness and representation of members from statistically and historically underrepresented groups in the LIS profession through a holistic approach based on collabora-

tion between partner institutions, and on a student-centered approach to recruitment and retention. LAMP is supported by a grant from the Institute of Museum and Library Services (IMLS).

Morale Boosters in Difficult Times

Frontier Airlines Center–202 A

Krista Ross, Director, Southwest Wisconsin Library System, Fennimore

With all the bad news these days, it can be hard to keep a positive attitude. So what can trustees and library directors do to keep up staff morale? Join Krista for a discussion on ways to keep smiling through the tough times.

"Nobody Mentioned This in Library School"

Frontier Airlines Center–203 D

Jeff Gilderson-Duwe, Director, Oshkosh Public Library; **Cheerie Sanderson**, Director, Boulder Junction Public Library; **Lynn Stainbrook**, Director, Brown County Public Library, Green Bay; **Ewa Barczyk**, Director of Libraries, UW-Milwaukee Libraries

Join the directors of several public and academic libraries for a lively discussion of the skills and aptitude needed to excel as a library leader in the 21st century. In addition to prepared remarks, members of the panel will be available to address audience questions ranging from best practices to insights gained on the job.

One Conference—One Read Book Discussion

Frontier Airlines Center–201 A

Gary Warren Niebuhr, Director, Greendale Public Library

Gary will lead a discussion of Jonathan Safran Foer's novel, *Extremely Loud and Incredibly Close*, as we look back on the 10-year anniversary of the September 11th attacks.

WISCAT Update

Frontier Airlines Center–201 D

Christine Barth, Resources for Libraries & Lifelong Learning, Madison; **Vickie Long**, WISCAT Training/Technical Support, Resources for Libraries and Lifelong Learning, Madison

WISCAT strides forward connecting libraries of all types for resource sharing. What's new? What's changing? Updates on interlibrary loan, cataloging and search resources are covered. Bring your questions and comments to this informational session!

Frances de Usabel Award

Ruth Sias, Children's Librarian, Madison Public Library, Goodman South Madison Branch
Presented by: Holly Selwitschka, Chair, Outreach Services Round Table

10:00 a.m.–10:45 a.m.

Exhibits—No Conflict

Frontier Airlines Center—Exhibit Hall C

Autograph Garden

Frontier Airlines Center—
Exhibit Hall C

Dori Chaconas, *Cork & Fuzz, the
Babysitters*



10:45 a.m.–12:00 p.m.

E-Books in Libraries: Opportunities, Challenges and Realities

Frontier Airlines Center—201 B

Sue Polanka, *Head of Reference and Instruction, Wright State University Libraries, Dayton, Ohio*

During this session, Sue, moderator of the No Shelf Required blog, will explore the ever-changing e-book landscape, highlighting the trends, challenges and opportunities for libraries.

Keeping in Touch with the Library World

Frontier Airlines Center—203 A

Jamie Matczak, *Continuing Education Coordinator, Nicolet Federated Library System, Green Bay*; **Desiree Bongers**, *Director, Ripon Public Library*; **Stef Morrill**, *Director, WiLS, Madison*; **Becca Berger**, *Director, Door County Library, Sturgeon Bay*; **Barbara Kelly**, *Retired Assistant Director, Appleton Public Library, former WLA President*

Several well-connected Wisconsin librarians will advise new WLA members on how to stay connected with the wider com-

Awards & Honors Banquet

Thursday, November 3, Hilton—Empire

7:00 p.m. – 9:00 p.m.

They have left their imprints on our libraries. Please join us for this annual celebration in recognition of those professionals who symbolize the best in librarianship and support of libraries. Dinner will be followed by presentation of various awards.

Entertainment preceding dinner provided by the Riverport Chorus with our very own Sweet Adeline—Rhonda Puntney.

Entertainment following presentation of Library of the Year Award provided by Candace Decker and her accompanist Phil Smith; they will perform song selections from CANDY 641.853-Library Cabaret.

munity between conferences. Many libraries have cut travel and professional development budgets, putting regular conference attendance out of reach for staff. Some new librarians might find themselves isolated from the larger profession in small, rural libraries. These librarians will address opportunities for networking, knowledge sharing and building a community of peers year 'round. Speak from your own experience. How do you stay connected?

Media Permissions and Ethics for 21st Century Skills

Frontier Airlines Center—201 D

Barry Starlin Britt, *Soundzabound, Atlanta, GA*

As technology speeds forward in education, parents, students, teachers and administrators are held liable for everything from copyright laws to Internet safety and security. A new educational program designed by Soundzabound will address 21st century skills, digital citizenship, individual state standards and methods of educating our students for a stronger, more innovative workforce through the MP&E Program.

Reading Images in Multicultural Children's Literature

Frontier Airlines Center—201 C

Laretta Henderson, *UW-Milwaukee*

This presentation focuses on identifying stereotypical images in children's literature. It will begin with a critical review of the representation of racialized characters and give evaluative criteria. Laretta will then lead the group in evaluating various picture books and relevant pedagogical approaches. Finally, reliable reference sources will be discussed.

