



P L A Y

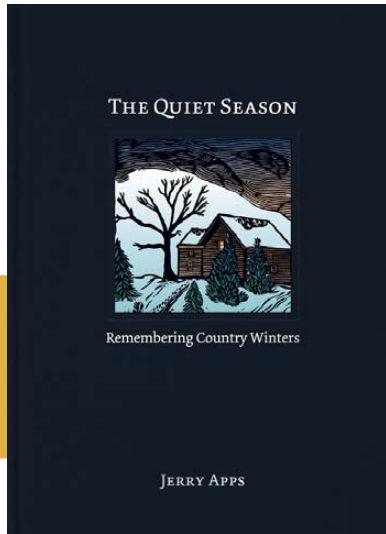
C R E A T E

INNOVATE

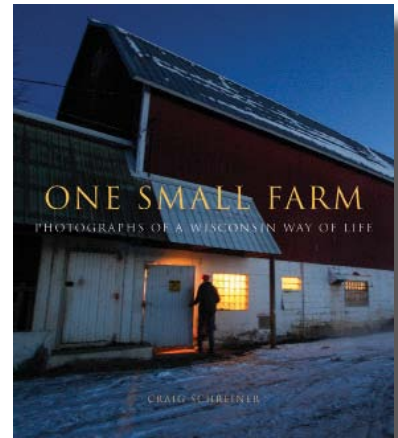
Wisconsin Library Association Conference

2013

October 22–25
Hyatt on Main & KI Convention Center, Green Bay



New! From
JERRY APPS
The Quiet Season
Remembering Country Winters
 Hardcover: \$22.95
 ISBN: 978-0-87020-607-8

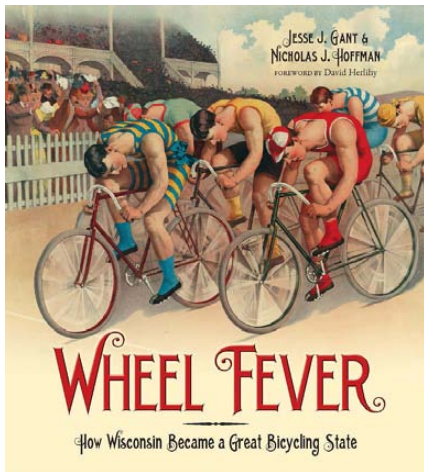


One Small Farm
Photographs of a Wisconsin Way of Life
CRAIG SCHREINER
 Hardcover: \$24.95
 ISBN: 978-0-87020-617-7

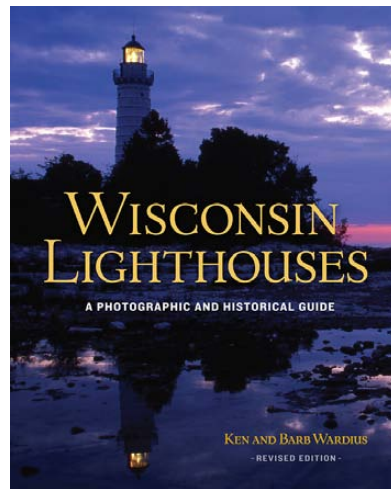
Watch for the companion documentary from



A FARM WINTER WITH JERRY APPS



Wheel Fever
How Wisconsin Became a Great Bicycling State
JESSE GANT & NICHOLAS HOFFMAN
 Paperback: \$24.95
 ISBN: 978-0-87020-613-9



Wisconsin Lighthouses
A Photographic and Historical Guide
KEN & BARB WARDIUS
 Paperback: \$24.95
 ISBN: 978-0-87020-613-9



My Life with the Green & Gold
Tales from 20 Years of Sportscasting
JESSIE GARCIA
 Paperback: \$18.95
 ISBN: 978-0-87020-619-1

www.wisconsinhistory.org/whspress



Wisconsin Historical Society
 P R E S S

Conference Greetings

Welcome to Green Bay and the 2013 Wisconsin Library Association Conference, Play.Create.Innovate. In today's fast-paced world, we too often forget to set aside time to "play," which sparks our creativity and leads to innovation. For this reason, the committee selected this theme for the conference. Not only did the committee want everyone to have time to play, but it also wanted to ensure that there were programs that give you time to create.

2013 has been a year of transition for the WLA. The WLA Board spent the first part of the year evaluating the desirable characteristics for the next Executive Director. The search that followed resulted in Plumer Lovelace accepting the job and bringing to the WLA a passion for creating a culture of innovation. He will help us to shape the future of the WLA. Please take a moment to introduce yourself to Plumer and welcome him to the WLA.

The 2013 Conference is jam-packed with creative programs and events. There are over 80 program sessions, which have been organized into nine different program tracks; you may follow a single track for the entire conference or jump between them — be creative!

We have two talented and creative keynote speakers: Chip Kidd and Sergio Dogliani, and a great author luncheon speaker series with Jarrett Krosoczka, Deborah Blum and Michael Perry.

Rock the night away at the WLA Fundraiser "Librarians Rock!" Laugh until it hurts at the Battledecks competition. Show off your creative talents at the Craftdecks competition. Join us at the Awards Reception on Thursday to meet and congratulate this year's very deserving award winners. Most importantly, plan to attend the WLA Business Meeting on Wednesday.



I invite you to take some time as well to check out downtown Green Bay. There have been a lot of exciting changes since the conference was here in 2007. You will find many new restaurants, the new Children's Museum, and the fabulous and very popular City Deck is the perfect place to take a walk and think about all of the great things you are learning at the conference.

Finally, I want to thank the very creative conference committee for putting together an amazing conference and for being willing to play, create and innovate this year. You are the best!

Thanks for joining us and have a great conference!

A handwritten signature in cursive script that reads "Paula Ganyard".

Paula Ganyard
Green Bay

Contents

Conference Greetings	3	Speakers	22–27
2013 WLA Board of Directors	4	Tuesday Program	28
Conference Information and Hours	5	Wednesday Program	29–38
Hyatt on Main and KI Convention Center Maps	6	2013 WLA and WLA Fundraiser Annual Meeting	39
Exhibit Hall Floor Plan	7	Thursday Program	40–53
Special Events	8–9	Honoring Award Winners	51
Author Signings	10	2013 Book Awards	52
Special Thanks	11	Friday Program	54–59
Exhibit Categories	12–13	2013 WLA Program Sponsors	60–62
Exhibitors	14–21	Non-Member Speakers	63–65
Exhibit Hall Demo Stage	15	Credits & Thanks	66

2013 WLA Board of Directors



President
Paula Ganyard
UW-Green Bay David A. Cofrin
Library, Green Bay



**Vice President/
President Elect**
Krista Ross
Southwest Library System,
Fennimore



Past President
Ronald McCabe
McMillan Memorial Library,
Wisconsin Rapids



Secretary
Tasha Saecker
Appleton Public Library



Treasurer
Jen Gerber
Oscar Grady Public Library,
Saukville



**WLA Executive
Director**
Plumer Lovelace
Madison (ex-officio)

ALA Chapter Councilor

Marge Loch-Wouters
La Crosse Public Library

Wisconsin Association of Public Libraries

Pamela Westby
Middleton Public Library

Association of Wisconsin Special Librarians

Anne Moser
UW-Madison Wisconsin's Water Library

Support Staff and Circulation Services

Jessica Hutchings
UW-Milwaukee School of
Information Studies

Wisconsin Association of Academic Librarians

Heather Weltin
UW-Madison Memorial Library

Youth Services Section

Marge Loch Wouters
La Crosse Public Library

Wisconsin Library Trustees & Friends

Alice Sturzl
Wisconsin Valley Library Service, Wausau

WEMTA Representative

Allison Kaplan
UW-Madison SLIS

Wisconsin Small Libraries Section

Edie Phillips
Winneconne

Conference Information and Hours

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 restaurants close to the Hyatt on Main and KI Convention Center in Green Bay. Check out the listing of restaurants available at the Registration area or visit the WLA Conference Web site.

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

Smoking is not permitted in the Hyatt on Main or the KI Convention Center.

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

Badges must be worn when attending conference programs, meetings, exhibits and hospitality functions. White name badges are required to gain entrance to conference pro-

gramming; 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 throughout the Hyatt on Main and the KI Convention Center. In addition, complimentary computers with access to the internet are available at the Registration Desk.

Follow us on Twitter at #WLA13.

Registration

KI Convention Center Lobby
Tuesday, 3:00 p.m. – 7:00 p.m.
Wednesday, 7:00 a.m. – 7:00 p.m.
Thursday, 7:00 a.m. – 5:30 p.m.
Friday, 7:00 a.m. – 11:00 a.m.

WLA Foundation Silent Auction

KI Convention Center – Ballroom A1
Wednesday, 10:00 a.m. – 4:30 p.m.
Thursday, 8:30 a.m. – 3:30 p.m.
Thursday, 3:30 p.m. pick up and pay

Exhibits

KI Convention Center – Exhibit Hall
Wednesday, 8:30 a.m. – 4:30 p.m.
Thursday, 8:30 a.m. – 4:30 p.m.

Breaks in Exhibit Hall

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

Courtesy Computers

Don't want to carry the program booklet with you?
Download the conference app,
generously donated by Boopsie:
<http://bit.ly/19HxRPp>

Green Bay Area Attractions

Bay Beach Wildlife Sanctuary
baybeachwildlife.com/



Green Bay Botanical Garden
gbbg.org

Lambeau Field
packers.com/lambeau-field

Heritage Hill State Historical Park
heritagehillgb.org



Neville Public Museum
nevillepublicmuseum.org

Packers Heritage Trail
packersheritagetrail.com

National Railroad Museum
nationalrrmuseum.org



The NEW Zoo of Brown County
<http://newzoo.org>



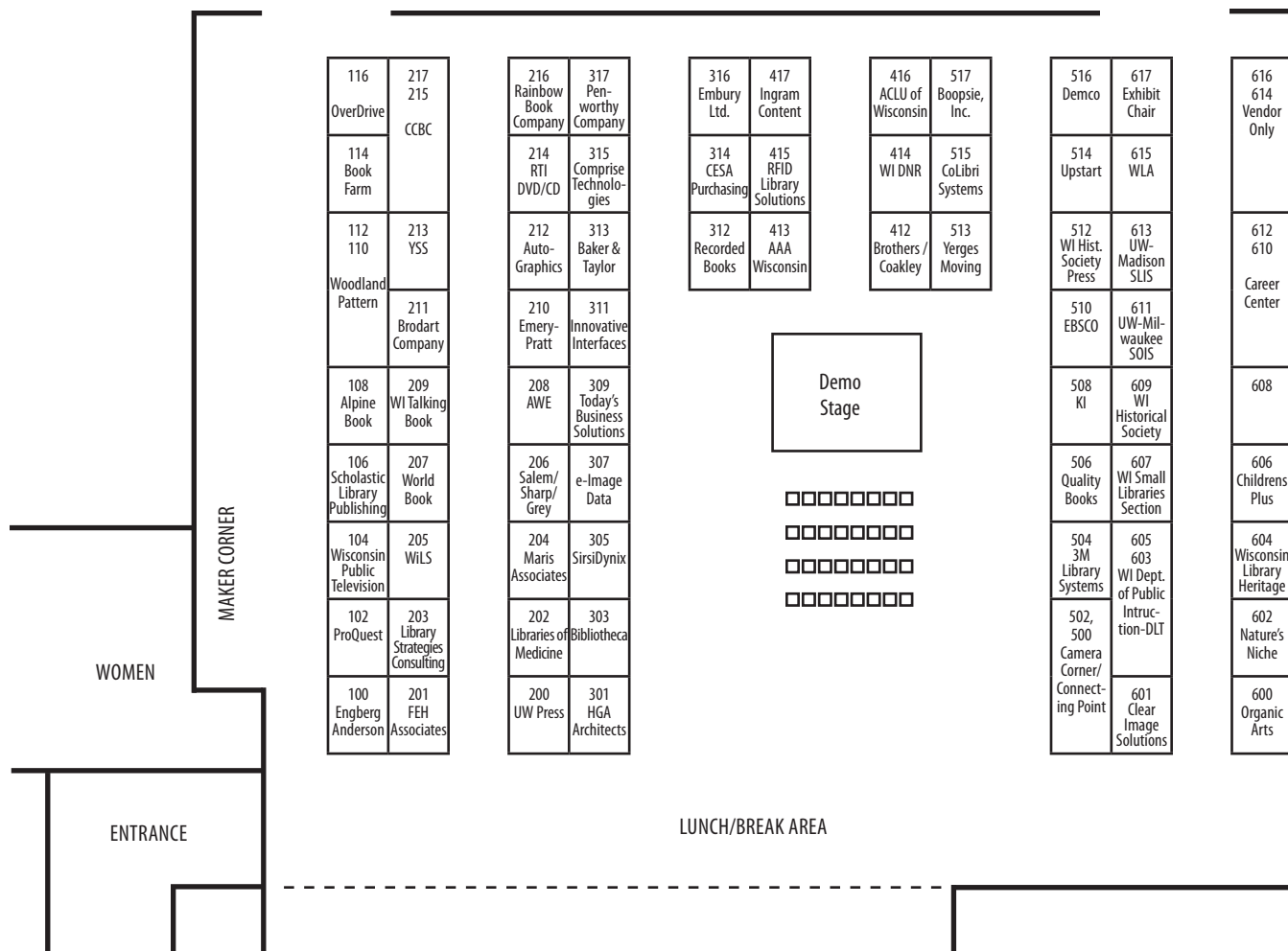
Weidner Center
for the Performing Arts
weidnercenter.com

Hyatt on Main and KI Convention Center



Map showing parking lots and ramps near the Hyatt on Main & KI Convention Center.

Exhibit Hall Floor Plan



- 504 3M Library Systems
- 413 AAA Wisconsin
- 108 Alpine Book
- 416 ACLU of Wisconsin
- 212 Auto-Graphics, Inc.
- 208 AWE
- 313 Baker & Taylor, Inc.
- 303 Bibliotheca
- 114 Book Farm, Inc., The
- 517 Boopsie, Inc.
- 211 Brodart Company
- 412 Brothers Business Interiors/Coakley Brothers
- 500/502 Camera Corner/Connecting Point
- 610/612 Career Center
- 215/217 CCBC
- 314 CESA Purchasing
- 606 Childrens Plus Inc.
- 601 Clear Image Solutions
- 515 CoLibri Systems North America

- 315 Comprise Technologies, Inc.
- 516 Demco
- 307 e-Image Data Corporation
- 510 EBSCO Information Services
- 316 Embury Ltd.
- 210 Emery-Pratt Company
- 100 Engberg Anderson, Inc.
- 617 Exhibit Chair
- 201 FEH Associates Inc.
- 301 HGA Architects and Engineers, Inc.
- 417 Ingram Content Group
- 311 Innovative Interfaces
- 508 KI
- 203 Library Strategies Consulting Group
- 204 Maris Associates
- 202 National Network of Libraries of Medicine - GMR
- 602 Nature's Niche LLC

- 600 Organic Arts
- 116 OverDrive
- 317 Penworthy Company, The
- 102 ProQuest
- 506 Quality Books Inc.
- 216 Rainbow Book Company
- 312 Recorded Books
- 415 RFID Library Solutions
- 214 RTI - DVD/CD Repair Machines
- 206 Salem Press, Sharpe Reference, Grey House Publishing & Infobase Learning
- 106 Scholastic Library Publishing
- 305 SirsiDynix
- 309 Today's Business Solutions
- 200 University of Wisconsin Press
- 611 UW-Madison SLIS
- 613 UW-Milwaukee SOIS

- 514 Upstart - A Demco Company
- 205 WiLS
- 414 Wisconsin Department of Natural Resources
- 603/605 Wisconsin Department of Instruction-Division for Libraries and Technology
- 512 Wisconsin Historical Society Press
- 615 WLA
- 604 Wisconsin Library Heritage Center
- 104 Wisconsin Public Television
- 607 Wisconsin Small Libraries Section
- 209 Wisconsin Talking Book and Braille Library
- 110/112 Woodland Pattern, Inc.
- 207 World Book, Inc.
- 513 Yerges Moving and Storage
- 213 Youth Services Section

Special Events



TOYS FOR TOTS DRIVE

Librarians love to share, so in that spirit of sharing please consider donating to Toys for Tots at the conference! Donation boxes will be set up Tuesday through Friday near the Registration Desk. Please donate new toys for girls and boys ages 12 and under. (Toys for Tots prefers not to accept realistic looking weapons and gifts with food.) Help us make a difference in our conference host-community!



SILENT AUCTION

KI Convention Center – Ballroom A1
Wednesday, 10:00 a.m. – 4:30 p.m.
Thursday, 8:30 a.m. – 3:30 p.m.
Thursday, 3:30 p.m. pick up and pay

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

SUPPORT
Wisconsin Libraries
Keep Us All In A Better State™



FUNDRAISER

LIBRARIANS ROCK!



Wednesday, October 23, 8:00 a.m. – 11:00 p.m.
KI Convention Center

There's no doubt that librarians do indeed ROCK! Join your friends and colleagues for an unforgettable night showcasing the musical talents of your peers from around the state. The entertainment will include original music acts, karaoke backed by the live band Book Enz, the crowning of the first ever Wisconsin Librarian Idol and a special appearance of the King of Rock-n-Roll. What more could you want? How about the chance to win money (50/50 raffle)? A spectacular giveaway (\$2,000+ Mega Audiobook Package from Recorded Books)? How about placing a winning bid at the silent auction? All this for \$25 at the door. The bar is cash and the fun will be priceless.

Partners: Engberg Anderson, Inc., Maris Associates, Quality Books, Inc., Recorded Books

MEET THE MULVA STUDIO

Tuesday, October 22, 3:00 p.m. – 5:00 p.m.
and Friday, October 25, 1:30 p.m. – 3:30 p.m.

St. Norbert College, 100 Grant Street, De Pere
Drop in for a tour of the Miriam B. & James J. Mulva Library's newly completed (August 2013) lower level at St. Norbert College. Library staff will provide tours of this exciting, new space, the Mulva Studio, and provide hands-on opportunities with its innovative, state of the art technology. After your tour of the lower level, we welcome you to spend some time investigating this four-year-old library in its entirety. Check out Meet the Mulva Studio on YouTube to see what it's all about.

EXHIBIT HALL OPENING EXTRAVAGANZA!!

Wednesday, October 24, 8:30 a.m. – 9:15 a.m.

KI Convention Center - Exhibit Hall
Meet up in the exhibit hall for a great start to the day! Greet your favorite vendors and meet some new ones during this no-conflict time when you might just encounter some special surprises as you explore the Hall. And be sure to check out the new Demo Stage while you're there. The Stage will kick off with "From Discarded to Disc-ART-ed."

TAILGATE PARTY

Tuesday, October 22, 7:00 p.m. – 9:00 p.m.
Coaches Corner, 501 N. Adams Street

This year we are welcoming our conference exhibitors with a "Tiletown Tailgate Party"! After all, Green Bay is the home of the world champion Green Bay Packers! Brats, burgers, hot dogs, beans and potato salad will be aplenty, along with your enthusiasm. A cash bar will be available. And, once the party is done, you can enjoy 2-for-1 drinks at Coaches Corner the rest of the evening!

LAMBEAU FIELD TOUR

Wednesday, October 23,
repeated Thursday, October 24

Bus departs at 3:15 p.m., return to conference center at 5:15 p.m.