RDA:

Where Are We Now with the New Rules?

Frontier Airlines Center—201 A

Debra Shapiro, *Instructional Program Manager, UW-Madison School of Library and Information Studies*; **Steven Miller**, *UW-Milwaukee School of Information Studies*; **Vince Jenkins**, *Technical Services Librarian, UW-Madison School of Education, MERIT Library*; **Elizabeth Huggins**, *Student, UW-Madison School of Library and Information Studies*; **Jean Zanoni**, *Associate Dean, Marquette University Raynor Memorial Libraries, Milwaukee*

RDA, Resource Description and Access, the successor to the Anglo-American Cataloging Rules, was published in Summer 2010, and underwent testing and assessment during fall 2010 and spring 2011. What was the outcome of this testing? What decisions did the U.S. national libraries (LC, NLM, NAL) make about implementation? How will this now affect Wisconsin libraries? This panel consists of faculty, staff and students from UW-Madison and UW-Milwaukee who participated in the testing.

Tour of the Milwaukee Art Museum Research Library

Preregistration required.

Bus will be available for boarding at 10:30 a.m. from the Hilton 6th Street Loading and Unloading Zone.

Established in 1916, the Milwaukee Art Museum Research Library houses an extensive collection of materials on fine art and architecture including painting, graphic arts, sculpture, drawing, design and photography. Located on the West Mezzanine Level of the Museum, the library contains a collection of over 20,000 volumes and subscribes to more than 60 art and design publications. In service of the Milwaukee Art Museum's Collection, library resources include national and international museum and gallery publications, Milwaukee Art Museum publications, monographs on art and artists, catalogue raisonnés, auction sales catalogues and an exceptional rare books collection, along with extensive artist files.

Tour of the Villard Square Library

Preregistration required.

Bus will be available for boarding at 10:30 a.m. from the Hilton 6th Street Loading and Unloading Zone.

Come visit the Milwaukee Public Library's newest branch library. The Villard Square Neighborhood Library is a mixed-use development that includes a new library branch on the first floor, with 47 apartment homes on three stories above for families with grandparents being the primary caregivers for their grandchildren. The new library replaces an aging, energy-inefficient building, covers 12,770 square feet, and includes 50 desktop and laptop computers for users, community meetings and study rooms, children's and teen areas, and self-checkout stations.

Vintage Wisconsin Gardens: A History of Home Gardening

Frontier Airlines Center-202 E

Lee Somerville, Author, Sturgeon Bay
Vintage Wisconsin Gardens introduces readers to the region's urban/ornamental gardens of the nineteenth and early twentieth centuries. Join Lee as she traces the changes in Wisconsin gardening and relates them to the state's cultural landscape.



When Leaders Become Managers and Managers Become Leaders: Understanding When to Make the Switch

Frontier Airlines Center-202 C

Alonzo Kelly, Kelly Leadership Group LLC, Hales Corners

The distinction in definition is simple, but not always easy to detect in performance. Learn the various types of management and leadership styles in achieving goals and how they, and we, influence the outcome of set goals.

A new way to demonstrate your compassion for others at this year's WLA Conference

Every year at the WLA Conference, we like to ask our attendees to give back something to their community to enhance others' lives. This year, we decided to support a worthwhile cause that only asks you to consider donating an item that, as librarians, should be pretty easy to come up with. Bring a *book!*

Finding a new life for gently used books plays into this year's conference theme: Libraries – A Renewable Resource.

Please Donate to the Wisconsin Prison Literacy Project

Correctional libraries face unique challenges that other libraries may not, but they still strive to promote a lifelong love of learning and reading. These libraries, located in state prisons and county jails, are in serious need of materials and would greatly appreciate donations from other libraries and librarians.

The Wisconsin Council on Library and Network Development (COLAND), in partnership with the Department of Corrections and Department of Public Instruction, has created a special sub-committee on prisons to assist correctional libraries by collecting and distributing written materials for inmates in our state facilities. Multiple studies have shown that inmates who improve their reading and educational performance stand a better chance of becoming working citizens than those who struggle with reading.

Your donations are appreciated and will help to improve the quality of life for inmates and their families throughout Wisconsin. Call (608) 266-4643 for details. Books may be dropped off near Conference Registration at both the Hilton Milwaukee City Center and the Frontier Airlines Center.

Thank you for your support.

12:00 p.m.–12:45 p.m.

Autograph Garden—

Frontier Airlines Center—Exhibit Hall C

Lee Somerville, *Vintage Wisconsin Gardens*



12:15 p.m.–2:00 p.m.

WLTF Luncheon and Annual Meeting

Hilton—Wright AB

Paul Nelson, Chair, *WLA Library Development and Legislation Committee, Madison*

Tony will address library advocacy for trustees in today's political environment.

2:15 p.m.–3:30 p.m.

2011 WLA Literary Award Winner — *Burned: a Memoir*

Frontier Airlines Center—203 D

Louise Nayer, Author, *San Francisco, CA*

In 1954, when Louise Nayer was four years old, her parents were severely burned in the basement of a rented Cape Cod cottage. Her father, a physician, and her mother, a nurse-educator, were on their first family vacation with Louise, four, and her sister, Anne, six. The book chronicles the nightmare of the explosion, the years of surgery (her mother had 37 operations on her face and hands), and the reconstruction not only of her mother's face, her father's soul, but of the family itself.

As an adult, Louise suffered from panic attacks brought on by childhood trauma. A writer and a teacher for many years, the material of the accident haunted her. She knew she had to write the book. She wrote a number of versions of the book, worked with three agents and finally, last year, the book found a home at Atlas and Co.



Creating Creativity

Frontier Airlines Center—202 A

Jay Rath, *Writer and Reporter, Madison*

A fast-paced and funny look at the two forms of creativity, and how to engender them. Break habits that limit passionate thinking, release your inner “thought athlete”—and learn to draw cartoons, too!



Creating Dairyland

Frontier Airlines Center—201 C

Ed Janus, *Author, Madison*

Join Ed as he explores the fascinating story of Wisconsin dairy farming. Ed's new book, *Creating Dairyland*, pays tribute to the many thousands of Wisconsin farmers who have found a way to stay on their land with their cows. Their remarkable effort of labor, intelligence and faith is one of the great stories of Wisconsin—a story still being written.



Ethics and Conflict of Interest

Frontier Airlines Center—203 A

Heather Eldred, *Retired Director, Wisconsin Valley Library Service, Wausau*; **Marla Sepnafski**, *Director, Wisconsin Valley Library Service, Wausau*

Heather and Marla will present various scenarios or possible situations that invoke ethics or conflict of interest concerns.

Hungry to Read or Just Plain Hungry: Outreach at the Library

Frontier Airlines Center—202 B

Gina Wilson, *Director of Agency Services and Programs, Second Harvest Foodbank of Southern Wisconsin, Madison*; **Laura Wichert**, *FoodShare Outreach Specialist, Second Harvest Foodbank of Southern Wisconsin, Madison*

Learn how to better assist your patrons find resources to meet their basic needs such as food. Misunderstanding and confusion about FoodShare (food stamp) eligibility guidelines and online applications threaten those in desperate need of this benefit. FoodShare helps low-income people get healthier foods from grocery stores and drives badly needed federal tax dollars into local economies. This interactive session will cover upcoming changes in application processing, myths and facts about FoodShare and creative strategies to help your patrons obtain food assistance.

Technical Services and the Koha ILS

Frontier Airlines Center—203 E

Amy Gannaway, *Cataloging/PAC Technology Specialist, South Central Library System, Madison*; **Joanna Messer**, *South Central Library System, Madison*

The South Central Library System migrated from Dynix Classic to Koha earlier this year and did extensive development in the Technical Services areas. This session will present a tour of the Cataloging and Serials modules, as well as the add-in, GetIt Acquisitions module. Part of the discussion will center around their migration experience to the Koha ILS.

The Technology Connection and Children's Programming

Frontier Airlines Center—201 D

Kristin Pekoll, *Young Adult/Reference Librarian, West Bend Community Memorial Library*; **Shannon Barniskis**, *Youth Services Librarian, Horicon Public Library*; **Karen Wendt**, *Youth Services Coordinator, Monona Public Library*

Many authors and publishers are integrating 21st century technology into popular books and series. It may be Skyping with an author, visiting an interactive website or viewing a short movie on YouTube. Join the conversation to find new ways to incorporate technology with books and create interactive programs for children of all ages.

Who Gets the Job and Why

Frontier Airlines Center—203 B

Tasha Saecker, *Assistant Director, Appleton Public Library*; **Peter Gilbert**, *Director, Lawrence University Library, Appleton*; **Jean Zaroni**, *Associate Dean, Marquette University Raynor Memorial Libraries, Milwaukee*

Attitude, skill set, experience and how these factors translate into who gets the job and why. A group of established library leaders will offer helpful hints to job seekers to attain the edge they seek in gaining fulfilling employment.

3:30 p.m.—4:15 p.m.

Exhibits—No Conflict

Frontier Airlines Center—Exhibit Hall C

Autograph Garden

Frontier Airlines Center—Exhibit Hall C

Louise Nayer, *Burned: a Memoir*



Ed Janus,
Creating Dairyland



Jay Rath, *The W-Files True Reports of Wisconsin's Unexplained Phenomena*



3:30 p.m.—4:30 p.m.

WLA Foundation Silent Auction— Pick up and Pay

Frontier Airlines Center—Exhibit Hall C

Resumé Review Session

Wednesday, November 2, Frontier Airlines Center—203 E
4:15–5:30

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

4:15 p.m.–5:30 p.m.

Between Storytime and the Prom: 'Tween Programming Fills the Gap

Frontier Airlines Center–203 B

Pamela Westby, Director, Middleton Public Library; **Amanda Struckmeyer**, Librarian, Middleton Public Library

Pamela and Amanda will provide two perspectives on programming for ages 8 to 12: why it's in the best interest of your library and how to implement it. Pamela has advocated for the creation of a 'tween program and Amanda has put it into action. Their library now offers a multitude of well-attended 'tween events. Come away with lots of fresh 'tween programming ideas!