Liiiiiiiiit's get ready to rumble! Spend time touring Lambeau Field, where past and present Packers greats have made football history. Get some behind-the-scenes looks (including the players tunnel) and time to visit the Packers Pro Shop.

Special Events

MORNING YOGA SESSION

Thursday, October 24, 7:00 a.m. – 7:30 a.m.

KI Convention Center - Ballroom A4

This 30-minute session will combine spirit, mind and body. Movements will involve balance, strength, flexibility and focus on breathing. Instructors from the Green Bay YMCA will be along to guide every move. Geared for all ages!

TOUR OF THE ONEIDA COMMUNITY LIBRARY

Thursday, October 23, 10:15 a.m. – 12:00 p.m.

Bus loads on Adams Street

Come take a tour of the Oneida Nation Library, located slightly west of Green Bay. The collection and programming of this library reflects the unique Oneida culture and heritage.



WEIDNER CENTER
UNIVERSITY OF WISCONSIN-GREEN BAY

WEIDNER CENTER FOR THE PERFORMING ARTS TOUR

Thursday, October 24, 1:30 p.m. – 3:00 p.m.

Bus loads on Adams Street

A description via haiku...
Come to the Weidner
Librarians are awesome
They should be on stage

BRING IT: BANNED BOOKS READ-IN CELEBRATING MULTICULTURAL LITERATURE

Thursday, October 24, 6:30 p.m. – 7:30 p.m.

KI Convention Center - Rotunda

What will you bring to the fight against censorship? Bring your voice and your favorite banned work of multicultural literature! Bring It: Banned Books Read-In is a celebration of intellectual freedom and literature reflecting the diversity of our communities.

Come and learn about Libros Milwaukee, an underground library centered on Mexican American expression, perspective and history. The underground library seeks to eliminate barriers of access and provide a welcoming environment where community members of all ages, races and ethnicities can access Mexican American cultural works and Ethnic Studies literature.

BATTLEDECKS/CRAFTDECKS

Thursday, October 24, 7:30 p.m. – 8:30 p.m.

KI Convention Center – Ballroom A3-4

Top library conference speakers present an impromptu talk using random PowerPoint slides they have never seen before. You'll laugh, you'll scream, you'll cry and you'll cringe at this improvisational comedy crossed with American Idol event. Who will be crowned WLA's 2013 champion? And we'll add a twist for you creative folks — take a mystery pile of miscellaneous fodder and create something beautiful while the clock is ticking for the all new Craftdecks!

AWARDS RECEPTION

Thursday, October 24, 5:30 p.m. – 6:30 p.m. (light appetizers/cash bar)

KI Convention Center - Ballroom A1-2

Sponsored by 

In keeping with the "Innovate" part of our theme, we're trying something different to honor our award winners this year. Instead of the awards banquet, we will be having an informal and free event that will give everyone attending the conference the chance to personally thank and interact with award winners. There will be no formal presentation of awards during the reception. It's a chance to celebrate with the winners and raise a glass in their honor.

The reception is only one way we'll be honoring our

award winners. Look for presentations of awards at keynotes and other sessions and events, opportunities to watch video acceptance speeches and write your personal thanks to the award winners, and virtual opportunities to thank award winners. See the program guide for information on when awards will be presented.

We hope that these activities will honor the award winners and give the conference attendees and others in the community the chance to learn from the winners and offer their thanks.

BOOKIN' IT 5K FUN RUN

Friday, October 25, 7:00 a.m. – 8:00 a.m.

Meet in KI Convention Center Rotunda

Get your strolling, walking or running shoes on and join those other early-morning risers for a little physical exercise along the banks of the Fox River. The course starts and ends a block from the hotel.

If you haven't done so, you can register right up until the time of the run...for just \$15, you too can inhale that rarefied Packers air!



Author Signings

All book signings will take place immediately following presentations and luncheons.

Wednesday

10:45 a.m.; 11:45 a.m.
Meeting Room B 1-3

*Bat-Manga, The Leaners,
The Cheese Monkeys,
Chip Kidd: Book One*
(Random House)
by **Chip Kidd**

1:30 p.m.
Ballroom A 2-4

*The Frog Who Croaked,
Ollie, The Purple Elephant,
Punk Farm, Punk Farm on Tour,
Lunch Lady and the
League of Librarians*
and other titles in the *Lunch Lady*
series (Knopf Books for Young
Readers) by **Jarrett Krosoczka**

*Zayde Comes to Live,
Giving up the Ghost*
(Peachtree Publishers)
by **Sheri Sinykin**

Selection of titles from
Peter and Connie Roop

3:30 p.m.

KI Breakout Center Lobby
Letters from a Hillside Farm
(Fulcrum),
*Limping Through Life:
A Farm Boy's Polio Memoir*
(Wisconsin Historical Society Press)
by **Jerry Apps**

Thursday

1:30 p.m.
Ballroom 2-4

*The Poisoner's Handbook,
Ghost Hunters*
(Penguin)
by **Deborah Blum**

2:30 p.m.
KI Breakout Center Lobby

*Zayde Comes to Live,
Giving Up the Ghost*
(Peachtree Publishers)
by **Sheri Sinykin**

3:30 p.m.
Meeting Room B 1

Close Is Fine
(Ooligan Press)
by **Eliot Treichel**

Friday

9:15 a.m.
KI Breakout Center Lobby

The Reinvention of Edison Thomas
(Boyd's Mills Press)
by **Jacqueline Houtman**

11:30 a.m.
KI Breakout Center Lobby

The Sixteenth Rail
(Fulcrum)
by **Adam Schragar**

1 p.m.
Meeting Room B 1-3

Visiting Tom
(HarperCollins Publishers)
and other books and CDs
by **Michael Perry**

We gratefully acknowledge the assistance of Woodland Pattern Book Center
in providing the majority of the books for author signings.

We gratefully acknowledge the assistance of The Readers Loft in providing assistance
for the Friday author signings.

Special Thanks

Special Thanks to Our Conference Partners and Advertisers

We gratefully acknowledge and thank the following for their event sponsorships, equipment loans and booklet advertisements.

Special Thanks to Our Partners



Innovative



First Business Bank

Bubricks

TeachingBooks, Inc.

Jambrek

UW-Madison School of Library and Information Studies

Media Maker

UW-Milwaukee Center for Policy Research

NEWIL

UW-Milwaukee School of Information Studies

Nicolet Federated Library System

Winnefox Library System

Oshkosh Public Library

WLA Foundation

Outagamie Waupaca Library System

Recorded Books

WPLC

South Central Library System

Thank You to Our WLA Fundraiser Partners



Recorded Books

Thank You to Our Advertisers for Their Continued Support of Wisconsin's Library Community

e-Image Data Corp.

UW-Madison School of Library and Information Studies

Engberg Anderson, Inc.

UW-Milwaukee School of Information Studies

Harris Communication

Wisconsin Historical Society Press

Library Strategies Consulting Group

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

Exhibit Categories

Accounting & Financial Services

Comprise Technologies, Inc.

Advocacy/Free Speech

American Civil Liberties
Union of Wisconsin

Animal Rescue

Nature's Niche

Associations

AAA
National Network of Libraries
of Medicine

Architecture & Design

Engberg Anderson, Inc.
FEH Associates, Inc.
HGA Architects and
Engineers, Inc.

Audio/Interactive Books and Materials

Baker & Taylor
CESA Purchasing
OverDrive
Recorded Books
Wisconsin Talking Book and
Braille Library

Audio Visual Equipment/Products/Systems

Camera Corner/Connecting
Point
CESA Purchasing
Demco
Emery-Pratt Company
RTI DVD/CD Repair Machines

Automated Materials Handling

3M Library Systems
RFID Library Solutions

Automation Software/Systems

Auto-Graphics
Comprise Technologies, Inc.
Demco
RFID Library Solutions
SirsiDynix

Bindery

Children's Plus Inc.
CoLibri System North
America

Books

Baker & Taylor, Inc.
Brodart Company
Children's Plus Inc.
CoLibri System North
America
Emery-Pratt Company
E-Image Data Corp.
OverDrive
Penworthy Company, The
Quality Books, Inc.
Rainbow Book Company
Salem Press, Sharpe
Reference, Grey House
Publishing & Infobase
Learning
University of Wisconsin Press
Wisconsin Historical Society
Press
Wisconsin Talking Book and
Braille Library
Woodland Pattern, Inc.

Book Jobber/Wholesaler

Baker & Taylor
Book Farm, The

CD/DVD Repair Machines

RTI DVD/CD Repair Machines

Children's Books/Materials

Baker & Taylor
Book Farm, The
Children's Plus Inc.
Cooperative Children's Book
Center
Demco
Maris Associates
Penworthy Company, The
Quality Books, Inc.
Rainbow Book Company
Scholastic Library Publishing
Wisconsin Talking Book and
Braille Library
Woodland Pattern, Inc.

Children's Programs

AWE
Demco
Organic Arts

Computer Software

Camera Corner/Connecting
Point
CESA Purchasing
Comprise Technologies, Inc.
E-Image Data Corp.
SirsiDynix

Consortium

Comprise Technologies, Inc.
WiLS

Consulting Services

Library Strategies Consulting
Group
WiLS

Databases

Colibri Systems, Inc.
EBSCO
Maris Associates
National Network of Libraries
of Medicine
ProQuest
Recorded Books
Resources for Libraries and
Lifelong Learning (DPI)
WiLS

Digital Content

Baker & Taylor
Ingram Content Group
Maris Associates
OverDrive
Recorded Books
Resources for Libraries and
Lifelong Learning (DPI)
WiLS
World Book, Inc.

Digital Scanning & Preservation

Camera Corner/Connecting
Point
CESA Purchasing
Clear Image Solutions, LLC
E-Image Data Corp.

Distributor

Baker & Taylor
Children's Plus Inc.
OverDrive
Quality Books Inc.
Rainbow Book Company

eBook Lending System

3M Library Systems
Baker & Taylor
OverDrive
Recorded Books

Education

American Civil Liberties
Union of Wisconsin
AWE
National Network of Libraries
of Medicine
Nature's Niche
Quality Books, Inc.
Recorded Books, LLC
Resources for Libraries and
Lifelong Learning (DPI)
UW-Madison SLIS
UW-Milwaukee SOIS
Wisconsin Historical Society
Press
Wisconsin Public Television
World Book, Inc.

Encyclopedia

Resources for Libraries and
Lifelong Learning (DPI)
World Book, Inc.

Engineers

Camera Corner/Connecting
Point
FEH Associates, Inc.
HGA Architects and
Engineers, Inc.

Entertainment Products

Baker & Taylor, Inc.

Environment/Natural Resources

Wisconsin Department of
Natural Resources

Exhibit Categories

Furniture

Brodart Company
Brothers Business Interiors
Camera Corner/Connecting
Point
CESA Purchasing
Demco
Embury, Ltd.
KI

Government

Agency

National Network of Libraries
of Medicine
Resources for Libraries and
Lifelong Learning (DPI)

History and Culture

American Civil Liberties
Union of Wisconsin
Resources for Libraries and
Lifelong Learning (DPI)
Wisconsin Historical Society
Press
Wisconsin Public Television
World Book, Inc.

Insurance

AAA

Integrated Library Systems

Auto-Graphics, Inc.
SirsiDynix

Interior Design

Demco Interiors
Embury, Ltd.
Engberg Anderson, Inc.
FEH Associates, Inc.

Language Learning

Brodart Company
Recorded Books

Literacy

AWE
Demco
Resources for Libraries and
Lifelong Learning (DPI)
Wisconsin Talking Book and
Braille Library

Magazine Subscription Agency

EBSCO

Microfilm

Retrieval
e-Image Data Corp

Mobile Apps

Boopsie, Inc.

Movable Wall Systems

KI

Movers

Brothers Business Interiors
Yerges

Music

Baker & Taylor
CESA Purchasing
Organic Arts
OverDrive

Online Information

Baker & Taylor
EBSCO
National Network of Libraries
of Medicine
Resources for Libraries and
Lifelong Learning (DPI)
Salem Press, Sharpe
Reference/Grey House
Publishing & Infobase
Learning

WiLS

Wisconsin Public Television

Patron Self Services

3M Library Systems
Comprise Technologies, Inc.
e-Image Data Corp.

Popular Regional Titles

Alpine Book

Portal Software

Auto-Graphics, Inc.

Promotional Materials

AAA
Demco
National Network of Libraries
of Medicine

Publishers

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

Puppets/Puzzles

Book Farm, The
Penworthy Company, The

Reference

Materials

Brodart Company
Maris Associates
Quality Books, Inc.
Resources for Libraries and
Lifelong Learning (DPI)
World Book, Inc.

Revenue

Management

Comprise Technologies, Inc.

Retirement

Planning

AAA

RFID Productivity/ Technology

3M Library Systems
Bibliotheca
RFID Library Solutions
Roadside Assistance
AAA

Security

3M Library Systems
Bibliotheca
Demco
RFID Library Solutions

Shelving

Brodart Company
CESA Purchasing
Demco
Embury, Ltd.

Signage

CESA Purchasing

Special Library Braille Books

Wisconsin Talking Book and
Braille Library

Storage

Camera Corner/Connecting
Point
CESA Purchasing
Yerges

Storytelling

Resources

Demco
Organic Arts
Resources for Libraries and
Lifelong Learning (DPI)

Supplies

Demco

Technology Management

Auto-Graphics, Inc.
Camera Corner/Connecting
Point
CESA Purchasing
Clear Image Solutions, LLC
Comprise Technologies, Inc.
Innovative Interfaces
SirsiDynix
Today's Business Solutions
WiLS

Travel

AAA

Video/DVD/CD

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

Vision Products/ Services

Wisconsin Talking Book and
Braille Library

WiFi Networking

Camera Corner/Connecting
Point
Comprise Technologies, Inc.

WLA Benefits

AAA

Exhibitors

3M Library Systems

3M Center, Building 225-4N-14
St. Paul, MN 55144
(651) 398-9858
(651) 736-0030 (fax)
www.3M.com/us/library

Representatives: Nick Byl, Doug Monson
3M Library System's eBook lending, security and productivity solutions give librarians the flexibility to spend more time doing what they do best — helping people.

AAA

160 South McCarthy Road
Appleton, WI 54913
920.574.0135
920.738.4234 (fax)
www.aaa.com

Representatives: Kiersten Gustafson, Peggy Brey, Jim Mayefsky, Dawn Campbell
AAA membership includes: 24-hour roadside assistance, free maps, Tour Book® guides and TripTik® routings, Show Your Card and Save® discounts, access to the country's leading full-service travel agency and savings on quality insurance through AAA. WLA members save 15% or more. Stop by our booth for more information.

ACLU of Wisconsin

207 East Buffalo Street, Suite 325
Milwaukee, WI 53202
414.272.4032
414.272.0182 (Fax)
www.aclu-wi.org

Representatives: Kristin Hansen, Emilio DeTorre, Molly Collins
ACLU of Wisconsin protects and defends the civil liberties and civil rights of all Wisconsinites through education, advocacy and litigation. Freedom can't protect itself.

Alpine Book

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

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

Auto-Graphics, Inc.

430 N Vineyard, Suite 100
Ontario, CA 91764
909.569.1505
855.314.6880 (fax)
www.auto-graphics.com

Representative: Mary Clark, Mike Walters
Founded in 1950, Auto-Graphics has been a technology innovator for more than six decades, providing data

Booth 504

management solutions to customers across multiple industries.

AWE

2501 Seaport Drive, Suite 1410
Chester, PA 19013
610.833.6400
610.833.6440 (fax)
www.awelearning.com

Representative: Jeremy Link
AWE is a provider of digital learning solutions to libraries, schools, childcare centers and other educational entities.

Booth 208

Booth 413



Baker & Taylor, Inc.*

2550 West Tyvola Road, Suite 300
Charlotte, NC 28217
704.998.3231
704.998.3316 (fax)
www.baker-taylor.com

Representative: Jennifer Rose
Baker & Taylor, Inc. is a global information and entertainment services company offering print and digital books, and entertainment products along with value-added services to libraries, educational institutions and retailers.

Booth 313

Bibliotheca

Jefferson Plaza, Suite 200
3169 Holcomb Bridge Road
Norcross, GA 30071
678.336.7980
877.207.3129 (fax)
www.bibliotheca.com

Representatives: Dustin Lamm, Bryan Pasteryk
Bibliotheca creates scalable self-checkout, RFID, security and AMH solutions for libraries. Our solutions offer unparalleled integration with ILS systems as well as intuitive interfaces.

Booth 303

Book Farm, The

210 Lazenby Street
Blanchester, OH 45107
937.783.8093
937.783.8254
www.thebookfarminc.com

Representative: M. T. Boyle
Wholesale children's library books, prebound and trade. Also offering puppets, puzzles and felt products.

Booth 114

Booth 212

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



Indicates WLA member

Boopsie, Inc.

157 S Murphy Avenue
Sunnyvale, CA 94086
323.420.9925
www.boopsie.com

Representatives: Paul O’Leary, Sam Nickell

Increase circulation and patron engagement by 30%+ with a mobile app for your library, powered by Boopsie. Deliver library services 24/7 to their mobile devices.

Brodart Company

500 Arch Street
Williamsport, PA 17701
570.326.2461
570.651.1635 (fax)
www.brodartbooks.com

Representative: Brette Dorris

Since 1939, Brodart has been serving libraries exclusively with shelf-ready books, high quality furniture and supplies.

Brothers Business Interiors Booth 412

Coakley Brothers
400 S 5th Street
Milwaukee, WI 53204
414.238.2525
www.coakleybrothers.com

Representatives: Carrie Mayer, Jason Hedrick, Ken Sweitzer, Aaron Winkler

We bring the furniture purchase and planning process together with receiving, installing and moving to provide our customers value and economics from start to finish.

Camera Corner/ Connecting Point Booths 500/502

529 N. Monroe Avenue
Green Bay, WI 54301
920.438.0368
920.438.0389 (fax)
www.cccp.com

Representative: Beth Vander Loop

Booth 517

CESA Purchasing

1221 Innovation Drive
Whitewater, WI 53190
262.473.1470
262.472.2269 (fax)
www.cesapurchasing.org

Representatives: Cynthia Holt, Lisa Stahl

Over 45 vendors with thousands of products at 10% - 90% discount, including e-books, furniture, computer hardware and software, mobile learning apps, supplies, etc.

Booth 314

Exhibit Hall Demo Stage

Don’t forget about the great programming that’s happening in the Exhibit Hall! (Descriptions can be found in the program guide)

Wednesday, October 23

- 8:30 – 9:15 From Discarded to Disc-ART-ed (Shan-
neon Grant, La Crosse Public Library)
- 11:00 – 11:20 Engaging Parents in Early Literacy
Through Storytime (Michelle Mont-
gomery, DEMCO)
- 11:25 – 11:45 “Gather the Family” multigenera-
tional programming (David HB Drake,
Organic Arts)
- 2:45 – 3:05 OverDrive Next Generation (Marla
Levine, OverDrive)
- 3:10 – 3:30 eBooks, eBooks and more eBooks!
(Kelli Gochenaur, EBSCO)
- 3:30 – 4:15 Pop-up Makerspace (see the Maker
Experience guide for details and
presenters!)