Hosting a Culturally Correct Program or Event @ Your Library

Frontier Airlines Center–202 A

Theresa Seidel, American Indian Library Association, Salem; **Renee Bué**, Bilingual Outreach Coordinator, Hedberg Public Library, Janesville

Using the information in the *Talk Story: Sharing Stories, Sharing Culture Manual* from the American Indian Library Association (AILA) and the Asian-Pacific American Librarians Association (APALA), participants will learn the importance of providing, and how to create, culturally correct programs at their libraries.

The Library Board as Employer

Frontier Airlines Center–201 C

Krista Ross, Director, Southwest Wisconsin Library System, Fennimore

Library boards have incredible responsibilities in overseeing the library. One of the most important is as the employer of the library director. Join Krista for a discussion on how to ensure a positive working relationship with the library director, the importance of evaluations and the board's relationship to library staff.

Wisconsin Library Hall of Fame Inductees

Norman D. Bassett (1891-1980)
Orilla Thompson Blackshear (1904-1994)
Daniel Steele Durrie (1819-1892)
Gilson G. Glasier (1873-1972)
Ginny Moore Kruse (1934 –)
Walter McMynn Smith (1869 – 1938)
Ella T. Veslak (1897-1996)

Museum Metadata: From Cephalopods to iPods

Frontier Airlines Center–201 D

Claudia Jacobson, Milwaukee Public Museum; **Debra Miller**, Milwaukee Public Museum, **Paul Bourcier**, Wisconsin Historical Society, Madison

Panelists from the Wisconsin Historical Society and Milwaukee Public Museum will discuss how cataloging metadata has evolved at their institutions, how the metadata is reflected by the collections management needs of the museums and how controlled vocabularies and shared thesauri are used with metadata. The discussion will be illustrated with examples of cataloging and indexing from the manual era as well as examples from two museum collections management systems, Argus and KE Emu.

What's New Under the Dome

Frontier Airlines Center–201 A

Paul Nelson, Chair, WLA Library Development & Legislation Committee; **Kurt Kiefer**, Assistant State Superintendent, Wisconsin Department of Public Instruction, Division for Libraries, Technology, and Community Learning, **Julie Schneider**, WLA Federal Legislative Advocate

After the excitement and challenges posed by state budget politics, recall elections and last-minute negotiations on the federal debt ceiling, there is still much to be done to make sure libraries survive and thrive amidst uncertainty. Come join WLA's Library Development & Legislation Committee for a recap of the year's activities, plus a look at ongoing and new legislation and funding issues. Get ready for a lively discussion.

Wisconsin's Own: Twenty Remarkable Homes

Frontier Airlines Center–203 D

Louis Wasserman, Louis Wasserman & Associates, Milwaukee; **M. Caren Connolly**, Louis Wasserman & Associates, Milwaukee

Wisconsin's Own tells the story of the considerable contribution Wisconsin's historic homes have made to American residential architecture. The houses profiled in the book are a mix of public ones you may have visited and private homes you've been hoping for an invitation to explore. These homes are representative of the varied architectural styles in Wisconsin,



from an Italianate mansion along the Mississippi River and an Adirondack-style camp in the North Woods to a 14-bedroom Georgian Revival mansion on Lake Geneva. The Prairie School is also represented, with examples by Frank Lloyd Wright and his mentor, Louis Sullivan.

Book signing will follow the presentation in 203 D.

Women, Financial Literacy and Retirement Savings

Frontier Airlines Center—203 E

Margery Katz, MA, JD, Wisconsin Department of Employee Trust Funds, Madison

Women as a group save less money for retirement than men due to their shorter work careers, lower earnings and investment choices. At all ages, women save less than men. Margery will highlight findings from a financial literacy study and discuss useful resources relating to women, financial literacy and retirement.

5:30 p.m.—7:00 p.m.

Registration

Hilton—4th Floor

5:45 p.m.—6:30 p.m.

WLA/WLAF Annual Business Meeting

Hilton—Wright A-B-C

7:00 p.m.—9:00 p.m.

Awards & Honors Banquet

Hilton—Empire

They have left their imprint on our libraries. Please join us for this annual celebration in recognition of those who symbolize the best in librarianship and support of libraries. Dinner will be followed by presentation of various awards.

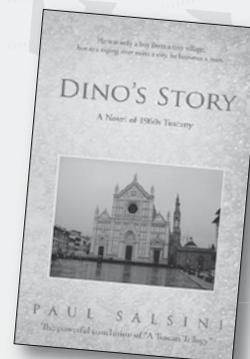
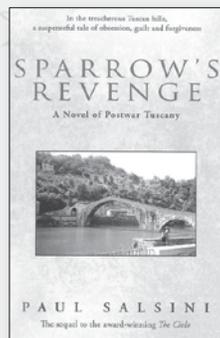
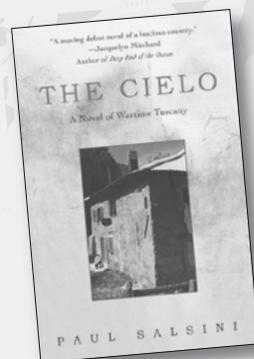


Entertainment preceding dinner provided by the Riverport Chorus with our very own Sweet Adeline—Rhonda Puntney.