Thursday, October 24

- 10:00 – 10:45 Guerilla Storytime! (a crowd-sourcing
event of Storytime Ninja proportions!)
- 11:00 – 11:20 Department of Natural Resources
Nature Backpacks (Carrie Morgan,
DNR)
- 11:25 – 11:45 Top Children’s Books of 2013 (CCBC)
- 1:45 – 2:05 Automating WISCAT ILL using NCIP
with SirsiDynix Symphony (Jim Novy,
Lakeshores Library System)
- 2:10 – 2:30 Mobilize your Library with Boopsie for
Libraries (Bryan Murray, Boopsie)
- 3:30 – 4:15 The Affordable Care Act in Your
Library: A Q&A and Resource Share
(Christina Jones, Altoona Public
Library; Cindy Fesemyer, Columbus
Public Library; Terrie Howe, DPI-DLT)

Breaks in Exhibit Hall

Wednesday
3:30 – 4:15 p.m.

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

Exhibitors

Childrens Plus Inc.

1387 Dutch American Way
Beecher, IL 60401
708.946.4100
800.896.7213 (fax)
www.childrensplusinc.com

Representatives: Rick Ziebart, Karla Wustner, Ed McCabe
Childrens Plus Inc., a dynamic book buying experience.
Our superior binding arrives catalogued and shelf ready.

Clear Image Solutions

5439 Oakwood Avenue
Stevens Point, WI 54482-9162
888.932.9002
715.343.9559
www.stimaging.com

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

CoLibri Systems North America

925 Vista Park Drive
Pittsburgh, PA 15205
412.787.5136
412.787.5138 (fax)

Representative: Tom Rankin
Book covering system.

Comprise Technologies, Inc. Booth 315

1041 Route 36
P.O. Box 425
Navesink, NJ 07752
732.291.3600
732.291.3699 (fax)
www.comprisetechologies.com

Representative: Richard Hill
Comprise Technologies is a provider of software and technology to public libraries, offering the only PCI-compliant Unified Payment System compatible with every lending ILS.

Cooperative Children's Book Center (CCBC)* Booths 215/217

600 North Park Street, Room 4290
Madison, WI 53706
608.262.9503
608.262.4933
www.education.wisc.edu/ccbc/

Cooperative Children's Book Center (CCBC) displays a selection of books published for children and young adults in the year 2013.

Booth 606

Demco and Demco Interiors Booth 516

4810 Forest Run Road
Madison, WI 53704
608.242.2398
608.241.1799
www.demco.com

Representatives: Michelle Montgomery, Gary Stern, Anthony Diaz

Demco provides solutions to help libraries meet the needs of their customers. From supplies to innovative spaces, our unique family of brands provides the products and services you need to create an inviting environment.

e-Image Data Corp

340 Grant Street
Hartford, WI 53027
262.673.3476
262.673.3496 (fax)
www.e-imagedata.com

Representative: Zack Meyerhofer, Mike Lehman
E-ImageData Corp. is the leading manufacturer and distributor of microform scanners worldwide. These popular scanners have a proven track record of reliability and performance.

EBSCO

10 Estes Street
Ipswich, MA 01938
205.981.4678
205.995-1613 (fax)
www.ebsco.com

Representatives: Paula Brewster, Susan Draeger-Anderson, Amanda Winseck

EBSCO provides e-journal, e-book and e-journal package and print subscriptions, e-resource management tools, full-text and secondary databases, and related services for all types of libraries, research organizations and corporations.

Embury, Ltd.*

809 Burton Blvd., Unit E
DeForest, WI 53532-1287
608.846.0999
608.846.0995 (Fax)
www.emburyltd.com

Representative: Bruce Deming
Embury, Ltd. specializes in the design, sales and service of library furnishings and accessories.



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



WISCONSIN
LIBRARY
ASSOCIATION

Indicates WLA member

Emery-Pratt Company

1966 West M21
Owosso, MI 48867
989.723.5291
989.723.4677 (fax)
www.emery-pratt.com

Representatives: Alan Tripp, Irene Tripp, Avery Weaver
Celebrating 140 years of service to libraries and hospitals, nationwide, distributing books, e-books and AV products from over 195,000 publishing sources. We welcome your orders via PC, EDI, phone, fax or email.

Booth 210

Engberg Anderson, Inc.

320 East Buffalo Street, Suite 500
Milwaukee, WI 53202
414.944.9000
414.944.9100 (fax)
www.engberganderson.com

Representatives: Joe Huberty, Bill Robison
With offices in Milwaukee, Madison and Tucson, Engberg Anderson has been recognized nationally for its expertise in library architecture, planning and interior design.

Booth 100



FEH Associates Inc.

W316 S525 Christopher Way
Delafield, WI 53018
262.968.2055
www.fehassociates.com

Representatives: Gregg Baum, AIA, LEED AP; Kevin Eipperle, AIA, LEED AP; Dennis Sharp, AIA
FEH is an architectural, structural engineering and interior design firm with four offices throughout the Midwest. FEH's design services include libraries, municipal, education, commercial/industrial and worship.

Booth 201



HGA Architects and Engineers, Inc.

333 E Erie Street
Milwaukee, WI 53202
414.278.3332
414.270.7754 (fax)
www.hga.com

Representatives: Jane Dederling, Heather Turner Loth
HGA is an integrated architecture, engineering and planning firm that helps prepare its clients for the future. We understand that libraries have become the new town squares. From urban centers to small towns, HGA designs state-of-the-art libraries that reflect regional influences, community values, the evolving role of digital informa-

Booth 301

tion, and life-long learning. HGA is at the forefront of 'lean' operations and planning. Lean planning ensures efficient use of space and maximizes the greatest return from every dollar.

Ingram Content Group

One Ingram Blvd
La Vergne, TN 37086
615.213.7976
615.213.5288 (fax)
www.ingramcontent.com

Representative: Kelly Clifton
Ingram Content Group is the world's largest and most trusted distributor of physical and digital content.

Booth 417

Innovative Interfaces

5850 Shellmound Way
Emeryville, CA 94608
510.655.6200
510.450.6350 (fax)
www.iii.com

Representative: Matt Wagner
Innovative creates cutting-edge products that allow libraries to succeed in a modern technology environment. The company's market-leading solutions include: the Sierra Services Platform, the Millennium ILS, the Encore Synergy discovery application, Electronic Resource Management, and INN-Reach resource sharing. Innovative connects with thousands of libraries of all types in over 50 countries.

Booth 311

KI

1330 Bellevue Street
Green Bay, WI 54302
920.468.2252
920.468.2618 (fax)
www.ki.com

Representatives: Nathan Jeske, Jodi Roberts, Linda Case
KI's furniture and movable wall systems support the changing library landscape: multi-use, mobile areas for learning, technology, communication and signage are provided.

Booth 508

Breaks in Exhibit Hall

Wednesday
3:30 – 4:15 p.m.

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

Exhibit Hall Opening Extravaganza!!

Wednesday, October 24, 8:30 a.m. – 9:15 a.m.

KI Convention Center - Exhibit Hall

Meet up in the exhibit hall for a great start to the day! Greet your favorite vendors and meet some new ones during this no-conflict time when you might just encounter some special surprises as you explore the Hall. And be sure to check out the new Demo Stage while you're there. The Stage will kick off with "From Discarded to Disc-ART-ed." See program listing for more information.

Exhibitors

Library Strategies Consulting Group

325 Cedar Street, Suite 555
St. Paul, MN 55101
651.253.3231
651.222.1988 (fax)

www.librarystrategiesconsulting.com

Representative: Stu Wilson

Library Strategies is a consulting group of The Friends of the Saint Paul Library, providing a wide array of knowledgeable, affordable, library-focused consulting services.

Maris Associates*

3175 Willowgate Pass
Colgate, WI 53017
262.628.1926
262.628.2662 (fax)

www.mariseducation.com

Representative: Maris Dambekaln

Children and Young Adult books, e-books and online reference.

National Network of Libraries of Medicine

Greater Midwest Region
1750 W Polk Street (M/C 763)
Chicago, IL 60612
(312) 996-2464
(312) 996-2226 (fax)
<http://nlm.nih.gov/>

Representatives: Tiffany Tawzer

The world's largest biomedical library, providing free access to MEDLINE/PubMed citations and to other biomedical, environmental and health information databases for medical professionals and their patients.

Nature's Niche LLC

5223 Hwy 66
Stevens Point, WI 54482
715.3407149
www.naturesniche.org

Representative: Dino Tlachac

Nature's Niche is an animal rescue, providing hands-on programs with live animals on topics related to science and the environment.

Organic Arts

P. O. Box 070646
Milwaukee, WI 53207-0646
414.702.6053
www.organicarts.com

Representatives: David HB Drake, Jean-Andrew, Wildflower

Organic Arts is a collection of performing artists providing music, storytelling and natural history events to library, school, senior, community and family organizations.

Booth 203

OverDrive

One OverDrive Way
Cleveland, OH 44125
216.573.6886
216.573.6889 (fax)
www.overdrive.com

Representative: Marla Levine

Create your Virtual Branch! OverDrive® enables you to offer bestselling audiobooks, eBooks, music and video—online 24/7—from your library's website.

Penworthy Company, The* Booth 317

219 N Milwaukee Street
Milwaukee, WI 53202-5811
414.921.1512
414.287.4602 (fax)
www.penworthy.com

Representative: Anna Broda, Bill DeBoer, Tim Moran, Emily Shaver

Penworthy has the titles kids want bound into books that will last! Boost circulation and get the most from your budget with new titles every month.

Booth 204

Booth 202

ProQuest

789 East Eisenhower Parkway
Ann Arbor, MI 48108
734.707.2512
734.997.4224 (fax)
www.proquest.com

Representative: Ed McCullough

ProQuest connects people with vetted, reliable information. Key to serious research, the company has forged a 70-year reputation as a gateway to the world's knowledge—from dissertations to governmental and cultural archives to news, in all its forms.

Booth 102

Booth 602

Quality Books Inc.*

1003 West Pines Road
Oregon, IL 61061
800.323.4241
815.732.4499 (fax)
www.qbibooks.com

Representatives: Rob Zimmers, Matthew Kopyar

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

Booth 506



WISCONSIN
LIBRARY
ASSOCIATION

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



WISCONSIN
LIBRARY
ASSOCIATION

Indicates WLA member

Rainbow Book Company Booth 216

500 E Illinois Route 22
Lake Zurich, IL 60047
www.rainbowbookcompany.com

Representatives: Ed McCabe, Tim Carlmark
Distributor of children's books, K through 12, e-Books, e-Readers and bi-lingual titles.

Recorded Books Booth 312

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

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

RFID Library Solutions Booth 415

212 3rd Avenue N, Suite 415
Minneapolis, MN 55401
(763) 443-5937
www.rfidls.com

Representatives: Eric Kohorst, Joe Bergmann
Custom design, install and service automated materials handling systems specifically for libraries using RFID technology.

RTI - DVD/CD Repair Machines Booth 214

4700 W Chase Avenue
Lincolnwood, IL 60712-1689
847.677.3000
847.677.1311
discchek.com

Representative: Scott Jahnke
RTI ECO professional products are precision computer controlled machines that automatically perform cleaning through deep scratch repairs on CDs, DVDs, Blu-Ray and Books-on-Disc.

Salem Press, Sharpe Reference, Grey House Publishing & Infobase Learning Booth 206

P.O. Box 180692
Delafield, WI 53018
262.646.8009
262.646.8346 (fax)

Representatives: Cindy Halstead, Grey Halstead
High School, middle school books, e-books and online reference.

Scholastic Library Publishing Booth 106

1030 O'Ryan Trail N
West Lakeland, MN 55082
847.677.3000
847.677.1311 (fax)

Representatives: Gabriel Flynn, Matthew Kopyar
Scholastic Library Publishing publishes fiction and non-fiction books, including award-winning Children's Press series like Rookie Readers, Nature's Children and True Books, and highly reviewed digital resources, including Grolier Online, TrueFlix and FreedomFlix. Get your free trial today!

SirsiDynix Booth 305

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

Representatives: Adam Johnson, Jim Schwieters
SirsiDynix develops and delivers robust technology for library staff and users, committed to providing dedicated service beyond the software.

Today's Business Solutions Booth 309

7820 South Quincy Street
Willowbrook, IL 60527
(630) 537-1370
(630) 537-1369
www.singlecard.com

Representative: Gabe Brandonioso
TBS provides high-tech library solutions that enhance the patron experience, including: computer reservation, mobile printing, mobile device dispensing, print management, bookscan stations and point of sale systems.

University of Wisconsin Press* Booth 200

1930 Monroe Street, Third Floor
Madison, WI 53711-2059
608.263.1136
608.263.1132 (fax)
www.uwpress.wisc.edu

Representative: Anne McKenna, Andrea Christofferson
Publisher and distributor of regional, scholarly and general interest books.

Breaks in Exhibit Hall

Wednesday
3:30 – 4:15 p.m.

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

Exhibitors

UW-Madison School of Library & Information Studies* Booth 613

600 North Park Street
Madison, WI 53706
608.263-2909
608.263.4849 (fax)
www.slis.wisc.edu



Representatives: Tanya Cobb, Anna Palmer, Meredith Lowe, Debra Shapiro, Michele Besant, Anjal Bhasin
Offering an online and on-campus MA in Library and Information Studies, a PhD program and a variety of continuing education opportunities.

UW-Milwaukee School of Information Studies* Booth 611

P.O. Box 413
Milwaukee, WI 53201-0413
(414) 229-4707
(414) 229-6699 (fax)
www.ischool.uwm.edu



Representatives: Jessica Hutchings, Alexandria Dimitroff, Richard Kessler, Anne LaRoche, Steven Edwards, Hayley Johnson, Jessica Gilmore
SOIS prepares students for success in our information world through leading international faculty, undergraduate, graduate and doctoral degree programs and institutional partnerships spanning the globe.

Upstart Booth 614

P.O. Box 7820
Madison, WI 53707-7820
800.558.2110
800.835.2329 (fax)
www.highsmith.com

Representative: Heidi Green

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

WiLS Booth 205

1300 Regent Street, Suite 121
Madison, WI 53715
608.216.8399
608.237.2358 (fax)
www.wils.org

Representatives: Lisa Marten, Sara Gold, Stefanie Morrill, Bruce Smith, Jeff Brunner, Andrea Coffin, Emily Pfothhauer

WiLS is a nonprofit membership organization that facilitates collaborative projects and services to save our members time and money, and to advance library services.

Wisconsin Department of Natural Resources Booth 414

P.O. Box 7921
101 S Webster Street
Madison, WI 53703
608.267.5239
www.dnr.wi.gov/eeek/

Representatives: Carrie Morgan, Janet Hutchens
The Wisconsin Department of Natural Resources manages and protects Wisconsin's natural resources. DNR educators provide resources to anyone who works with youth.

Wisconsin Department of Public Instruction, Division for Libraries and Technology Booths 603/605

2109 S Stoughton Road
Madison, WI 53716
608.224.6161
<http://dlt.dpi.wi.gov/>

Representatives: Kara Ripley, David McHugh, Martha Berninger, Lisa Weichert, Christine Barth, Terrie Howe, Nancy Anderson
Play, Create and Innovate with DPI's Division for Libraries and Technology. Learn about Wisconsin's statewide library and learning resources and get great conference swag!

Wisconsin Historical Society Booth 609 Microimaging Lab

816 State Street
Madison, WI 53706
608.264.6517
608.264.6599 (fax)
www.wisconsinhistory.org

Representative: John A. Friend

The Wisconsin Historical Society provides access to a vast North American history collection, including over 12,000 digital or microfilm newspaper titles.

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



Indicates WLA member

Wisconsin Historical Society Press

816 State Street
Madison, WI 53706
608.264.6461
608.264.6486 (fax)

www.wisconsinhistory.org/whspress

Representatives: Kathy Borkowski, Kristin Gilpatrick
By collecting, preserving and sharing our stories, we help people connect to the past by publishing the best in Wisconsin history and culture.

Wisconsin Public Television Booth 104

821 University Avenue
Madison, WI 53706-1497
(608) 345-9529
(608) 263-9763 (fax)

www.wpt.org

Representatives: Leigh Schmidt, Holli Kirchner
Reel-to-Real provides free tools for screenings and discussions featuring PBS films, bridging the gap between viewing a film and creating community dialogue and action.

Wisconsin Talking Book and Braille Library Booth 209

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

Representative: Becky Manz

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

Woodland Pattern, Inc. Booths 110/112

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

www.woodlandpattern.org

Representatives: Anne Kingsbury, Carolyn Elmer, Karl Gartung, Chuck Stebelton
Woodland Pattern is a nonprofit Literary Arts Center, which specializes in contemporary literature with special emphasis on poetry, small press and cross-cultural titles.

Booth 512

World Book, Inc.

233 North Michigan Avenue, Suite 2000
Chicago, IL 60601
800.975.3250
888.922.3766 (fax)
<http://www.worldbook.com/>

Representative: Mike Kane, Sharon Kane
World Book, Inc.'s classroom and library publications feature the *World Book Web* digital PK-12 educational and reference products, *The World Book Encyclopedia* and PK-Intermediate nonfiction series in early skills, social studies and sciences.

Booth 207

Yerges Moving and Storage Booth 513

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

www.yergesmoving.com

Representative: Kevin Becker

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

Wisconsin Library Association

4610 S Biltmore Lane, Suite 100
Madison, WI 53718-2153
608.245.3640
608.245.3646 (fax)
wla.wisconsinlibraries.org

Career Center

Booths 610/612

Consultants Table

Wisconsin Small Libraries Section

Booth 603

Youth Services Section

Booth 213

Wisconsin Library Association Foundation

4610 S Biltmore Lane, Suite 100
Madison, WI 53718-2153
608.245.3640
608.245.3646 (fax)
wla.wisconsinlibraries.org/wlaf

Fundraiser

KI Convention Center
Ballroom A1-4

Silent Auction

KI Convention Center
Ballroom A1

Wisconsin Library Heritage Center

Booth 604

Breaks in Exhibit Hall

Wednesday
3:30 – 4:15 p.m.

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

Speakers

Keynote

Chip Kidd

Wednesday, October 23, 2013, 9:30 a.m.

Meeting Room B1-3

Sponsored by  GALE
CENGAGE Learning



Chip Kidd is a Designer/Writer in New York City (and Stonington, CT and Palm Beach, FL). His book cover designs for Alfred A. Knopf, where he has worked non-stop since 1986, have helped create a revolution in the art of American book packaging. He is the

recipient of the National Design Award for Communications, as well as the Use of Photography in Design award from the International Center of Photography. (And a bunch of other stuff!) His 2012 TED talk has garnered over 700,000 hits as of this writing and is cited as one of the 'funniest of the year.' Lots more to tell, the above barely scratches the surface. Check out his TED Talk at <http://on.ted.com/Kidd>.

Keynote

Sergio Dogliani

IDEA STORE:

TAKING STOCK, 10 YEARS ON

Thursday, October 24, 2013, 8:45 a.m.

Meeting Room B1-3

Sergio Dogliani moved from Italy to Great Britain in 1984. His background is in adult education, having taught in various London institutions and managed Languages, ICT and Humanities departments.

His experience in learning provision and his lifelong love of books

and libraries led to his appointment as Manager of the first Idea Store in 2002, and then to his current position in the Senior Management Team as Deputy Head of Idea Store.

The Idea Store project, created in Tower Hamlets, is an innovative concept that combines library, learning and information services through a network of new buildings that also include cafés, art galleries and community facilities. Sergio's work regularly involves council directors, international architects and designers, policy makers, local and national politicians, and union leaders.

Sergio has written several articles on Idea Stores that have been published in prestigious magazines, newspapers and books in France, Italy, Spain, Germany and the UK. He has also appeared as the spokesperson for Idea Stores on TV and radio programs (BBC and Italy). Sergio is much in demand on the international cultural circuit, having extensively travelled to Europe and the U.S. He is also one of the organizers of Collisioni, a major literary and musical festival in Italy, of which this year's fifth edition attracted several international guests and an audience of 80,000.