Entertainment following presentation of Library of the Year Award provided by Candace Decker and her accompanist Phil Smith; they will perform song selections from CANDY 641.853-Library Cabaret.



A TUSCAN TRILOGY



A sweeping narrative from WWII to the turbulent 1960s
by **PAUL SALSINI**

www.ATuscanTrilogy.com

'The Cielo': *First Place, Fiction, Council for Wisconsin Writers*

Thursday

WISCONSIN LIBRARY ASSOCIATION
AND
WISCONSIN LIBRARY ASSOCIATION FOUNDATION
ANNUAL BUSINESS MEETING

Thursday, November 3, 2011
5:45 - 6:30 PM
Hilton Milwaukee City Center—Wright A-B-C

AGENDA

- I. Call to Order, Rhonda K. Puntney, President
- II. Report of the Secretary, Tasha Saecker
 - A. Approval of the minutes of the 2010 Annual Business Meeting
- III. Report of the President, Rhonda Puntney
- IV. Report of the Executive Director, Lisa K. Strand
- V. Report of the Treasurer, Jan Berg
- VI. Recess the WLA Business Meeting for the Purpose of Conducting the WLA Foundation Business Meeting, Rhonda Puntney
 - I. Convene the WLA Foundation Business Meeting, Jane Pearlmutter, WLA Foundation President
 - Approval of Minutes of 2010 Business Meeting
 - Campaign for Wisconsin Libraries
 - Scholarship Report
 - Other Business
- VII. Reconvene the WLA Business Meeting, Rhonda Puntney
- VIII. Report of the American Library Association Councilor, Julie Schneider
- IX. Committee Reports
 - A. Nominations & Elections, Bob Pfeiffer, Chair
- X. Resolutions, Peter Gilbert
- XI. Vice President's Report, Ron McCabe
- XII. New Business
- XIII. Adjournment

2011 WLA Awards and Honors

Library of the Year Award

Waukesha Public Library

WLA President's Award

Paul Nelson

Citation of Merit Award

Betty Backus, Graham Public Library, Union Grove

Frances de Usabel Outreach Services Award

Ruth Sias

2011 Book Awards

Literary Awards Committee Honors

WLA Literary Award

Louise Nayer
Burned: a Memoir

Notable Author

Betty Pesetsky

Outstanding Achievement

Deborah Blum
The Poisoner's Handbook

M. Caren Connolly & Louis Wasserman,
and Zane Williams
Wisconsin's Own: Twenty Remarkable Homes

Susanna Daniel
Stiltsville

Lesley Kagen
Tomorrow River

Danielle L. McGuire
At the Dark End of the Street

Michael Schumacher

Will Eisner: A Dreamer's Life in Comics

Mona Simpson
My Hollywood

Skibell, Joseph
A Curable Romantic

Patrick Somerville
The Universe in Miniature in Miniature

Mary Helen Stefaniak
The Cailiffs of Baghdad, Georgia

Outstanding Achievement in Poetry

B. J. Best
Birds of Wisconsin: Poems

Rebecca Dunham
The Flight Cage: Poems

Nick Lantz
We Don't Know, We Don't Know

Nick Lantz
The Lightning that Strikes the Neighbors' House

Children's Book Award Committee

Elizabeth Burr/Worzalla Award

Dori Chaconas
Cork and Fuzz: The Babysitters

Notable Author

Barbara Joosse

Outstanding Achievement

My Garden by Kevin Henkes

Shark vs. Train illustrated by Tom Lichtenheld

Art and Max by David Wiesner

The Boys by Jeff Newman

The Reinvention of Edison Thomas by Jacqueline Houtman

7:00 a.m.–11:00 a.m.

Registration

Hilton–4th Floor

7:00 a.m.–8:45 a.m.

Continental Breakfast

Hilton–Empire

8:45 a.m.–10:00 a.m.

Best of WAAL 2011 IT Interested? Encouraging IT Experimentation in the Library

Hilton–MacArthur

Tom Durkin, UW-Madison Social Science Reference Library; Ian Benton, UW-Madison College Library; Jim Jonas, UW-Madison MERIT Library

An encore performance of the program voted “Best of WAAL” from the WAAL 2011 conference. Come join UW-Madison librarians to learn about a fun way to encourage library staff experimentation and interest in new technology. Beginning in 2006, library staff at UW-Madison started meeting over lunch to discuss interesting new technology developments. The meetings consist of very informal and low-key show-and-tell sessions aimed at encouraging an experimentalist and enthusiastic attitude toward new technology among non-tech library staff. We have focused primarily on “popular computing” topics such as social networking, “Web 2.0,” wireless devices, smart phones, desktop hardware/software, and sites and other channels of new information. Please come with your digital camera, Android, iPhone, Blackberry, new NetBook/Laptop or iPad, and be ready to show off! Come ready to describe a new app or widget that you have created or plan to create! Come ready to discuss an efficiency application you use and like, or new desktop hardware/software that you have recently experimented with and believe has promise! We hope to see you there.

Fabulous, Fantastic Fox Cities Book Festival

Hilton–Wright B

Michael Kenney, Book Festival Board Member, Appleton

The Fox Cities Book Festival has grown to a fantastic week-long celebration of books and reading. It’s time to tout its terrificness. Great authors, great readers, great discussions, great fun.

Finding Those Who Served: Civil War Genealogy

Hilton–Wright C

Russell Horton, Reference and Outreach Archivist, Wisconsin Veterans Museum, Madison

With the 150th anniversary of the Civil War upon us, interest in finding out about ancestors who served in the war will be at an all-time high. In this presentation, Horton will discuss strategies and sources for finding out about the Civil War veteran in your family tree.

Library as Incubator Project

Hilton–Wright A

Laura Damon-Moore, Student, UW-Madison School of Library and Information Studies; Erinn Batykefer, Student, UW-Madison School of Library and Information Studies; Christina Endres, Student, UW-Madison School of Library and Information Studies

The Library as Incubator Project seeks to learn how writers, visual artists and performing artists use libraries to research, create and promote their artistic work. The presenters are in the process of creating a Web resource that highlights artists and projects that have been “incubated,” in part, by library collections, spaces and/or staff. It will also serve as a resource for librarians who want to better serve artists through programming, collections and partnerships. Laura, Christina and Erinn will discuss their goals for the future of the project.

Library Environments for Children: Transformations

Hilton–Regency

Kate Fitzgerald-Fleck, Children’s Librarian, Waukesha Public Library; Bill Robison, Engberg Anderson, Milwaukee; Joe Huberty, Engberg Anderson, Milwaukee

The role of the public library and the types of services and spaces it offers is evolving rapidly, and nowhere is this more true than in the spaces designed to serve our youngest patrons and those that care for them. Mixed in with the picture books and early readers are opportunities for access to age-appropriate technology, media resources, flexible and shared learning and parenting groups, and even early childhood education spaces and tools. All these new services need to be delivered in a functional, patron-friendly environment that still manages to compete for the attention of its young users, while sharing fewer financial resources than ever before.

Not Another Social Networking Site?! Google+ and You

Hilton–Kilbourn

Tasha Saecker, *Assistant Director, Appleton Public Library*

With Twitter and Facebook already dominating the social media scene, is there room for another player? Enter Google+, which has elements of both Twitter and Facebook, mixed with a Google flair. This session gives a beginner's look at Google+, its features, why you want to use it and what in the world a Circle is. It will also offer tips and tricks to get the most out of your Google+ account.

Web 2.0

Hilton–Miller

Ben Miller, *Director, Sauk City Public Library*

Remember the FIRST time you sat through a Web 2.0 presentation? You already know about Facebook, blogs, wikis and Web applications, and might even use “The” Twitter. Now you want to learn how to utilize the latest Web tools in day-to-day library work. Discover how to utilize the best of what the Internet has to offer so you can do your job better. Develop eye-catching library posters, conduct more effective staff training, publish a program Web site in an afternoon, collaborate with librarians around the world and much, much more. Luddites need not apply.

10:30 a.m.–11:45 a.m.

Creating a Climate of Excellence in Customer Service

Hilton–MacArthur

Patricia Clason, *Patricia Clason LLC, Milwaukee*

There are many areas of our society where we seem to be doomed for mediocrity and, unfortunately, productivity, customer service and excellence are suffering. Excellence as a state of mind, as well as a quality of results, is a possibility in any environment—if only the players are willing. This participatory workshop will give each attendee the opportunity to explore their work situation, their personal attitudes and the potential of excellence in all that they do. Explore pitfalls that might be sabotaging your customer service and define what excellence would be for your organization. You will take away practical tips for keeping customers satisfied and loyal, and resources for continuing to refine the quality of your service to others.

Fundraising for Construction

Hilton–Oak

Mike Gelhausen, *Director, Jack Russell Memorial Library, Hartford*; **Peter Woodburn**, *Woodburn, Kyle and Company, Madison, Indiana*; **Michael Bahr**, *Plunkett Raysich Architects, Milwaukee*; **Ryan Riemenschneider**, *J.P. Cullen and Sons, Brookfield*

This program will take an interactive, comprehensive look at the entire fundraising process through Mike's experience, including the involvement of a fundraising advisor, construction company representative and an architect. Attendees will walk away with the knowledge and tools to get the process started off on the right foot. The speakers will address working with the community, how to set a budget for the project, how to hire a fundraising advisor or whether you need one, working with the architect and contractor on a daily basis, how to lead your library board during the process and many more topics!

Library Programming for Children on the Autism Spectrum

Hilton–Wright A

Ashley Thiem-Manning, *Preschool Specialist, Appleton Public Library*; **Peggy Bartman**, *CESA 6, Oshkosh*

This program will include an overview of Autism Spectrum Disorder, as well as how to design and implement educational programming at the library for children on the spectrum.