Sergio lives in Hackney, East London, with his wife Emma and three children: Zaki (20), Isabella (15) and Rocco (11)—all Idea Store members.



ScanPro 800

The scanner of choice for a tight budget

The ScanPro 800 is becoming the microfilm scanner of choice for libraries, businesses and researchers facing tight budgets. The ScanPro 800 has the same robust design as the ScanPro 2000 and is built for the rigors of public and has a considerably lower price. If you are looking for a microfilm scanner and don't need the automatic and special features found on the ScanPro 3000, the ScanPro 800 is what you are looking for.

- FOCUS-Lock™, Image remains in focus at all times.
- Easy to use software.
- Works with positive and negative fiche, 16mm and 35mm roll film and aperture cards.
- Combination carriers for all of your microform applications.
- Optical/Digital zoom range 7x to 105x.
- Scan to print, scan to a flash drive or hard drive in less than a second.
- Tool tips and on-screen help for all controls.



ScanPro 800
Shown with Combination
Fiche and Motorized 16/35mm Film Carrier



More information at:
<http://www.e-imagedata.com>



24" LCD Monitor (optional) Shown with
Newspaper Image (portrait orientation)



Author Luncheon Series Speakers

Jarrett Krosoczka

Wednesday, October 23, 2013, 12:00 p.m.
KI Convention Center Ballroom



Join the Youth Services Section for a visit with Jarrett Krosoczka, author of *Punk Farm*, *Baghead*, *Lunch Lady* graphic novels and more!

Krosoczka has been passionate about storytelling through words and pictures since he was a kid. Six months after graduation, Jarrett received his first contract for a trade book that he authored. Knopf Books for Young

Readers published *Good Night, Monkey Boy* on June 12, 2001 and Jarrett hasn't stopped or slowed down since. He currently has authored 20 published books: ten picture books, nine graphic novels and his new chapter book—*Platypus Police Squad: The Frog Who Croaked*. His *Lunch Lady* series has twice won a Children's Choice Book Award, in the Third to Fourth Grade Book of the Year category, and was nominated for a Will Eisner Comic Industry Award.

Jarrett's TED Talk, which chronicles his journey from boy to artist, has been viewed more than a half-million times. Both his *Punk Farm* and *Lunch Lady* series are in development as feature films. While Jarrett awaits seeing his work adapted for the silver screen, he can be heard on The Book Report with JJK, his radio segment on Sirius XM's Kids Place Live.

Deborah Blum

Thursday, October 24, 2013, 12:00 p.m.
KI Convention Center - Ballroom A2-4



Over lunch, let's talk about poison.

There was probably no way for Deborah Blum to grow up as anything but a science writer. Her father, an exuberant entomologist, liked to bring his research home — "Check out this black widow. I'm going to keep its cage on the dining room table so we can watch it while we eat." Her mother, a freelance writer, published a family newspaper and drafted her four daughters as

staff reporters.

She graduated from the University of Georgia in 1976 with a major in journalism and a double minor in political science and anthropology. She worked for three Florida newspapers covering police and fires, courts, city government and education. In Florida she had one of those epiphany moments — she'd learned to love journalism but she wanted to write about science, how it worked, what made it fascinating. She quit her job and went to graduate school at UW-Madison, studying science writing in the journalism school's specialized reporting program.

Her most influential work as a science writer was a series on ethical issues in primate research, called *The Monkey Wars*, which won the 1992 Pulitzer Prize for beat reporting.

In 1997 she returned to the University of Wisconsin as a journalism professor. Since arriving in Madison, she has written for *The New York Times*, *The Wall Street Journal*, *The Los Angeles Times*, *Slate*, *Time*, *Scientific American*, *Nature* and *New Scientist*, among other publications. She has served as co-editor of a widely used guide to science journalism, *A Field Guide for Science Writers*, published by Oxford University Press in 1997 and 2006. She's also earned an endowed chair at the University of Wisconsin and is now the Helen Firstbrook Franklin Professor of Journalism.

The critically acclaimed *The Poisoner's Handbook* was published in hardback in 2010 and was named one of the top 100 books of the year by Amazon. The book follows two exceptionally determined scientists who, in the 1920s and '30s, sought to put an end to the golden age of poisoners. She is currently working on a closely related book on the history of poisonous food.

Michael Perry

Friday, October 25, 2013, 12:00 p.m.
KI Convention Center - Meeting Room B1-3

Michael Perry is Wisconsin's own! Perry's bestselling memoirs include *Population 485*, *Truck: A Love Story*, *Coop* and *Visiting Tom*. Raised on a small Midwestern dairy farm, Perry put himself through nursing school while working on a ranch in Wyoming, then wound up writing by happy accident. He lives with his wife and two daughters in rural Wisconsin, where he serves on the local volunteer fire and rescue service and is an amateur pig farmer.



Kristine Alarie



Kristine Alarie established Expressive Hands, LLC in 2003. She is fluent in American Sign Language (ASL) and is certified to teach ASL to infants and children. She has taught thousands of parents, caregivers, childcare professionals, children and infants how to communicate using ASL. Kristine

has a degree in Educational Interpreting for the Deaf and Hard of Hearing and is employed as an educational interpreter for over 15 public school districts in the state of Wisconsin.

Jerry Apps



Jerry Apps, born and raised on a Wisconsin farm, has been a rural historian and award-winning environmental writer for more than 40 years. He has published over 30 books, many of them on rural history and country life.

His most recent publications are *Letters from Hillside Farm*, *Limping Through Life: A Farm Boy's Polio Memoir* and *The Quiet Season: Remembering Country Winters*.

Emilio De Torre



Emilio De Torre has been the Director of Youth and Programs at the ACLU of Wisconsin since 2006. He is the former Director of Education Services at Madison Square Boys & Girls Clubs where he supervised education, social development and technology programs for 12,000 young people at eight Boys & Girls Clubs in Brooklyn, Bronx, Manhattan and Queens. He previously served as a NYC public school teacher and a camp director and has consulted on education, social media, technology, diversity/inclusion, youth outreach and program design nationally for many groups, including the US Department of Education, AmeriCorps, PBS WNET-13, The American Museum of Natural History, Community Advocates, United Council, National Association of Independent Schools, UW Extension and the Boys & Girls Club of America. He is on the Board of Directors for Milwaukee Public Theatre and is a loving father of three children.

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

Barbara J. Ford

Barbara J. Ford is the director of the Mortenson Center for International Library Programs and is the Mortenson Distinguished Professor at the Library of the University of Illinois at Urbana-Champaign. The American Library Association (ALA), Chinese American Librarians Association (CALA) and University of Illinois at Urbana-Champaign have recognized her with awards for her significant contributions and dedication to international librarianship. In 2011, she was appointed to the U.S. National Commission for UNESCO. The author of many publications and presentations, Barbara has traveled around the world to address topics such as information literacy, government information, the future of libraries, the role of library associations, international cooperation among libraries, among others. Barbara earned a bachelor's degree in history and education from Illinois Wesleyan University, a master's degree in international relations from the Fletcher School of Law and Diplomacy at Tufts University, and a master's degree in library science from the University of Illinois at Urbana-Champaign.



Boris Frank

Boris Frank has over 40 years of nonprofit experience, including 25 years of teaching nonprofit management and fundraising for the University of Wisconsin system. Boris is actively involved as a volunteer and is currently serving on four boards and is president of two.



Eric Genrich

Representative Eric Genrich was elected to the State Assembly in November 2012. He represents the 90th Assembly District, which makes up the majority of the city of Green Bay. Eric was born and raised in Green Bay. He graduated from Notre Dame High School in 1998 and went on to attend UW-Madison, graduating with a bachelor's degree in 2002. After graduation, Eric worked for State Senator Dave Hansen and began work on a Masters in Library Science from UW-Milwaukee, which he completed in 2010. Eric is a former Information Technology Librarian at the Brown County Library and he serves on the Executive Committee for Neighborworks Green Bay, a local housing nonprofit. He is also a member of the Fisk Addition Neighborhood Association.



Speakers

Jim Gill



Jim Gill is a musician and author with unique credentials among children's artists. Jim is a child development specialist, having completed his graduate studies in child development at the Erikson Institute of Chicago with a special emphasis on the study of play. For this reason, each of Jim's recordings and books is created as an opportunity for playful interactions between a child and a caring adult. Jim has released six award-winning CDs of music play for young children that are favorites in family rooms, classrooms and playrooms. He is also the author of two children's books. His latest, *A Soup Opera*, is a sing-along opera inspired by concerts where Jim performs with symphony orchestras. The book received an American Library Association award in 2010. Jim has received five separate awards from the American Library Association for his recordings and books over the years.

Jill Hietpas



Jill Hietpas is the Regional Broadband Educator in the Chippewa Valley (Eau Claire, Dunn and Chippewa counties) and works with the Center for Community Technology Solutions to address the broadband infrastructure and outreach needs of Western Wisconsin communities. Jill works collaboratively with the Chippewa Internetworking Consortium (CINC), the Indianhead Federated Library System and local non-profit agencies to maximize the use of broadband and improve the local economy and quality of life in the Chippewa Valley. As an outreach educator, Jill teaches computer and technology skills to senior citizens, job hunters, community members and special populations that want and need the skills to connect with family and friends, apply for jobs, access online information or build skills to advance their computer knowledge in this digital world.

Jacqueline Houtman



Jacqueline Houtman spent way too many years learning to be a scientist (27, if you count kindergarten). The best part of all that schooling is that some people, especially her parents, now call her Dr. Houtman. In the rare moments she did not spend in the lab she did theater to feed the rest of her brain. Then she came to her senses and started over as a freelance science writer and editor. She has written for physicians, scientists and the guy down the street. She is equally comfortable writing for students in medical school and middle school. She most enjoys writing "sciency fiction" for kids, where real science is integral to the story.

Traci Lesneski



Traci Lesneski is a principal in the nationally recognized library design firm Meyer Scherer & Rockcastle (MS&R). Traci believes in designing for the individual, valuing our inherent need for variety, privacy and dignity. Designing spaces that can positively impact a person's life motivates and inspires her – whether for a public library, an arts building, a university community center or a workspace. Her focus is on enhancing personal comfort, productivity and delight.

Dr. Susan McFadden



Susan H. McFadden, Ph.D., is professor of psychology at UW-Oshkosh, where she teaches graduate and undergraduate courses on topics like adult development and aging, and the psychology of religion. She has edited several books and has published over 30 articles and book chapters in the general area of religion, spirituality and emotion in late life. She and her husband, John, are currently writing a book called *Aging Together: Friendship, Community, and Dementia*, in which they are exploring how persons living with dementia can continue to enjoy friendship and community ties.

John T. McFadden



John T. McFadden, M.Div., is an ordained minister of the United Church of Christ who served in parish ministry for 34 years, including 23 years as senior pastor of First Congregational United Church of Christ in Appleton, Wisconsin. He was volunteer chaplain for two years at an extended care facility, with a particular focus on pastoral presence to persons with advanced dementia.

Adam Schrager



Adam Schrager is an investigative producer and reporter with WISC-TV, the CBS affiliate in Madison, Wisconsin. He has covered politics for more than 20 years, most recently at Wisconsin Public Television

and at KUSA-TV in Denver. Previously, he worked at commercial television stations in La Crosse, Madison and Milwaukee in the 1990s. Schrager is the author of “The Principled Politician,” a biography of former Colorado Gov. Ralph Carr whose stand on behalf of Japanese Americans after Pearl Harbor would cost him his political career. The book led state lawmakers to name the new state justice center after the former Colorado chief executive. His latest book is “*The Sixteenth Rail: The Evidence, the Scientist, and the Lindbergh Kidnapping.*”

Sheri Sinykin



Though she was born in Chicago, IL (May 3, 1950), Sheri (Cooper) Sinykin grew up in Sacramento, CA, as the eldest of four children. Her father was an optometrist; her mother was a music and special education teacher. As a child, her interests included ballet, reading, writing, traveling and learning to speak foreign languages, especially Spanish. Sheri has a B.A. in Communications-Journalism from Stanford University and an MFA in Writing for Children from Vermont College. Her most recent titles are *Giving up the Ghost* and *Zayde Comes to Live*, which is this year’s Elizabeth Burr/Worzalla Award.

of experience in creating new service streams within the public sector and seeking out new ways of reaching underserved audiences.

Maria Alvarez Stroud



Maria Alvarez Stroud is the director of UW Extension Center for Community Technology Solutions. For the past two years, she has led the BTOP funded endeavors of UWEX, a \$45 million effort to bring additional fiber to Wisconsin for community anchor institutions and a community education and outreach effort aimed at closing the “digital divide” in Wisconsin. She is a seasoned executive with over 25 years

of experience in creating new service streams within the public sector and seeking out new ways of reaching underserved audiences.

Felton Thomas, Jr.



Felton Thomas leads one of the largest and most used libraries in the country, a Five Star Library according to *Library Journal*, and, most impressively, started his career in librarianship at the young age of 13. Cleveland Public Library is transforming communities at its 28 branches and downtown Central location, and Mr. Thomas has led the way in partnerships with other organizations and has many goals for “the people’s university,” which is CPL’s motto.

of experience in creating new service streams within the public sector and seeking out new ways of reaching underserved audiences.

Eliot Treichel

Eliot Treichel was raised in northern Wisconsin and now lives in Oregon. He’s the author of the story collection *Close Is Fine*, available from Ooligan Press, which was chosen as the 2013 Wisconsin Library Association Literary Award Winner. His fiction and creative non-fiction have appeared in *Narrative*, *Beloit Fiction Journal*, *CutBank*, *Passages North*, *Southern Indiana Review*, *Alligator Juniper*, and other literary journals. He’s also written for *Canoe & Kayak*, *Paddler* and *Eugene Magazine*. He holds an MFA from Bennington College and currently teaches at Lane Community College in Eugene, Oregon.



Alexia Wood

Alexia Wood holds a Masters in Social Work – Mental Health and Behavioral Health from UW-Milwaukee and earned her Bachelor of Social Work degree with a minor in Spanish from Evangel University in Springfield, Missouri. As the executive director of St. John the Evangelist Homeless Shelter in Green Bay, Wood is responsible for overseeing the provision of services to homeless guests, providing leadership to staff and volunteers, shelter fundraising and creating awareness about the needs of the homeless in the community.



12:30 p.m. - 5:00 p.m.

Play & Read: Early Literacy in Libraries (Pre-conference)

KI Convention Center - Ballroom A 2-4

Sponsored by DPI and YSS



Jim Gill, celebrated musician and author, will serve as the keynote speaker as well as offer additional breakout sessions on the topic of music and play for young children. Other breakout sessions include:

- Bringing “Every Child Ready to Read 2” to Diverse Audiences—Tanya Misselt and Yee Vue, Appleton Public Library;
- Early Literacy Library Spaces—Ashley Bieber and Shelly Collins-Fuerbringer, L. E. Phillips Memorial Library, Eau Claire;
- Developing an Early Literacy Collection: Books That Work for Kids, Parents, and Librarians—Merri Lindgren and Megan Schliesman, Cooperative Children’s Book Center (CCBC);
- Engaging Early Literacy Storytimes—Flannelboards, Puppets, Props, and More!—Anna Haase Krueger, Ramsey County Library, MN.

1:00 p.m. - 5:00 p.m.

Becoming a Drum Major for Change: Creating and Inspiring Leadership in Your Libraries (Pre-conference)

KI Convention Center - Meeting Room B1

Sponsored by WeLead

Linda Vincent (panel facilitator), Managing Librarian, Wisconsin Talking Book and Braille Library, Milwaukee
Paula Ganyard, Director, UW-Green Bay David A Cofrin Library

Kathy Klager, Director, Pauline Haass Public Library, Sussex
Alberto Herrera, Jr., Reference Librarian, Marquette University Raynor Memorial Library, Milwaukee

Marge Loch-Wouters, Youth Services Manager, LaCrosse Public Library



How do you lead change in your library? In your community? Come spend an afternoon with Felton Thomas Jr., Director, Cleveland Public Library, one of the most dynamic and innovative libraries in the country, and

a panel of outstanding Wisconsin librarians. Leave motivated to become the leader you aspire to be.

NOTE: The Rising Star Award will be given to Yee Lee Vue at this program. Congratulations to our 2013 Rising Star!

1:30 p.m. - 4:00 p.m.

System and Resource Library Administrators’ Association of Wisconsin (SRLAAW) Meeting

KI Breakout Center - Room 6A-B

3:00 p.m. - 5:00 p.m.

Meet the Mulva Studio

Tuesday, October 22, 3:00 p.m. – 5:00 p.m.

St. Norbert College, 100 Grant Street, De Pere

Drop in for a tour of the Miriam B. & James J. Mulva Library’s newly completed (August 2013) lower level at St. Norbert College. Library staff will provide tours of this exciting, new space, the Mulva Studio, and provide hands-on opportunities with its innovative, state of the art technology. After your tour of the lower level, we welcome you to spend some time investigating this four-year-old library in its entirety. Check out *Meet the Mulva Studio* on YouTube to see what it’s all about.

3:00 p.m. - 7:00 p.m.

Registration

KI Convention Center Lobby

4:00 p.m. - 5:00 p.m.

Wisconsin Association of Public Libraries (WAPL) Board Meeting

KI Breakout Center - Room 6B

7:00 p.m. - 9:00 p.m.

Titletown Tailgate Party

Coaches Corner, 501 N. Adams Street
(across from the KI Exhibits area)

This year we are welcoming our conference exhibitors with a “Titletown Tailgate Party!” After all, Green Bay is the home of the world champion Green Bay Packers! Brats, burgers, hot dogs, beans and potato salad will be aplenty, along with your enthusiasm. A cash bar will be available. And, once the party is done, you can enjoy 2-for-1 drinks at Coaches Corner the rest of the evening. NOTE: You MUST have your conference ID badge to attend the Tailgate Party, so be sure to stop by Registration between 3 p.m. and 7 p.m. to pick up your conference materials.

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

Registration

KI Convention Center Lobby

7:00 a.m. - 8:30 p.m.

Continental Breakfast

Hyatt on Main Atrium

7:45 a.m. - 8:30 a.m.

Past Presidents' Breakfast

KI Breakout Center - Room 7

8:30 a.m. - 9:15 a.m.

Exhibit Hall Opening Extravaganza!

KI Convention Center - Exhibit Hall

Meet up in the exhibit hall for a great start to the day! Greet your favorite vendors and meet some new ones during this no-conflict time when you might just encounter some special surprises as you explore the Hall. And be sure to check out the new Demo Stage while you're there. The Stage will kick off with "From Discarded to Disc-ART-ed."

ON THE DEMO STAGE

Discarded to Disc-ART-ed

KI Convention Center - Exhibit Hall Demo Stage

Shanneon Grant, La Crosse Public Library

Does weeding get you down? Feeling overwhelmed and buried in discarded materials? Do you really want to play at WLA? Check out this artful stop for a new twist on old discards. Take a look, get inspired, OR create your own mini masterpiece!

8:30 a.m. - 4:30 p.m.

ACTIVITIES IN EXHIBIT HALL

KI Convention Center - Exhibit Hall

Career Center

Whether you're a library lifer or just embarking on your library job search, the Career Center at WLA is here for you! The Career Center is staffed by volunteers who can review your resume and cover letter to make sure your materials are ready for the job application process.