Milwaukee Civil Rights History Online

Hilton–Regency

Michael Doynen, *Archives Department Head, UW-Milwaukee Libraries*; **Trevor Berman**, *Digital Collections Digitization Specialist, UW-Milwaukee Libraries*; **Jasmine Alinder**, *Associate Professor, UW-Milwaukee Department of History*

During the 1960s, the civil rights movement in Milwaukee captured the attention of the nation. Presenters will describe a project to develop a digital collection that provides free, online access to primary sources documenting that history. The digital collection breaks ground by providing access to multiple formats in a single environment and by including materials for educational context.

WLA 2012 Conference

*See you at the Radisson Hotel and La Crosse
Convention Center, La Crosse, Wisconsin
October 23–26, 2012*

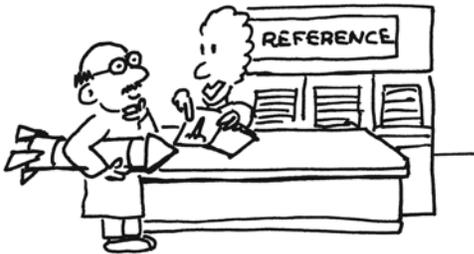
Mixed Use Library: More Than the Sum of the Parts

Hilton–Kilbourn

Paula Kiely, Director, Milwaukee Public Library; **Joe Huberty**, Engberg Anderson, Milwaukee; **Bill Robison**, Engberg Anderson, Milwaukee

Getting that new library building you desperately need is often dependent on creativity and a willingness to partner up with some non-traditional allies. Mixed use projects offer the possibility of political support, reduced capital and operating costs, economic growth in the community and a more sustainable land use pattern. Making sure that the reality matches the promise takes attention to detail and a clear understanding of what motivates your new-found friends.

Even rocket scientists need librarians.



Yes, even the rocket scientists get concerned when library positions are in jeopardy. Because Wisconsin librarians connect us all to a world of information. They help train people for jobs, inspire new business startups and even provide a rocket boost to local economies. In fact, every tax dollar we invest in library services pays us back an average of four dollars in economic benefits to our communities. Yet library funding is in jeopardy. Book over to WisconsinLibraries.org to learn how you can help. Even if you're not a rocket scientist, supporting Wisconsin Libraries is a no-brainer.

SUPPORT
Wisconsin Libraries
Keep Us All In A Better State

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New Library Professionals Panel

Hilton–Wright Miller

Kristina Gomez, Librarian, Milwaukee Public Library; **Michelle Wylter**, head of Youth Services, Watertown Public Library; **Jessica Hutchings**, UW-Milwaukee School of Information Studies; **Paige Mano**, Reference/Instruction Librarian, UW-Parkside, Kenosha; **Bret Rohlwing**, Librarian, Milwaukee Public Library, Washington Park Branch; **Joe Morgan**, Web Content Developer, Johnson County (Kansas), Library System

New library professionals share strategies for successful first years as librarians. Particularly useful for library school students and recent graduates, the program will identify common challenges facing new hires and how to lead when not in positions of authority. The program will also include advice on the job-seeking process. Audience questions are encouraged!

One Good Thing Leads to Another

Hilton–Wright C

Pamela Westby, Director, Middleton Public Library

Building on your community's strengths to create a public art project may not be in your long-range plans, but could change the public's view of your library. Learn how three public libraries, serving populations of varied sizes and demographics, engaged the public in community projects. Featured projects: Tapestry of Friendship (2002 Kingsolver/HarperCollins ALTAFF award winner), an outdoor structure and landmark, and Dimensions: A Community Origami Mural.

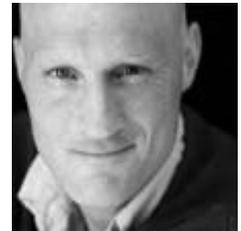
12:00 p.m.–2:00 p.m.

President's Luncheon: The Joy of Swearing

Hilton–Empire

Scott Dikkers

Founder and 15-year editor-in-chief of *The Onion* Scott Dikkers discusses the history of *The Onion* and the debt it owes, not only to the libraries of Wisconsin, but also the power of unrestrained swearing. After the luncheon, Scott will sign *Our Dumb Century*, *Our Dumb World* and *The Onion's Finest News Reporting*.



On behalf of WLA and the Conference Committee, thank you for participating in this year's conference. We hope you enjoyed your experience! We look forward to seeing you in La Crosse.

2011 WLA Program Sponsors & Partners

AWSL – Association of Wisconsin Special Libraries

AWSL Board Meeting
Library Tour: Milwaukee Art Museum Research Library
Marquette Law Library: a Library without Borders
Tales from the Harley Davidson Archives

DPI – Department of Public Instruction Division for Libraries, Technology and Community Learning

E-book Developments on the WI Front
WISCAT Update

DPI – Department of Public Instruction Resources for Libraries and Lifelong Learning

Finding Multimedia in BadgerLink

EMIERT – Ethnic & Multicultural Information Exchange Round Table

EMIERT Board Meeting
Diversity in Librarianship
Reading Images in Multicultural Children's Literature

GIRT – Government Information Round Table

Women: Financial Literacy and Retirement Savings

IFRT – Intellectual Freedom Round Table

Tell Me What Democracy Looks Like

LD&L – Library Development and Legislation Committee

What's New Under the Dome

LUERT – Library User and Education Round Table

An Instruction Toolbox for Public Libraries

MATS – Media and Technology Section

Battledecks: Competitive PowerPoint Karaoke!
MacGoogle! The MacGyver Guys Talk Google
Technology and Future Options for Active Librarianship

NMRT – New Member Round Table

Keeping in Touch with the Library World
New Library Professionals Panel
NMRT Business Meeting
Resumé Review
Speed Networking
Tweet-up and Meet-up!
Who Gets the Job and Why

OSRT – Outreach Services Round Table

Hosting a Culturally Correct Program or Event @ Your Library
OSRT Board Meeting

RASS – Reference and Adult Services Section

Luncheon with Mike Gousha
Money Smart @ Your Library
RASS Board Meeting
Library Tour: Treasures of the Krug Rare Books Room

READ – Readers Section

2011 WLA Literary Award Winner: Louise Nayer for *Burned: A Memoir*
2011 WLA Poetry Slam!
Fabulous, Fantastic Fox Cities Book Festival
Make Mine Mystery
Notable Books Marathon
One Conference - One Read Book Discussion
READ Section Meeting

RSRT – Resource Sharing Round Table

Intellectual Freedom in the Digital Age
RSRT Business Meeting

SLIS – UW-Madison School of Library and Information Studies

SLIS Reunion

SOIS – UW-Milwaukee School of Information Studies

SOIS Reunion
Tell Me What Democracy Looks Like

SRLAAW – System and Resource Library Administrators Association of Wisconsin

SRLAAW Meeting

SSS/CSRT – Support Staff Section and Circulation Services Round Table

SSS & CSRT Board Meeting
Tour of the Milwaukee County Zoo Library
Web 2.0

2011 WLA Program Sponsors & Partners

TSS – Technical Services Section

Moving Microfiche Mountains by Yourself
Museum Metadata: From Cephalopods to iPods
RDA: Where Are We Now with the New Rules?
Technical Services and the Koha ILS
TSS Business Meeting

WAAL – Wisconsin Association of Academic Librarians

Best of WAAL 2011
ELIS: Embedded Library Instruction Services
LAMP

WAPL – Wisconsin Association of Public Libraries

Are You Certifiable? How You and Your Library Can Benefit from ALA Certification Programs
Basic Tech Support for Your Library
Between Storytime and the Prom: Tween Programming
Creating Creativity
Labor v. Management: Staffing Your Library
Milwaukee Public Library's Central Branch—Reception and Tour
One Good Thing Leads to Another
Tour of the Treasures of the Krug Rare Books Room
WAPL Board Meeting

WeLead – Wisconsin Emerging Librarians Exploring and Developing

Leading Through Communication
Nobody Mentioned This in Library School

WIGLHR – Wisconsin Genealogy and Local History Round Table

Creating Dairyland
Finding Those Who Served: Civil War Genealogy
Vintage Wisconsin Gardens: A History of Home Gardening
Wisconsin's Own: Twenty Remarkable Homes

WISL – Wisconsin Small Libraries Section

Avoidance is Not Management
WISL Board Meeting

WLA Conference Planning Committee

Creating a Climate of Excellence in Customer Service
Fundraising for Construction
Getting Out of Your Own Way
Hungry to Read or Just Plain Hungry: Outreach at the Library
Identifying and Working with Difficult Personality Types
Keynote: FrankenLibraries or Librarytopia: Our Choice
Library as Incubator Project
Library Environments for Children: Transformations
Managing Protest and Political Rights in the Public Library
Mixed Use Library: More than the Sum of the Parts
Not Another Social Networking Site?! Google+ and You
Overwhelmed by Overdrive?
The Hoarder: Need to Know Information
Tour of the Villard Square Library
When Leaders Become Managers and Managers Become Leaders: Understanding When to Make the Switch
Milwaukee Civil Rights History Online

WLA – Wisconsin Library Association

Meet and Mingle with Exhibitors
Past Presidents' Breakfast
President's Luncheon: The Joy of Swearing
WLA Board of Directors Meeting
WLA/WLAF Annual Business Meeting

WLAF – Wisconsin Library Association Foundation

2011 WLA Literary Award Winner: Louise Nayer
Awards & Honors Banquet
Lightning Fast Succession Planning
SPiNGALACTIC!
WLA Foundation Board Meeting
WLA/WLAF Annual Business Meeting

WLTF – Wisconsin Library Trustees and Friends

E-Books in Libraries: Opportunities, Challenges and Realities
Ethics & Conflict of Interest
Intellectual Freedom in the Digital Age
Media Permissions and Ethics for 21st Century Skills
Morale Boosters in Difficult Times
The Library Board as Employer
WLTF Board Meeting
WLTF Luncheon and Annual Meeting with Paul Nelson

YSS Youth Services Section

2011 Elizabeth Burr/Worzalla Children's Book Award
Library Programming for Children on the Autism Spectrum
Teen Ideas Swap
The Technology Connection and Children's Programming
YSS Board Meeting
YSS Luncheon with Tad Hills

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