Some appointments available on a drop-in basis. Stop by the Career Center (located in the Exhibit Hall near the SLIS/SOIS booths) to register onsite or to see if a volunteer is available to meet with you on a drop-in basis for a 30-minute appointment.

Please make sure to have the following items with you when you visit the Career Center:

- ✓ A copy of your resume and/or cover letter
 - ✓ A copy of the job description or posting if there is a specific position for which you are applying
- Career Center at WLA 2013 is brought to you by UW-Madison SLIS, UW-Milwaukee SOIS and WLA.
-

9:30 a.m. - 10:45 a.m.

Keynote Address with Chip Kidd

KI Convention Center - Meeting Room B1-3

Sponsored by  GALE
CENGAGE Learning

Chip Kidd is a designer/writer in New York City (and Stonington, CT, and Palm Beach, FL). His book cover designs for Alfred A. Knopf, where he has worked non-stop since 1986, have helped create a revolution in the art of American book packaging. He is the recipient of the National Design Award for Communications, as well as the Use of Photography in Design award from the International Center of Photography. And a bunch of other stuff. His 2012 TED talk has garnered over 700,000 hits as of this writing, and is cited as one of the 'funniest of the year.' Lots more to tell, the above barely scratches the surface. Check out his TED Talk at <http://on.ted.com/Kidd>.



NOTE: The Library of the Year, Verona Public Library, will receive its award before Chip Kidd's presentation. Congratulations, Verona Public Library!

10:00 a.m. - 4:30 p.m.

Silent Auction

KI Convention Center - Ballroom A1

The WLA Silent Auction returns! Proceeds benefit the Campaign for Wisconsin Libraries.

Conference App!

Download the conference app,
generously donated by Boopsie:
<http://bit.ly/19HxRPp>

11:00 a.m. - 11:45 a.m.

PROGRAM TRACK SESSIONS

Authority Control: What It Is and Why It's Important

Track: Collections — Building, Sharing, Transforming

KI Breakout Center - Room 3

Scott Piepenburg, Catalog/Metadata Librarian, UW-Stevens Point

We devote effort to make certain our online catalogs are accurate and have useful information, at least bibliographic information. Too often, authority work is overlooked and not performed, many times because librarians don't understand what it is and why it is important. With the implementation of RDA, updated authority forms will have a significant impact on our catalogs. Learn why authority work is important, how to perform it and how to deal with the changes as a result of RDA.

Chip Kidd

Track: Back to the Book

KI Convention Center - Meeting Room B2-3

Sponsored by  GALE
CENGAGE Learning



Intrigued after the keynote address? The conversation continues with Chip Kidd. Books will be available for purchase and signing after the program.

Creating Your Path to Leadership

Track: Leadership & Personal Development



KI Breakout Center - Auditorium
Felton Thomas, Jr., Director, Cleveland Public Library, OH

If you weren't able to attend the pre-conference and see Felton Thomas, Jr., make sure to attend this session about the path to leadership. Mr. Thomas will discuss his journey to becoming the director of one of the largest and most innovative libraries in the country and discuss the ways you can be a library leader in any size building.

Darwin 101: Evolving Reference

Track: Library Issues & Challenges

KI Breakout Center - Room 1

Linda Kopecky, Research & Instructional Support Department, Golda Meir Library, UW-Milwaukee
Tana Elias, Digital Services & Marketing Manager, Madison Public Library

Nancy McClements, Head of Reference, Memorial Library, UW-Madison

Is your reference service the same as it was 20 ... 10 ... even five years ago? That's unlikely, due to changes in technology, funding and patrons' needs. Librarians from both the public and academic sphere will discuss new service delivery models, staffing patterns, resource formats, collection shifts and assessment efforts. Join us to hear why and how we are mutating and adapting in order to survive.

From Cold Calls to Collaboration: How the Madison Metropolitan School District and the Madison Public Library Are Serving Madison's Kids Together

Track: Advocacy & Promotion

KI Breakout Center - Room 6 A-B

Krissy Wick, Youth Services Librarian, Madison Public Library

Nancy Kieraldo, Teacher-Leader, Madison Metropolitan School District

Over the last 18 months, Madison Metropolitan School District librarians and Madison Public Library's staff have gone from acquaintances to committed partners. Find out how they're sharing a Web presence, marketing, resources and more, and learn how you can do it, too!

How Will You Serve the Next Generation of Readers?

Track: Technology & Digital Services

KI Breakout Center - Room 5 A-B

Marla Levine, Collection Development Specialist, OverDrive

Marla discusses issues pertaining to public and school libraries as relates to current and future practices and products.

If You Have a Garden and a Library, You Have Everything You Need

Track: Innovation & Creative Collaboration

KI Breakout Center - Room 7

Kelly Becker, Library Assistant/Seed Coordinator, La Crosse Public Library

Cindy Mischnick, Reference Librarian, La Crosse Public Library

La Crosse Public Library created the first Seed Library in Wisconsin! Find out how one comment, one email and two librarians launched a revolution that connected local food and sustainability initiatives from the larger community to the library. Introduce heirloom seed saving to your community and learn how to start your own seed

library on a small or grand scale, using resources that are at your fingertips. From Seed Library orientation, to gardening workshops, to harvesting vegetable seeds, you'll get the complete picture of how lending seeds brings a new growth to your library.

Mi Casa Es Su Casa: Libraries Building Communities for Latinos

Track: Engaging People

KI Breakout Center - Room 2

Rene Bue, Bilingual Outreach Coordinator, Hedberg Public Library, Janesville

Tina Birkholz, Gail Borden Public Library, Elgin, IL

Tina Viglucci, Gail Borden Public Library, Elgin, IL

Kathy Laddell, Northlake Public Library, Northlake, IL

A panel of speakers from public libraries in the greater Chicagoland area will highlight the valuable work being done to strengthen their communities by addressing issues that concern Latinos and their communities as a whole. Attendees will hear examples of libraries' roles in partnerships created to promote early and adult educational success, civic discourse and engagement, healthy lifestyles, and other topics.

11 a.m. - 11:45 a.m.

ON THE DEMO STAGE

Track: Programming & Instruction

KI Convention Center - Exhibit Hall Demo Stage

11 a.m.-11:20 a.m.

Engaging Parents in Early Literacy Through Storytime

Michelle Montgomery, DEMCO

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

11:25 a.m.-11:45 a.m.

"Gather the Family"

Multigenerational Programming

David H.B. Drake, Organic Arts

Listen as David presents songs from his "Gather the Family" multigenerational program, which has been seen at family library events statewide. David will demonstrate these songs on a handmade banjo, dulcimer and Native American flute, in addition to concertina and guitar.

12:00 p.m. - 1:30 p.m.

Association of Wisconsin Special Librarians (AWSL) Business Meeting

Titletown Brewing Company,
200 Dousman Street, Green Bay

Author Luncheon Series: Jarrett Krosoczka

KI Convention Center - Ballroom A2-4

Sponsored by YSS

Jarrett Krosoczka is the author of graphic novels, picture and chapter books. Hear his inspirational and uplifting story of becoming an author of children's books.

NOTE: The following awards will be given at the luncheon: Notable Author Award to The Roops; Citation of Merit to Noon Kiwanis Club of Ripon; Elizabeth Burr/Worzalla Award to Sheri Sinykin. Congratulations to our award winners!



Build Your Own Sandwich Buffet

KI Convention Center - Exhibit Hall

Lunch with Gale: Library Success Stories

KI Convention Center - Meeting Room B1

Sponsored by  **GALE**
CENGAGE Learning

Libraries are powerful educational institutions that engage and support diverse learners of all ages, along with business professionals. Enjoy a tasty lunch while hearing how public libraries play an essential part in economic recovery, along with engaging the core mission of libraries: life-long learning. Gale-Cengage Learning, a leading provider of exceptional solutions, content and services for libraries, will share success stories featuring innovative business and educational resources. Play - Create - Innovate ... AND eat, with Gale-Cengage Learning. This event is for public librarian staff only. Content may be of interest to staff working in collection development, reference/information services, community outreach, marketing, public services, teen services, business and technology centers, programming, life-long learning centers and administration. Lunch provided by Gale, registration required.

1:45 p.m. - 2:30 p.m.

PROGRAM TRACK SESSIONS

Avoiding BAH (Boring As Heck) Marketing

Track: Advocacy & Promotion

KI Breakout Center - Room 6B

Jamie Matczak, *Public Information Coordinator, Nicolet Federated Library System, Green Bay*

“Join us.” “Don’t miss out.” “Be there.” If you think these phrases are enticing people to attend your library event, they aren’t. They’re the same shtick that everyone else is using, and it’s getting old. From promotional videos to jaw-dropping emails, Jamie will share some of her techniques for gaining workshop, conference and webinar attention and how these techniques increased attendance numbers. Learn how to write more effective titles, copy and interesting speaker bios, and what tools are available to create free and fun videos.

Catalogers: Expanding Skill Sets and Promoting Value

Track: Leadership & Personal Development

KI Breakout Center - Room 3

Jill Thomas, *Director of Technical Services, Lawrence University, Appleton*

Cat Phan, *UW-Madison Digital Collections Center*

Stacie Pajewski, *Materials Management Coordinator, Manitowoc Public Library*

Scott Piepenburg, *Catalog/Metadata Librarian, UW-Stevens Point*

These four librarians from various cataloging and meta-

Participate in the Maker Experience!

The Maker Experience is chock-full of conference programs and hands-on activities that let you experience the maker movement and how it applies to your library on the ground at WLA.

What IS the maker movement and what does it offer libraries? The maker movement combines hands-on learning, creativity, collaboration, literacy development and STEM/STEAM education in library spaces, programming and collections. We’ve pulled together a bunch of programs and activities that touch on each of these points.

Check out the guide to the Maker Experience in your packet for more information!



data backgrounds will discuss what they are doing to make their positions more valuable within their libraries and the cataloging/metadata profession.

Collection Development for Diverse Populations

Track: Collections - Building, Sharing, Transforming

KI Breakout Center - Room 1

Moderator: Janice Rice, *Outreach Coordinator, UW-Madison College Library*

Louis Williams, *Director, Oneida Community Library, Green Bay*

Karla Strand, *Gender and Women’s Study Librarian, UW-Madison*

With the changing demographics of America, it is important that libraries provide a variety of materials which reflect the diverse communities in our neighborhoods. We need to provide access to these materials and create an awareness and appreciation for the rich cultural heritage of these diverse populations. While building multicultural collections can be a challenge, some librarians have learned how to navigate the publishing world and alternative literature sources. Join us as a panel of librarians share their methods, techniques and sources for finding good reliable information and materials on diverse populations.

Let’s Create with Makerspace

Track: Innovation & Creative Collaboration

KI Breakout Center - Room 7

Brian Kopetsky, *Community Partnerships Supervisor, Appleton Public Library*

Krissy Wick, *Youth Services Librarian, Madison Public Library*

Shannon Barniskis, *Director, Lomira QuadGraphics Community Library*

Are you curious about Makerspace? Wondering how you can Play, Create and Innovate in a learning-rich Makerspace environment in your own library? How does Makerspace help you create fabulous intergenerational and STEAM (Science, Technology, Engineering, Art and Math) programs? Join us as Wisconsin librarians, who are “making spaces” for young and old come to life, share ideas on what’s worked, and maybe a few that haven’t.

Listening Session: Public Library Salary Survey

Track: Library Issues & Challenges

KI Breakout Center - Room 2

Jen Gerber, *Director, Oscar Grady Public Library, Saukville*

Elizabeth Timmins, *Director, Muehl Public Library, Seymour*

A statewide salary survey for public libraries has not been conducted since 2006. After receiving numerous requests from the public library community, the WAPL Board accepted this challenge and conducted a survey of director's salaries/benefits during the summer of 2013. This listening session will focus on analyzing the results of that survey and gathering feedback on ways to improve future surveys.

Memory Cafés: Support Groups with a Social Twist

Track: Programming & Instruction

KI Breakout Center - Room 6A

Nicole Hardina-Wilhelm, Assistant Director, Neenah Public Library

Betty Lefevre-Hill, MSE and Fox Valley Memory Project Program Coordinator, Neenah

Dr. Susan H. McFadden, Professor of Psychology, UW-Oshkosh

John McFadden, Chaplain, Memory Care Unit, Appleton Health Center

The percentage of the population over 65 is growing every year. Today, an American develops Alzheimer's disease every 68 seconds. In 2050, an American will develop the disease every 33 seconds. Learn how one community is helping this growing population in a fun, safe and innovative way. Memory Cafés are a program of the Fox Valley Memory Project and are funded through community grants and supported through a variety of community organizations, including local libraries. Memory Cafés are for those experiencing early stage dementia, mild memory loss or cognitive impairment, and for family and friends of those affected. It's a great opportunity for lively discussions, information gathering, refreshments, camaraderie and lots of creative fun thrown in! Learn how to start a Memory Café at your library and where to look in your community for partners in supporting this needed program.

Notable Books Marathon

Track: Back to the Book

KI Breakout Center - Auditorium

Helene Androski, retired UW-Madison Librarian

Jean Anderson, Continuing Education Consultant, South Central Library System, Madison

Eliot Finkelstein, Librarian, College Library, UW-Madison

Kirsten Houtman, Librarian, Madison

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

Online Games and Learning

Track: Technology & Digital Services

KI Breakout Center - Room 5A-B

Kara Ripley, Reference and BadgerLink Training Librarian, DPI, Madison

Shawn Brommer, Youth Services & Outreach Consultant, South Central Library System, Madison

Learn about screen time, appropriate apps and software for early learning, resources in BadgerLink and ways to use technology in youth programming.

Signing In the Library Environment

Track: Engaging People

KI Breakout Center - Room 4

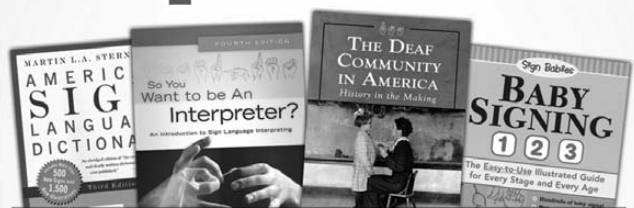
Kristine Alarie, Sign Language Interpreter and Owner, Expressive Hands, LLC, Oshkosh

American Sign Language has proven to be beneficial for children in a wide variety of settings. Signing in the library environment benefits both the patrons and the library professional. Participants will learn how to incorporate signing in children's books and songs, and will also learn signs to communicate with patrons around the library.

Participants will learn approximately 50 signs in this fun and interactive workshop.



The Sign Language Superstore!



Find an unbeatable selection of titles about Sign Language, interpreting and Deaf culture at Harris Communications.

We offer discount pricing for libraries and bookstores. Call (800) 582-8569 for more information.

HARRIS COMMUNICATIONS

Request a Catalog!
www.harriscomm.com
(800) 825-6758



We have a variety of products for deaf & hard of hearing people that meet ADA requirements! Call us for more details.

Wednesday

2:45 p.m. - 3:30 p.m.

PROGRAM TRACK SESSIONS

Be a Part of Something SMALL! Showcasing Small Libraries of WLA

Track: Leadership & Personal Development
KI Breakout Center - Room 1

Facilitators:

Katharine Clark, Library Assistant, Sequoya Branch, Madison Public Library

Sherry Machones, Director, Edgerton Public Library

Panelists:

Carrie Portz, Director, Barneveld Public Library

Laura Rose, Library Assistant, Marshall Community Library

Kim Korbel, WLA WeLead Protégé and Director, Bloomer Public Library

Cindy Fesemyer, Director, Columbus Public Library

Lee Schauer, Director, Rock Springs Public Library

This program features a panel discussion on learning about the value and benefits of working in small libraries. It includes exchanging ideas, discussing needs and networking with other small library staff, as well as offering people considering applying for positions in small libraries a chance to learn from the valuable insights of panel members and discussion participants.

Building Relationships: A Recipe for Success

Track: Advocacy & Promotion
KI Breakout Center - Room 7

Alli Chase, Library Director, Alice Baker Library, Eagle

Gregg Baum, Architect, FEH Associates Inc., Delafield
Customer service and a “user first” philosophy drive everything the library does. The equation for success at the Alice Baker Library has been collection development + marketing + programming. This small, rural library is doing extraordinary things. There has been an increase in circulation, program attendance and funding. The library nurtures relationships with organizations and businesses. This program will inspire attendees.

Have Some Pi: Why Your Library Needs Cheap, Tiny Computers

Track: Technology & Digital Services
KI Breakout Center - Auditorium

Joshua Cowles, IT Specialist, Fond du Lac Public Library

The Raspberry Pi is a credit-card sized computer available for \$35. This presentation shows how libraries can put these tiny computers to use, including OPAC kiosk stations, environment monitoring and building automation, and creative and fun library programs. Some Rasp-

berry Pi projects and accessories will be available to examine at the session.

Innovative Outreach at Academic Libraries

Track: Programming & Instruction

KI Breakout Center - Room 3

Eric Jennings, Outreach & Instruction Librarian, McIntyre Library, UW-Eau Claire

Emily Rogers, Coordinator of Public Services, David A. Cofrin Library, UW-Green Bay

Emily Zegers, Coordinator of Outreach and Marketing, Marquette University, Milwaukee

Kimberly Boldt, Systems Librarian, Mulva Library, St. Norbert College, De Pere

Jennifer Chamberlain, Library Director, UW-Washington County, West Bend

Sally Cubitt, Head of Collection Management, St. Norbert College, De Pere

Anthony Sigismondi, Information Literacy Librarian, St. Norbert College, De Pere

As academic libraries change, so do our relationships with students, faculty and staff on the campuses and in the communities where we work. Learn more about outreach and marketing initiatives spearheaded by academic librarians from around Wisconsin. Panelists will discuss partnerships with campus and community organizations, as well as outreach initiatives targeted to all kinds of students, including freshman and finals week warriors.

It's Not Just Child's Play! The Value of Toy Lending Libraries

Track: Innovation & Creative Collaboration

KI Breakout Center - Room 4

Barb J. Evensen, Early Childhood Instructor, Supporting Families Together Association, Ripon

Beth Lokken, Youth Services Librarian, Door County Library, Sturgeon Bay

Linda DeCramer, Children's Librarian, Ripon Public Library

The value and necessity of play as an integral part of a child's successful journey through developmental stages has been repeatedly documented by researchers. In support of such evidence, the Sturgeon Bay and Ripon Public Libraries both house circulating toy collections and would like to share their (his)stories with other libraries. This session will include a presentation by child development specialist, Barb Evensen, as well as presentations by Children's Librarians Beth Lokken and Linda DeCramer of Sturgeon Bay and Ripon Public libraries, respectively. Logistics, funding and cataloging will be covered.

Letters from Hillside Farm

Track: Back to the Book

KI Breakout Center - Room 2

Jerry Apps, author



Jerry Apps's new children's book looks at the struggles of young George Struckmeyer as his family moves to a farm in rural Wisconsin during the Great Depression. Through letters to his grandmother, we learn how George takes on his new life, learns to work on a farm and helps his family survive through difficult times.

Magnetic: Make Your Library a Can't-Miss Destination

Track: Engaging People

KI Breakout Center - Room 5A-B

Traci Lesneski, Meyer Scherer & Rockcastle, Ltd., Minneapolis, MN



Consumers are becoming increasingly savvy about design and, along with that broadening awareness, their expectations for library buildings are growing. To compel customers to view the library as central to their lives,

libraries need to design for the user experience. Libraries that become "magnetic" through compelling spaces that serve a variety of experiences and levels of interaction, offer experiential learning opportunities, the ability to create content, and that lift the human spirit, will thrive.

Verbal Judo: Redirecting Behavior with Words

Track: Library Issues & Challenges

KI Breakout Center - Room 6B

Captain Randy Schultz, Brown County Sheriff's Department, Green Bay

Learn what verbal judo is, and how and why it works for

defusing heated verbal interactions. Based on the work of Dr. George Thompson, this presentation will show how verbal judo techniques can help interactions remain civil and controlled, in both public and private settings. Captain Schultz will take you through the basics and give examples that will be useful in everyday situations.

2:45 p.m. - 3:30 p.m.

ON THE DEMO STAGE

Track: Collections - Building, Sharing, Transforming

KI Convention Center - Exhibit Hall Demo Stage

2:45 p.m. - 3:05 p.m.

OverDrive Next Generation

Marla Levine, OverDrive

See how OverDrive continues to improve every aspect of its digital library platform with upgraded digital library websites, advanced collection tools for librarians' integration with library discovery tools, instant access to ebooks and streaming videos.

3:10 p.m. - 3:30 p.m.

eBooks, eBooks and more eBooks!

Kelli Gochenaur, EBSCO

Lots of e-book options — a good thing... once you can make sense of them. Subscribe or purchase? Outright or demand driven purchase? Why not throw in short-term loan and loan-to-own? And these are just business model considerations. This session will address key points to consider when navigating e-book business models and other options, including ordering services (e.g. EBSCO-host Collection Manager, GOBI and OASIS), e-book providers, user experience and digital preservation.



About the Tracks

This year, programs have been arranged in tracks to make it easier to identify programs you might be interested in. Each track's programs were selected and developed by a curator with knowledge of the topic area. The tracks are:

Advocacy & Promotion	Innovation & Creative Collaboration	Potpourri
Back to the Book	Leadership & Personal Development (sponsored by NEWIL, Nicolet Federated Library System, and UW-Green Bay Cofrin Library)	Programming & Instruction
Collections: Building, Sharing, Transforming	Library Issues & Challenges	"Start to Finish" Sessions
Engaging People (sponsored by Boopsie)		Technology & Digital Services (sponsored by OverDrive)

Each of the program descriptions includes information about the track. If you'd like to see the programs arranged by track, check out the handy color-coded "Conference at a Glance" included with your packet.

Wednesday

3:00 p.m. - 5:15 p.m.

Special Event - Lambeau Field Tour

Bus will load at the Adams Street entrance to the KI Convention Center, near the Exhibit Hall.
Bus departs at 3:15 p.m.,
return to conference center at 5:15 p.m.
Let's get ready to rumble! Spend time touring Lambeau Field, where past and present Packers greats have made football history. Get some behind-the-scenes looks (including the players tunnel) and time to visit the Packers Pro Shop.

3:30 p.m. - 4:15 p.m.

No conflict time in the Exhibit Hall

KI Convention Center - Exhibit Hall
Refreshments will be available in Exhibit Hall during this no conflict time. Sponsored by Innovative Interfaces, Inc.

ON THE DEMO STAGE

Pop-up Makerspace!

KI Convention Center - Exhibit Hall Demo Stage
STEM education, hands-on and participatory learning, creativity — the opportunities that maker tools and activities offer your library's community are endless. Join WLA presenters and makers while we play, make and tinker in our temporary or "pop-up" makerspace right on the Demo Stage.



4:30 p.m. - 5:15 p.m.

PROGRAM TRACK SESSIONS

After Act 10: Creating the Public Library Workplace

Track: Library Issues & Challenges

KI Breakout Center - Room 2

Lynn Hoffman, Library Operations Manager, Brown County Library, Green Bay

Patricia Laughlin, Library Director, Hales Corners Library

Act 10 brought about major changes to collective bargaining laws that have affected libraries across the state. In some cases, as at the Brown County Library, administration and staff chose to take the changes as an opportunity to remake the organization's culture and tackle a variety of personnel issues. In other cases, as at the Hales Corners Library, the administration and library board also had to prepare for the way Act 10 would ripple

through other village departments and open up broader discussions about how public services are funded. Staff of both libraries will describe their challenges and solutions, and talk about the outcomes for their communities.

Bringing STEM to Small Ones

Track: Programming & Instruction

KI Breakout Center - Room 1

Carissa Christner, Youth Services Librarian, Madison Public Library

Jenny Wegener, Head of Children's and YA Services, Pewaukee Public Library

Betsy Bromley, Children's and YA Librarian, Oconomowoc Public Library

Sandy George, Children's Librarian, Pewaukee Public Library

These panelists will share ideas for incorporating STEM (Science, Technology, Engineering, and Math) into programming for preschoolers and young children through books, activities and play. They will discuss why science and math activities are terrific for our littlest patrons, share what they've learned about approaching those tricky technology and engineering concepts and give you a chance to play with some cool science toys. Get inspired to start a STEM program or to incorporate STEM activities into programs you're already doing.

Classroom in a Box: Flipping the Information Literacy Classroom with Tablets and Active Learning

Track: Innovation & Creative Collaboration

KI Breakout Center - Room 7

Robin Miller, Research & Instruction Librarian, McIntyre Library, UW-Eau Claire

Jill Markgraf, Head of Research & Instruction, McIntyre Library, UW-Eau Claire

John Pollitz, Director of Libraries, UW-Eau Claire

Academic and school librarians are always looking for new ways to engage students. Librarians from UW-Eau Claire are "flipping the classroom," and, in the process, giving students the opportunity to collaborate and actively engage with information literacy concepts and library collections. Join them for a session about their "Classroom in a Box," a set of 30 iPads that has enabled them to turn any space into an interactive information literacy learning lab. iPads are pretty cool, but this session won't focus on the gadget; they will show you how these tablets were used to integrate active learning into information literacy instruction in new and exciting ways. This presentation will be hands-on and will engage audience members in activities that demonstrate the value of active learning. You will leave the session with concrete ideas for collaborative problem solving activities that you can implement in information literacy instruction.

CPR for Your Library's PR

Track: Advocacy & Promotion

KI Breakout Center - Room 5A-B

Maggie Heckelsmiller, Reference Librarian, Verona Public Library

Libraries throughout Wisconsin continually create innovative programs and services for their users. In this session, a panel of librarians will discuss ways that they've utilized PR, publicity and marketing to successfully reach patrons and community needs. In addition to providing examples of materials, the panelists will describe how they identified community needs and how they created and continually use PR materials and resources. This lively and informal session will conclude with group discussion.

Crafting With Adults: And Other Fun Activities To Do With Grownups

Track: Engaging People

KI Breakout Center - Room 6B

Annie Bahringer, Adult Services, WJ Neiderkorn Library, Port Washington

Crafts with kids and teens are fun and super easy, but glitter and pipe cleaners won't catch adults' attention quite as easily. Annie will go over some of the crafts that were successfully done with our adults, including

altered books, stone mosaics, quilling and even creative snowflakes. She will also present other fun programming ideas that have been a big hit with adult patrons; budget friendly and always fun!

In Cuba It Is Always Wise to Have a Plan B

Track: Back to the Book

KI Breakout Center - Room 6A

Gary Warren Niebuhr, Library Director, Greendale Public Library

Jennie J. Stoltz, Library Director, Pewaukee Public Library

Catherine Hansen, Director, UW-Milwaukee SOIS

Gary received the George Bauer Continuing Education Scholarship in 2012 and, along with Jennie and Catherine, used the funds to travel to Cuba to visit libraries and other cultural sites. View a PowerPoint presentation of their photographic experiences followed by a Q&A with all the fellow travelers. Hear about playing hooky from the International Book Fair of Havana, hiking to the rooftop of the Cienfuegos Public Library, being taught by Fidel Castro how to be relevant about literacy, NOT learning how to salsa and riding around Old Havana in a 1957 Ford Fairlane convertible!



KNOWLEDGEABLE AFFORDABLE LIBRARY-FOCUSED CONSULTING

LIBRARY STRATEGIES CAN HELP YOUR LIBRARY, FOUNDATION, OR FRIENDS GROUP WITH:

- Fundraising
- Strategic Planning
- Advocacy Training
- Capital Campaigns & Building Projects
- Friends and Foundation Development
- Board and Leadership Development
- And so much more...

Founded in 2006, Library Strategies is a consulting group of The Friends of the Saint Paul Public Library (MN). Now one of the premier consulting groups in the country, our consultants are active library professionals who can assist you with cost-effective, innovative solutions to the challenges facing your library.

Stop by the Library Strategies booth to chat with Stu about your needs, or visit us online at www.librarystrategiesconsulting.org

LIBRARY STRATEGIES
A Consulting Group of The Friends of the Saint Paul Public Library

Wednesday

OCLC Resource Sharing's Great Migration: Almost Home

Track: Collections - Building, Sharing,
Transforming

KI Breakout Center - Room 4

*Jeff Brunner, Community Liaison/Service Specialist,
WiLS, Madison*

The new WorldShare ILL platform is here and many of you have already migrated. Join him for a brief update and discussion about the new platform: What's now extinct? What are the cool new features? What tips and tricks have you learned?

Thingibrary: 3D Printing in a Public Library

Track: Technology & Digital Services

KI Breakout Center - Auditorium

Ben Miller, Director, Sauk City Public Library

Are you thinking about getting a 3D printer in your library? Do you just want to know what the heck a 3D printer is? Ben will share Sauk City Public Library's experiences setting up, maintaining and operating the first publicly accessible 3D printer in a public Wisconsin library.

What Makes Special Libraries Special

Track: Leadership & Personal Development

KI Breakout Center - Room 3

Anjali Bhasin, Librarian, UW-Madison SLIS

Cindy Reindl, Bellin Health Systems Librarian, Bellin College, Green Bay

Molly Hamm, Research Librarian, ERDMAN, Madison

Could a medical librarian serving physicians and students, a corporate librarian serving architects and an academic librarian serving library students have much in common? A panel of professionals working in diverse settings will explore the common threads within the roles of specialized librarians. Communicating your value proposition will be a discussion theme that appeals to a broad audience.

5:30 p.m. - 6:30 p.m.

Wisconsin Library Association (WLA) & Wisconsin Library Association Foundation (WLAF) Business Meeting

KI Convention Center - Meeting Room B1

6:30 p.m. - 7:30 p.m.

SLIS/SOIS Alumni Events

KI Convention Center - Meeting Room B2-3

UW-Milwaukee SOIS Reunion

Meeting Room B3

Please join us at the annual UW-Milwaukee SOIS reunion. In theme with the location of this year's conference, we will be hosting a Packer football tailgate party with all the traditional fixin's and a cash bar. The newest SOIS swag will be available for all who participate and alumni will be eligible to win mystery door prizes! All past and present SOIS alumni, students, faculty, staff and friends are invited to attend.

UW-Madison SLIS Reunion

Meeting Room B2

Join your SLIS colleagues past and present for hors d'oeuvres, cash bar and friendly conversation just steps away from the conference! All SLIS alumni, students, faculty, staff and friends are welcome!

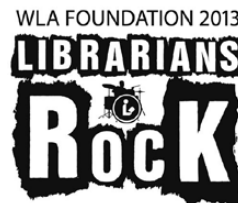
8:00 p.m. - 11:00 p.m.

Librarians Rock! WLA Fundraiser

KI Convention Center - Ballroom A2-4

Librarians Rock is the 2013 WLA Foundation fundraiser that will leave no doubt that librarians do indeed ROCK! Join your friends and colleagues for an unforgettable night showcasing the musical talents of your peers from around the state. The entertainment for the night will include original music acts, karaoke backed by the live band Book Enz, the crowning of the first ever Wisconsin Librarian Idol and a special appearance of the King of Rock-n-Roll. What more could you want? How about the chance to win money (50/50 raffle), a spectacular giveaway (\$2,000+ Mega Audiobook Package from Recorded Books) and too many wonderful items to list that you could walk away with by placing a winning bid at the silent auction! All of this for \$20 in advance or \$25 at the door. The bar is cash and the fun will be priceless.

Partners: Engberg Anderson, Inc., Maris Associates, Quality Books, Inc., Recorded Books



Silent Auction

KI Convention Center - Ballroom A1

The WLAF Silent Auction will be open during Librarians Rock!

2013 WLA and WLA Foundation Annual Meeting

WISCONSIN LIBRARY ASSOCIATION AND WISCONSIN LIBRARY ASSOCIATION FOUNDATION ANNUAL BUSINESS MEETING

Wednesday, October 23, 2013
5:30 – 6:30 p.m.
KI Convention Center – Meeting Room B1

AGENDA

- I. Call to Order, Paula Ganyard, President
- II. Report of the Secretary, Tasha Saecker
 - A. Approval of the minutes of the 2012 Annual Business Meeting
- III. Report of the President, Paula Ganyard
- IV. Report of the Executive Director, Plumer Lovelace
- V. Report of the Treasurer, Jen Gerber
- VI. Recess the WLA Business Meeting for the Purpose of Conducting the WLA Foundation Business Meeting, Paula Ganyard
 - I. Convene the WLA Foundation Business Meeting, Cheryl Becker, WLA Foundation President
 - Approval of Minutes of 2012 Business Meeting
 - Campaign for Wisconsin Libraries
 - Scholarship Report
 - Other Business
- VII. Reconvene the WLA Business Meeting, Paula Ganyard
- VIII. Report of the American Library Association Councilor, Marge Loch-Wouters
- IX. Committee Reports
 - A. Nominations & Elections, Pamela O'Donnell, Chair
- X. Resolutions, Peter Gilbert
- XI. Vice President's Report, Krista Ross
- XII. New Business
- XIII. Adjournment

Thursday

7:00 a.m. - 5:30 p.m.

Registration

KI Convention Center Lobby

7:00 a.m. - 7:30 a.m.

Morning Yoga

KI Convention Center - Ballroom A4

This 30-minute session will combine spirit, mind and body. Movements will involve balance, strength, flexibility and focus on breathing. Instructors from the Green Bay YMCA will be along to guide every move. Geared for all ages!

7:00 a.m. - 8:30 p.m.

Continental Breakfast

Hyatt on Main Atrium

7:45 a.m. - 8:30 a.m.

SUNRISE SESSIONS

The Cost of Sharing

KI Breakout Center - Room 6B

From staff time to shipping, even when libraries are working with reciprocal partners, there are costs involved with sharing materials. With tightening budgets, staff in all areas are under increased pressure to establish the costs associated with specific services. In this roundtable discussion, ILL staff are invited to establish a standardization of expenses for ILL with the goal of providing a framework for examining costs at individual institutions.

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

KI Breakout Center - Room 4

New Members Round Table (NMRT) Business Meeting

KI Breakout Center - Room 3

Outreach Services Round Table (OSRT) Board Meeting

KI Breakout Center - Room 1

Readers Section (READ) Business Meeting

Hyatt on Main - Atrium

Reference & Adult Services Section (RASS) Board Meeting

KI Breakout Center - Room 6A

Resource Library Directors Meeting

KI Convention Center - Ballroom A3

Resource Sharing Round Table (RSRT) Business Meeting

KI Breakout Center - Room 2

Support Staff & Circulation Services Section (SSCS) Business Meeting

KI Breakout Center - Room 5B

Supporting the Needs of Libraries: Help Us Help You

KI Breakout Center - Auditorium

Martha Berringer

The Council on Library and Network Development (COLAND) acts as a voice for libraries and library patrons statewide. It is the one and only council appointed by the Governor to work on library issues. Come and share your feedback on past and current COLAND goals and activities and pass along your ideas for future projects.

Technical Services Section (TSS) Business Meeting

KI Breakout Center - Room 5A

Youth Services Section (YSS) Board Meeting

KI Breakout Center - Room 7

8:30 a.m. - 3:30 p.m.

Silent Auction

KI Convention Center - Ballroom A1

The WLAF Silent Auction returns! Proceeds benefit the Campaign for Wisconsin Libraries. Pick up and pay at 3:30 p.m.!

8:30 a.m. - 4:30 p.m.

ACTIVITIES IN EXHIBIT HALL

KI Convention Center - Exhibit Hall

Career Center

Whether you're a library lifer or just embarking on your library job search, the Career Center at WLA is here for you! The Career Center is staffed by volunteers who can review your resume and cover letter to make sure your materials are ready for the job application process.

Some appointments available on a drop-in basis. Stop by the Career Center (located in the Exhibit Hall near the SLIS/SOIS booths) to register onsite or to see if a volunteer is available to meet with you on a drop-in basis for a 30-minute appointment.

Please make sure to have the following items with you when you visit the Career Center:

- ✓ A copy of your resume and/or cover letter
 - ✓ A copy of the job description or posting if there is a specific position for which you are applying
- Career Center at WLA 2013 is brought to you by UW-Madison SLIS, UW-Milwaukee SOIS and WLA.

8:45 a.m. - 10:00 a.m.

Keynote Address

Sergio Dogliani

Idea Store: Taking Stock 10 Years On

KI-Convention Center - Meeting Room B1-3

Sergio Dogliani's experience in learning provision and his lifelong love of books and libraries led to his appointment as Manager of the first Idea Store in 2002, and then to his current position in the Senior Management Team as Deputy Head of Idea Store.



The Idea Store project, created in Tower Hamlets, is an innovative concept that combines library, learning and information services through a network of new buildings that also include cafés, art galleries and community facilities. Sergio's work regularly involves council directors, international architects and designers, policy makers, local and national politicians, and union leaders.

Dogliani will share an honest and thought-provoking talk on the innovative Idea Store project - looking back at the lessons learned from the first 10 years, and ahead to the next 10.

NOTE: The WLA/DEMCO Librarian of the Year Award will be presented to Mike Gelhausen before the keynote begins. Congratulations, Mike!

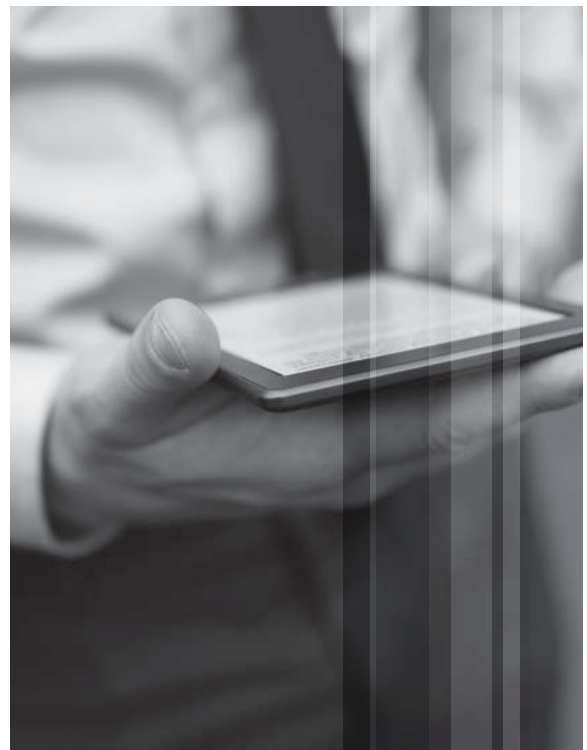
Stretch Your Budget...

Only with EBSCO can you truly optimize and bring together your library's entire collection—from eBooks to e-packages, databases to e-journals, discovery service to readers' advisory services—and increase the value of your library's resources.

EBSCO provides:

- Seamless, immediate access to your valuable resources
- Content and software offerings that interoperate perfectly

Ask us how we can help optimize the use and value of your collection, streamline librarian workflow and make the most of your budget.



Learn more by contacting your EBSCO Sales Representative at 800-653-2726 or at information@ebSCO.com.

10:00 a.m. - 10:45 a.m.

No conflict time in Exhibit Hall

KI Convention Center - Exhibit Hall

ON THE DEMO STAGE

Guerilla Storytime

KI Convention Center - Exhibit Hall Demo Stage

Marge Loch-Wouters, La Crosse Public Library

Get ready to shake your sillies out, because Storytime is Serious Business. Take part in the movement that started at the ALA Annual 2013 Conference! Experience a crowd-sourcing event of Storytime Ninja proportions as all attendees add insight to real-life questions librarians struggle with every day. Why do you use scarves with infants? How do you incorporate STEAM? What do you do if a child (or parent!) is behaving badly? Step up and answer the call! Join the revolution and spread the word: Literacy Is Not a Luxury. Check out Storytime Underground (storytimeunderground.wordpress.com) for more information.

10:15 a.m. - 12:00 p.m.

Oneida Community Library Tour

Bus loads at the Adams Street entrance to the KI Convention Center, near the Exhibit Hall.

The collection and programming of this library reflects the unique Oneida culture and heritage. It is a tour you don't want to miss!

10:45 a.m. - 11:45 a.m.

Wisconsin Library Association Foundation (WLAFF) Board Meeting

KI Breakout Center - Room 4

eBooks • audiobooks • music • video **OverDrive**

Proven Value for Libraries
Public | K-12 & College | Corporate



www.overdrive.com

11:00 a.m. - 11:45 a.m.

PROGRAM TRACK SESSIONS

EveryoneOn: Connecting to the National Digital Literacy Campaign

Track: Technology & Digital Services

KI Breakout Center - Room 1

Martha Berninger, Director, DPI Resources for Libraries & Lifelong Learning, Madison

Kara Ripley, Reference and BadgerLink Training Librarian, Wisconsin Department of Public Instruction, Madison

John DeBacher, Director, DPI Public Library Development Team, Madison

The EveryoneOn national digital literacy campaign launched on March 21, 2013. This three-year program, supported by the National Ad Council, can help libraries spread the word on the great digital literacy training they offer. Learn more about the Public Service Ad campaign, see free digital literacy training tools you can use in training patrons and hear more about how you can get hooked in!

Idea Store: Community Hubs Fit for the 21st Century

Track: Innovation & Creative Collaboration

KI Convention Center - Meeting Room B1

Sergio Dogliani, Deputy Head of Idea Store

These days, everyone claims to offer 'more than a library,' to the point that this is now a cliché, but what does it really mean in an Idea Store context? This session will offer a fresh look at effective partnerships and the active involvement of stakeholders — focusing in particular on the areas of health and employability.



Innovate This! Leadership in "Interesting Times"

Track: Leadership & Personal Development

KI Breakout Center - Room 5A-B

Michele Besant, Associate Director, UW-Madison SLIS

Kristin Eschenfelder, Professor and Director, UW-Madison SLIS

Greg Mickells, Director, Madison Public Library

Stef Morrill, Director, WiLS, Madison

Challenge and opportunity often come together. What do you do in these interesting times? How do you lead rather than react? How do you keep passion alive? How do you bring staff along? Panelists describe recent innovations in their organizations and how they navigate the challenge-opportunity landscape as a backdrop to a dis-

cussion among all session participants about best practices for not only surviving but thriving in what can feel like a maelstrom of change.

Know Your Rights: Patron & Library Privacy

Track: Library Issues & Challenges

KI Breakout Center - Room 2

Emilio De Torre, Director of Youth & Programs, American Civil Liberties Union (ACLU) of Wisconsin, Milwaukee



Confidentiality of library records is a core value of librarianship. Yet libraries need to balance patrons' rights to privacy with various demands from government and law enforcement. This session will present the perspective of both the patron and the library staff/board.

Putting Into Play a Creative and Innovative Advocacy Program

Track: Advocacy & Promotion

KI Breakout Center - Room 6A-B

Paul Nelson, Chair, WLA Library Development & Legislation Committee, Middleton

Eric Genrich, Assembly Representative, 90th District, Green Bay



The Wisconsin Library Association has hosted an annual Library Legislative Day in Madison for more than 20 years. The Library Development & Legislation Committee is currently in the process of developing a series of companion events that take place in legislators' districts and are hosted by local libraries. This program provides advocates information on

how to move forward in achieving this goal.

Repository to Experience: Library Becomes a Verb

Track: Engaging People

KI Breakout Center - Room 7

Trent Miller, Library Program Coordinator, Madison Public Library

Traci Lesneski, Meyer Scherer & Rockcastle Ltd., Minneapolis, MN

Learning by doing is firmly taking hold in education, and this hands-on approach is increasingly part of a vibrant library. Makerspaces, DIY labs, artists-in-residence, self-publishing — these interactive learning opportunities draw customers and redefine the library to maintain relevance and integration in its community. A library designer and librarian will combine their knowledge and experience to illustrate and discuss ways of incorporating active learning and repurpose space once used for materials storage for user-centric spaces.

What Can RFID Tags Do for Your Library?

Track: Collections - Building, Sharing, Transforming

KI Breakout Center - Room 3

Cherilyn Stewart, Director, Manitowoc Public Library

Stacie Pajewski, Coordinator of Materials Management, Manitowoc Public Library

Amy Eisenschink, Assistant Coordinator of Materials Management, Manitowoc Public Library

Eric Kohorst, CEO, RFID Library Solutions

Joe Bergman, RFID Library Solutions

Manitowoc Public Library is now using RFID tags on all material in conjunction with an automated-material-handler return system and self-checkout units. In the first four weeks, self-check use rose from 30% to 65%. This session will address questions like how does this work with the ILS? How do you choose a vendor? How can RFID tags help with inventory?

ON THE DEMO STAGE

Track: Back to the Book

KI Convention Center - Exhibit Hall Demo Stage

11:00 a.m.-11:20 a.m.

Department of Natural Resources Nature Backpacks

Carrie Morgan, Wisconsin Department of Natural Resources, Madison

Are you interested in participating in a Loaner Nature Exploration Backpack program? These packs containing nature guides, books and activities are being pilot tested at selected libraries this year. Come take a look at the pack and activities, and see if you might be interested in having this on loan at your library.

11:25 a.m.-11:45 a.m.

Top Children's Books of 2013

CCBC

12:00 p.m. - 1:30 p.m.

Intellectual Freedom Round Table Luncheon

Urban Frog, 163 N Broadway, Green Bay

12:00 p.m. - 1:30 p.m.

Author Luncheon Series: Deborah Blum



KI Convention Center - Ballroom A2-4
Over lunch, let's talk about poison.

There was probably no way for Deborah Blum to grow up as anything but a science writer. Her father, an exuberant entomologist, liked to bring his research home – “Check out this black widow. I'm going to keep its cage on the dining room table so we can watch it while we eat.” Her mother, a freelance writer, published a family newspaper and drafted her four daughters as staff reporters.

She graduated from the University of Georgia in 1976 with a major in journalism and a double minor in political science and anthropology. She worked for three Florida newspapers covering police and fires, courts, city government and education. In Florida she had one of those epiphany moments — she'd learned to love journalism but she wanted to write about science, how it worked, what made it fascinating. She quit her job and went to graduate school at the University of Wisconsin-Madison, studying science writing in the journalism school's specialized reporting program.

Her most influential work as a science writer was a series on ethical issues in primate research, called *The Monkey Wars*, which won the 1992 Pulitzer Prize for beat reporting. In 1997 she returned to the University of Wisconsin as a journalism professor.

Since arriving in Madison, she has written for *The New York Times*, *The Wall Street Journal*, *The Los Angeles Times*, *Slate*, *Time*, *Scientific American*, *Nature* and *New Scientist*, among other publications. She has served as co-editor of a widely used guide to science journalism, *A Field Guide for Science Writers*, published by Oxford University Press in 1997 and 2006. She's also earned an endowed chair at the University of Wisconsin and is now the Helen Firstbrook Franklin Professor of Journalism.

The critically acclaimed *The Poisoner's Handbook* was published in hardback in 2010 and was named one of the top 100 books of the year by Amazon. The book follows two exceptionally determined scientists who, in the 1920s and '30s, sought to put an end to the golden age of poisoners. She is currently working on a closely related book on the history of poisonous food.

NOTE: The Trustee of the Year Award will be presented to Helen Campbell at the luncheon. Congratulations, Helen!

Lunch in Exhibit Hall

KI Convention Center - Exhibit Hall

1:30 p.m. - 3:00 p.m.

Weidner Center for the Performing Arts Tour

Bus will load at the Adams Street entrance to the KI Convention Center, near the Exhibit Hall.

A description via haiku...

Come to the Weidner
Librarians are awesome
They should be on stage



WEIDNER CENTER
UNIVERSITY OF WISCONSIN-GREEN BAY

1:45 p.m. - 2:45 p.m.

Wisconsin Library Trustees and Friends (WLTF) Board & Business Meeting

KI Convention Center - Meeting Room B1

1:45 p.m. - 2:30 p.m.

PROGRAM TRACK SESSIONS

Accessibility: Whose Job Is It?

Track: Collections - Building, Sharing,
Transforming

KI Breakout Center - Room 6A

Ed Van Gemert, Vice Provost for Libraries and University Librarian, UW-Madison Memorial Library

Carrie Nelson, Public Services/Instructional Content Librarian, UW-Madison College Library

This session will incorporate an update on best practices and national initiatives to promote accessibility, as well as a description of UW-Madison's local efforts to include accessibility standards into e-texts, e-readers, library services and content that support teaching and learning initiatives. Ed and Carrie invite audience participation — hoping to raise awareness and to continue to develop a statewide accessibility coalition.

Beyond the Buzz: Creating a Professional Playground

Track: Leadership & Personal Development

KI Breakout Center - Room 7

Anna Haase Krueger, Children's Librarian, Ramsey County Library, Shoreview, MN

Sara Bryce, Youth Services Librarian, La Crosse Public Library

Move beyond social media basics to create your own professional network. Learn to use social media to give yourself a sounding board for new ideas, support from colleagues and endless opportunities to learn and grow — no matter what size library you're from. The session will focus on strategies for finding, creating and successfully participating in library communities using social media such as Twitter, Tumblr, blogs and Facebook, especially as they pertain to youth services. Expand your professional world exponentially by taking advantage of the social media playground.

Discover the Art & Science Behind Good Oral History

Track: Engaging People

KI Breakout Center - Room 1

Troy Reeves, Head, Oral History Program, UW-Madison Steenbock Library

Involved in local history? Community outreach? Special events? Oral history work can help. Troy will offer a brief overview of oral history, bring a digital audio recorder to "show and tell," provide helpful handouts and point people to worthwhile weblinks. He also will work, in the future, with any attendee interested in bringing an oral history training to his or her library.

Get the Word Out

Track: Advocacy & Promotion

KI Breakout Center - Room 6B

Amy Ryan, Library Assistant, Marathon County Public Library, Wausau

Libraries often struggle with getting publicity for their programming, but it can be easy to promote your activities for free using social media and traditional media. We'll cover topics such as increasing your "likes" on Facebook, augmenting programming with Pinterest, effective tweets and how to write a press release that will get you noticed.

Good Grief: How to Talk to a Child About Death

Track: Back to the Book

KI Breakout Center - Room 5A-B

Sheri Sinykin, author

This presentation reframes the subject of death so that it becomes more accessible and less fearful a topic for attendees. Sheri shares how she came to write *Zayde Comes to Live* and imparts specific information on how to have a difficult, but often necessary, conversation about death with young children. It concludes with an illustrated reading of her first picture book and an opportunity for questions and optional sharing around attendees' life experience with the subject.



Presenting Native American Culture in Early Childhood Programs

Track: Programming & Instruction

KI Breakout Center - Room 3

Kymerley Pelky, Youth Services, Oneida Community Library

Ideas and suggestions for presenting Native American/American Indian culture at libraries for preschool/early childhood programs. The who, what, when, where, why and how of presentation includes the Wisconsin Model Early Learning Standards, learning styles, multiple intelligence approaches and sensory approaches: integrating sensory input.

AWARDS RECEPTION

Thursday, October 24, 5:30 p.m. – 6:30 p.m.

KI Convention Center - Ballroom A1-2

Sponsored by



In keeping with the "Innovate" part of our theme, we're trying something different to honor our award winners this year. Instead of the awards banquet, we will be having an awards reception on Thursday, October 24, from 5:30 – 6:30 (light appetizers/cash bar). This informal and free event will give everyone attending the conference the chance to personally thank and interact with award winners. There will be no formal presentation of awards during the reception. It's a chance to celebrate with the winners and raise a glass in their honor.

Thursday

Serving Homeless Patrons

Track: Library Issues & Challenges

KI Breakout Center - Room 2

Lynn Hoffman, Library Operations Manager, Brown County Library, Green Bay

Alexia Wood, Executive Director, St. John the Evangelist Homeless Shelter, Green Bay

Jim Runge, Community Policing District Captain, Green Bay Police Department



Alexia Wood

The commitment to provide public library service to the whole community, regardless of one's background, often conflicts with staff concerns about problem behavior and public perceptions of homeless people. Staff of the Brown County Library and community organizations, such as St. John the Evangelist Homeless Shelter, will share their experiences attempting to balance library service with maintaining a safe and secure environment. Program participants will have the opportunity to discuss their own challenges and successes.

Supporting Digital Video Composition in the Library: A New Opportunity for Instruction

Track: Innovation & Creative Collaboration

KI Breakout Center - Auditorium

Elizabeth Gibes, Research and Instruction Librarian, Marquette University Raynor Memorial Library, Milwaukee

Digital technologies are transforming curriculum at a rapid pace as more faculty integrate digital media into student assignments. Faculty may be assigning video composition and other digital media, but how much do students really know about integrating media? Intellectual property? Visual literacy? Librarians have the opportunity to facilitate an intelligent and integrated move toward the use of these digital tools in classrooms and participate in educating students on media literacy. This presentation explores the information and media literacy considerations in multimodal projects and will highlight how librarians can use sites such as Flickr, YouTube,

Sound Cloud and Google Image Search to address common misconceptions among students.

1:45 p.m. - 2:30 p.m.

ON THE DEMO STAGE

Track: Technology & Digital Services

KI Convention Center - Exhibit Hall Demo Stage

1:45 p.m.-2:05 p.m.

Automating WISCAT ILL using NCIP with SirsiDynix Symphony

Jim Novy, System Services Technician, Lakeshores Library System, Waterford

2:10 p.m.-2:30 p.m.

Mobilize Your Library with Boopsie for Libraries

Bryan Murray, Boopsie

Increase circulation and patron engagement by as much as 30% by offering your community a custom-branded mobile app that works on ANY mobile phone or tablet device. Simply pulling your catalog into an app is no longer enough to keep your patrons engaged. 60% of the content being accessed via Boopsie apps today is non-catalog data and resources. You've invested time, energy and money in sourcing third-party content and resources, and it's imperative these be included in your mobile app. Boopsie integrates with many of the major providers, including Mango, OverDrive, 3M and many more, providing an easy, one-click experience. Boopsie makes it easy for librarians to better serve their changing communities and even provides multi-lingual apps! Make your library an icon on your patron's mobile device so they have you in their pocket 24/7!



2:45 p.m. - 3:30 p.m.

PROGRAM TRACK SESSIONS

Badges in the Library

Track: Programming & Instruction

KI Breakout Center - Room 6A

Bradley Shipps, Continuing Education and Outreach Librarian, Outagamie Waupaca Library System, Appleton Digital badges are a way to recognize learning and reward achievement. They may be used in gamification or as a form of micro-credentialing. They can be collectible, shareable and social. This session will explore a variety of ways that you might employ badges in the

Sam Nickell
Vice President,
Business Development

Boopsie, Inc.
490 S. California Ave.
Palo Alto, CA 94306
206-510-7298
sam.nickell@boopsie.com

boopsie.com/library

library, including tracking learning, encouraging patrons to explore new resources, motivating young readers and recognizing staff accomplishments.

Books for the Common Core (and Other Ways for Public Libraries to Support PreK-12 Education)

Track: Collections - Building, Sharing, Transforming

KI Breakout Center - Room 5A-B

Merri Lindgren, Librarian, Cooperative Children's Book Center, Madison

Megan Schliesman, Librarian, Cooperative Children's Book Center, Madison

As schools across Wisconsin implement the Common Core Standards, Next Generation Science Standards and STEM (science, technology, engineering and math) education, public libraries are looking to support the literature and literacy needs of teachers and students. What do these initiatives mean in terms of collection development and book recommendations? CCBC librarians will highlight a variety of CCBC bibliographies as they talk about trade books and traits of books for supporting PreK-12 education.

Branding Your Library

Track: Advocacy & Promotion

KI Breakout Center - Auditorium

Tina Babler, Marketing Assistant, Appleton Public Library

Branding is more than just a logo and look of marketing materials. What is branding? Why should libraries care about branding? This program will answer all of the above questions and more as we touch on the basics of how to brand your library and the importance of branding your library.

In Librarianship, Women Hold Up Half the Sky

Track: Leadership & Personal Development

KI Breakout Center - Room 7

Barbara J. Ford, Director of the Mortenson Center for International Library Programs and Mortenson Distinguished Professor at the Library of the University of Illinois at Urbana-Champaign

In the U.S., librarianship is still predominately a female profession. Despite significant gains, it is often true that the larger the library, the more likely the director will be a male. Is this the case in other countries? What is librarianship like and what is the status of women in librarianship around the world? What are librarians doing internationally to address gender disparity issues?



PHOTO --- AV --- VOICE --- DATA

Your Technology Partner In... Education and Information



Computers • Servers • Networking • Workstations • Service and Repairs
AV Systems • Installation • Video Surveillance • Storage • Power/UPS

Corner of Main and Monroe | Downtown Green Bay | (920) 435-5353 | www.cccp.com

The Middle of Nowhere, the Center of the Universe

Track: Back to the Book

KI Breakout Center - Meeting Room B1

Eliot Treichel, author



A talk honoring the places and people that inspired *Close Is Fine*, as well as a discussion of how the book came to be published. *Close Is Fine* was chosen by the Literary Awards Committee as the winner of the 2013 Wisconsin Library Association Literary Award.

NOTE: Eliot Treichel will be awarded the WLA Literary Award at this session. Congratulations to our award winner!

Ten Things Your Patrons Can Do When the Library Is Closed: Free Online Resources for Family & Local History Researchers

Track: Technology & Digital Services

KI Breakout Center - Room 1

Anne Kasuboski, Distance Education and Reference Librarian, David A. Cofrin Library, UW-Green Bay

Do you have patrons who came halfway across the state without checking your hours first? Are your hours reduced because of budget cuts? Here are ten ways your users can remain productive until you are available to help them in person. From FamilySearch to Google Books, there's something for just about everybody waiting online.

The Traditional, the Digital and You: Discussing the Pew Reports and What They Mean In Wisconsin

Track: Engaging People

KI Breakout Center - Room 6B

Adriana McCleer, UW-Milwaukee SOIS

Shannon Crawford Barniskis, UW-Milwaukee SOIS

Renee Bennett-Kapusniak, UW-Milwaukee SOIS

Jennifer Thiele, UW-Milwaukee SOIS

Dr. Joyce M. Latham, UW-Milwaukee SOIS

Recent Pew Research Center reports indicate that public libraries are an essential service, location and resource in their respective communities. This program will present the initial findings of a research project investigating responses of Wisconsin public library directors and public library system directors to the findings of the reports, measuring the significance of the reports in daily operations of the library and in shaping relationships with stakeholders, and investigating areas of expansion of research.

The Tribal Libraries, Archives, and Museums (TLAM) Initiative: Learning Together Through Meaningful Partnerships

Track: Innovation & Creative Collaboration

KI Breakout Center - Room 2

Omar Poler, Associate Outreach Specialist, SLIS Continuing Education Services, UW-Madison

Robin Amado, School Librarian, Memorial High School, Madison

Rita Lara, Director, Oneida Nation Museum, Oneida

Janice Rice, Senior Academic Librarian, UW-Madison

Do your patrons want to know more about Wisconsin's American Indian communities? Can your staff recommend the most authentic information on tribal languages, cultures, histories and literature? Since 2008, through its Tribal Libraries, Archives, and Museums (TLAM) initiative, the UW-Madison's School of Library and Information Studies has helped library students learn more about American Indian information topics. Come hear about the TLAM initiative. In the process, learn about student service-learning, tribal cultural institutions and other things every librarian should know about working with American Indian communities.

Trustee Topics & Trends

Track: Library Issues & Challenges

KI Breakout Center - Room 3

Walter Burkhalter, Director, Outagamie Waupaca Library System, Appleton

Krista Ross, Director, Southwest Wisconsin Library System, Fennimore

Kathy Pletcher, Chair, Wisconsin Library Trustees and Friends

These are challenging times to be a public library trustee. This panel presentation will focus on not only those challenges but also the resources and support that are available both within Wisconsin and nationwide for public library directors and trustees.

3:00 p.m. - 5:15 p.m.

Lambeau Field Tour

Bus departs at 3:15 p.m. at the Adams Street entrance to the KI Convention Center, near the Exhibit Hall, return to conference center at 5:15 p.m.

Let's get ready to rumble! Spend time touring Lambeau Field, where past and present Packers greats have made football history. Get some behind-the-scenes looks (including the players tunnel) and time to visit the Packers Pro Shop.

3:30 p.m. - 4:15 p.m.

No Conflict Time in Exhibit Hall

KI Convention Center - Exhibit Hall

ON THE DEMO STAGE

The Affordable Care Act in Your Library: A Q&A and Resource Share

KI Convention Center - Exhibit Hall Demo Stage

Christina Jones, Director, Altoona Public Library
Cindy Fesemyer, Director, Columbus Public Library
Teresa Howe, Librarian/Consultant, DPI Division for Libraries and Technology, Madison

Join a group of librarians and staff from the DPI for an informative Q&A and "resource share" about the Affordable Care Act. Learn what libraries around the state are doing to educate and support their communities after the ACA rollout in early October and find out where to go for more information.

4:30 p.m. - 5:15 p.m.

PROGRAM TRACK SESSIONS

Academic Leadership: Lessons In a Climate of Social Transformation

Track: Leadership & Personal Development

KI Breakout Center - Room 6B

Janice Welburn, Dean of University Libraries, Marquette University, Milwaukee

Academic librarians must struggle with complex social questions. How do we maximize equity in higher education opportunities for all students? When is research ready to be shared with the public? How can academic library leaders best cope with both social and local issues?

Archives and Local History Collections: Everyone's Playground

Track: Innovation & Creative Collaboration

KI Breakout Center - Room 2

Debra Anderson, Archives and Area Research Center Coordinator, David A. Cofrin Library, UW-Green Bay

Archives and local history collections are often overlooked as sources of innovation. This session will describe examples of the many creative uses for primary source materials. An archive has something for everyone: from scout troops to social media; from formal university classes to ghost hunters. Learn how you might promote the use of your archives and local history collections in unique and fun ways!

The Changing Copyright Landscape

Track: Library Issues & Challenges

KI Breakout Center - Room 3

Marlys Brunsting, Director, UW-Stout Robert S. Swanson Library & Learning Center, Menomonie

Need a refresher on copyright? This presentation will cover developments in the field such as the Code of Best Practices in Fair Use for Academic and Research Libraries, the Georgia State University e-reserves case and the UCLA streaming video case. Marlys will also discuss issues relating to multimedia access for distance education students.

Expanding the YA Fiction Audience: Teen Lit for Adults Book Group

Track: Back to the Book

KI Breakout Center - Room 5A-B

Toni Streckert, Information Coordinator, Monona Public Library

Crossover young adult books are a hot reading trend for adults in a wide range of age groups. It's time to think of programs and marketing for this collection outside of the teen section. The Monona Public Library has run a successful Teen Lit for Adults book group for almost three years. Toni, coordinator of this book group, will discuss the experience of setting up the book group, the selection process for books and genres chosen, and will also briefly review some individual titles that have led to particularly engaging discussions.

THE LIBRARY IS

OPEN

Come Visit us at Booth #311

iii.com

Innovative

Thursday

Frozen Yogurt and Foundational Research Skills: An Embedded Librarian In First Year English

Track: Engaging People

KI Breakout Center - Room 6A

Heather James, *Research and Instruction Librarian, Marquette University Raynor Memorial Library, Milwaukee*

This program looks at the impact of an embedded librarian in the first year composition course. Extended interaction with the students in the classroom and online through discussions, demonstrations, consultations and newly created digital learning objects allowed the librarian to address concepts and skills not usually offered to freshmen. Four methods of assessment were implemented, including an innovative rubric for describing evidence of information literacy in students research papers.

Koha: Impressions of an Academic Librarian

Track: Collections - Building, Sharing, Transforming

KI Breakout Center - Room 1

Carl Ziebell, *Associate Librarian - Technical Services, Ripon College Lane Library, Ripon*

This is a cataloger's impression of Koha, the good and the challenging. In 2011, Lane Library migrated to Koha, an open source ILS. After nearly two years of working with this ILS, Carl will share his experiences and impressions. If you are interested in seeing Koha's cataloging and authorities module "under the hood," this is the presentation for you.

Playing with PDA — That Is, Personal Digital Preservation

Track: Technology & Digital Services

KI Breakout Center - Auditorium

Dorothea Salo, *Faculty Associate, UW-Madison SLIS*

We used to be able to leave family and local history in shoeboxes, and it would still have fair odds for survival. As more photos, communications and oral history recordings move digital, however, the risk of loss grows. How can librarians help patrons and communities defend our digital heritage? Play! This session will present tools, techniques and toys for introducing personal digital preservation to patron communities.

Rebranding Madison Public Library

Track: Advocacy & Promotion

KI Breakout Center - Room 7

Tana Elias, *Digital Services Marketing Manager, Madison Public Library*

Kristin 'Cricket' Redman, *Principal, Cricket Design Works*

In 2012, Madison Public Library and the Madison Public Library Foundation worked with Cricket Design Works to develop a new logo and brand for the library. Learn more about the collaborative process, the results and considerations for your library's rebranding.

Working the Idea Store Way

Track: Programming & Instruction

KI Convention Center - Meeting Room B1

Sergio Dogliani, *Deputy Head of Idea Store*

This session will reveal the secrets behind Idea Store's effective ways of managing, motivating and developing Idea Store frontline staff.



5:30 p.m. – 6:30 p.m.

Awards Reception

KI Convention Center - Ballroom A1-2

Sponsored by **EBSCO**
PUBLISHING

In keeping with the "Innovate" part of our theme, we're trying something different to honor our award winners this year. Instead of the awards banquet, we will be having an awards reception on Thursday, October 24, from 5:30 – 6:30 (light appetizers/cash bar). This informal and free event will give everyone attending the conference the chance to personally thank and interact with award winners. There will be no formal presentation of awards during the reception. It's a chance to celebrate with the winners and raise a glass in their honor.

Honoring Award Winners



In keeping with the “Innovate” part of our theme, we’re trying something different to honor our award winners this year.



Celebrate at the Awards Reception!

Thursday, October 24, 5:30 p.m. – 6:30 p.m.

Instead of an awards banquet, we will be having an awards reception on Thursday, October 24, from 5:30 p.m.–6:30 p.m. This informal and free event will give everyone attending the conference the chance to personally thank and interact with award winners. There will be no formal presentation of awards during the reception. It’s a chance to celebrate with the winners and raise a glass in their honor. This event is being generously sponsored by EBSCO. Be sure to stop by their booth in the exhibit hall to thank them!

Learn More and Congratulate the Winners!

Throughout the conference, there will be posters, video acceptance speeches, and cards for you to sign to congratulate the winners.

See the Winners Accept Their Awards!

The formal presentation of awards will occur at keynotes, luncheons and other sessions during the conference (in order of appearance at the conference):

Rising Star

Yee Lee Vue

Preconference, “Becoming a Drum Major for Change”
Tuesday, October 22, 1:00 p.m.

Library of the Year

Verona Public Library
Chip Kidd keynote
Wednesday, October 23, 9:30 a.m.

OSRT

Rene Bue

Breakout session, “Mi cases es su casa:
Libraries building communities for Latinos”
Wednesday, October 23, 11:00 a.m.

Children’s Book Awards, Notable Author

The Roops
Jarrett Krosoczka luncheon
Wednesday, October 23, 12:00 p.m.

Citation of Merit

Noon Kiwanis Club of Ripon
Jarrett Krosoczka luncheon
Wednesday, October 23, 12:00 p.m.

Elizabeth Burr/Worzalla Award

Sheri Sinykin
Jarrett Krosoczka luncheon
Wednesday, October 23, 12:00 p.m.

Librarian of the Year

Michael Gelhausen
Sergio Dogliani keynote
Thursday, October 24, 8:45 a.m.

Trustee of the Year

Helen Campbell
Deborah Blum luncheon
Thursday, October 24, 12:00 p.m.

Literary Award

Eliot Treichel
Breakout session, “The Middle of Nowhere,
the Center of the Universe”
Thursday, October 24, 2:45 p.m.

Intellectual Freedom Award

Appleton Schools
Bring It - Banned Books Read-In
Thursday, October 24, 6:30 p.m.

Wisconsin Distinguished Document Award

Breakout session, “American Factfinder and the U.S. Census”
Friday, October 25, 10:45 a.m.

Paralibrarian of the Year

Jan Holmes
Michael Perry luncheon
Friday, October 25, 11:45 a.m.

6:30 p.m. - 7:00 p.m.

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

KI Breakout Center - Room 7

6:30 p.m. - 7:30 p.m.

New Members Social Hour

Hyatt on Main - Atrium

2013 Book Awards

Literary Awards Committee Honors

Notable Authors

Edgar Wilson Nye

Frederick Holmes

John Koethe

Outstanding Achievement

Ayad Akhtar (Milwaukee)
American Dervish

Michael Perry (New Auburn)
Visiting Tom

Nathan Englander (Madison)
*What We Talk About When We Talk
About Anne Frank*

Pamela Redmond Satran (Madison)
The Possibility of You

Peter Levine (Madison)
The Appearance of a Hero

Anthony Shadid (Madison)
*House of Stone: A Saga of Home,
Family and a Lost Middle East*

David Maraniss (Madison)
Barack Obama: The Story

Patrick Somerville
(Green Bay/Madison)
This Bright River

David McGlynn (Appleton)
A Door in the Ocean

Andrea Thalasinis (Madison)
An Echo Through the Snow

Outstanding Achievement in Poetry

John Koethe (Milwaukee)
ROTC Kills

Laurel Mills (Neenah)
Rumor of Hope

James Pollock (Madison)
Sailing to Babylon

Andrea Potos (Madison)
We Lit the Lamp Ourselves

Margaret Rozga (Waukesha)
Though I Haven't Been to Baghdad

Children's Book Award Committee Honors

Elizabeth Burr/Worzalla Award

Sheri Sinykin
(illustrated by Kristina Swarmer)
Zayde Comes to Live

Notable Authors

Peter and Connie Roop

Outstanding Achievement

Marion Dane Bauer
Little Dog Lost

Ann Bausum
Marching to the Mountaintop

S.A. Bodeen
The Raft

Pete Hautman
The Obsidian Blade

Kevin Henkes
Penny and Her Song

Mary Louge
Sleep Like a Tiger

Jeff Newman
Rabbit's Snow Dance

Bring It — Banned Books Read-In Celebrating Multicultural Literature

KI Convention Center - Rotunda

Kristina Gomez, Librarian, Milwaukee Public Library

What will you bring to the fight against censorship? Bring your voice and your favorite banned work of multicultural literature! Bring It: Banned Books Read-In is a celebration of intellectual freedom and literature reflecting the diversity of our communities. Come and learn about Libros Milwaukee, an underground library centered on Mexican American expression, perspective and history. The underground library seeks to eliminate barriers of access and provide a welcoming environment where community members of all ages, races and ethnicities can access Mexican American cultural works and Ethnic Studies literature.

NOTE: The Intellectual Freedom Award will be presented to Appleton Schools at the Read-In. Congratulations to our award winner!

7:00 p.m. - 7:30 p.m.

Wisconsin Small Libraries (WISL) Business Meeting

KI Breakout Center - Room 7

7:30 p.m. - 8:30 p.m.

Battledecks/Craftdecks

KI Convention Center - Ballroom A3-4

Top library conference speakers present an impromptu talk using random PowerPoint slides they have never seen before. You'll laugh, you'll scream, you'll cry and you'll cringe at this improvisational comedy crossed with American Idol event. Who will be crowned WLA's 2013 champion?

And we'll add a twist for you creative folks — take a mystery pile of miscellaneous fodder and create something beautiful while the clock is ticking for the all new Craftdecks!

8:30 p.m. - 10:00 p.m.

Pub Crawl

Meet at Registration in KI Convention Center Lobby Who better to highlight the rocking Green Bay nightlife than your local librarians? Join us for a tour of the local pubs and make some friends along the route. We will even be making customized librarian sashes, showing the Green Bay area what superstars we are!



Introducing...

NATIONAL GEOGRAPHIC VIRTUAL LIBRARY

Gale, a part of Cengage Learning and National Geographic Society now bring to your community the full National Geographic Society experience! Every page from National Geographic magazine – along with maps, images, videos, and books from the National Geographic Society's vast library – are brought to digital life. And, it's all fully searchable through an intuitive interface.

National Geographic Virtual Library includes:

- *National Geographic Magazine Archive, 1888 – 1994*
- *National Geographic Magazine Archive, 1995 – current*
- *National Geographic: People, Animals, and the World*
- *National Geographic Kids*

These collections feature hundreds of books, videos, downloadable images, maps and atlases along with the National Geographic *Traveler* magazine.

Explore more and share the knowledge with your community.



■ VISIT THE NATIONAL GEOGRAPHIC VIRTUAL LIBRARY AT www.gale.com/ngvl TO REGISTER FOR A **FREE TRIAL!**

National Geographic & Cengage Learning
A GROUNDBREAKING PARTNERSHIP



Friday

7:00 a.m. - 11:00 a.m.

Registration

KI Convention Center Lobby

7:00 a.m. - 8:00 a.m.

Bookin' It 5K Fun Run

Meet in Rotunda in KI Convention Center

Get your strolling, walking or running shoes on and join those other early-morning risers for a little physical exercise along the banks of the Fox River. The course starts and ends a block from the hotel, beginning at 7:00 a.m.

If you haven't done so, you can register right up until the time of the run...for just \$15, you too can inhale that rarefied Packers air!



7:00 a.m. - 8:30 p.m.

Continental Breakfast

Hyatt on Main Atrium

8:30 a.m. - 11:30 a.m.

START TO FINISH SESSIONS

Designing a Successful Digital Project

KI Convention Center - Ballroom A2

Emily Pfothenauer, *Recollection Wisconsin Program Manager, WiLS, Madison*

Sarah Grimm, *Electronic Records Archivist, Wisconsin Historical Society, Madison*

In this workshop, Emily and Sarah will examine the key elements of planning a successful, sustainable digitization project. Topics include selecting materials, copyright issues, a discussion of file formats and scanning standards, methods for naming and organizing your information, storage options and access considerations. You will come away with a draft digitization plan you can use to start sharing historic photographs or other archival materials online.

Games and Gaming in the Library

KI Convention Center - Ballroom A3

Hans Kishel, *Research & Instruction Librarian, UW-Eau Claire McIntyre Library*

Think all board games are like Monopoly and Candyland? Through this program, library professionals will get hands-on experience with board game collections. Using games you may be unfamiliar with, such as Pandemic, High Frontier and Dominant Species, we will talk about how different library patrons can use games for learning. Then we will play actual board games! Participants will gain experience with games appropriate for many audiences, including English as a second language learners, K-12 students in traditional or home school, college students, history buffs and more! This program will be fun and it will enable conference goers to return to their libraries ready to take the plunge into creating or expanding their library board game collections.

Mini High Speed Broadband Bootcamp

KI Convention Center - Ballroom A1

Maria Alvarez Stroud, *Director, UW-Extension Center for Community Technology Solutions, Madison*

Gus Falkenberg, *Library Services Consultant, Indianhead Federated Library System, Eau Claire*

Jill Hietpas, *Regional Broadband Educator, Center for Community Technology Solutions, UW Madison Extension*

Erin Gitchell, *Menomonie Public Library*

It's changing the way we do business: not just in libraries but everywhere. From online banking to job hunting, it is changing the way we live. Simply put, broadband is about connections. You probably know that it is about connecting people to education, goods, services and other people, but did you know that it's also about connecting with the people in your community? We explore how you can make those connections and collaborate on broadband activities in your libraries. We'll give you options for putting the best, most cost-effective infrastructure in place, setting priorities within a limited budget and forging relationships within the community. Throughout the presentation we will highlight technology applications and best practices with lots of hands-on and group activities so participants get to experience some of the ways technology is being used to inform, educate and engage.

Be the Face of New Librarianship

The School of Library and Information Studies

The iSchool at UW–Madison



WISCONSIN
UNIVERSITY OF WISCONSIN–MADISON

Continuing Education

- Affordable online courses
- Public Library Director Certification
- Study tours: Scotland Summer 2014
- www.slis.wisc.edu/continueed.htm

- **Affordable, online or on-campus MA programs**
- **Nationally ranked, academically rigorous, and ALA-accredited**
- **100 years of leadership in LIS education**



www.slis.wisc.edu

Planning a Capital Campaign?

KI Breakout Center - Room 7

Boris Frank, President, Boris Frank Associates, Verona



This seminar delves into best practices in conducting a library capital fund drive.

- Turning Vision into Reality — long range and strategic planning; the “Library of the Future”
- Roles of the Library Board, Friends of the Library and the Library Foundation

- Role of the architect in the campaign
- Referendum planning
- Fundraising feasibility study
- Campaign plan and strategy
- Campaign leadership; volunteer recruitment and training
- Staffing the campaign
- Administration; financial management; office procedures
- Prospects; corporate and foundation giving; individual prospects; government funding
- Campaign materials; marketing the campaign
- Donor recognition

Examples and samples from other campaigns will be presented.

We Buy Ugly Houses Data

KI Breakout Center - Auditorium

Kathryn Mlsna, Coordinator of Circulation, Milwaukee Public Library

Steve Hesel, Library Systems Administrator, Milwaukee County Federated Library System

Gerri Moeller, Library Automation Manager, Outagamie Waupaca Library System, Appleton

Bring us the data, charts and graphs that you present to others. We'll show you some of the things we've done with ours. Then we'll take a look at yours and provide ideas for making it more visually impactful. You've freaked out. Now geek out. We promise you won't want to sneak out.

8:30 a.m. - 9:15 a.m.

PROGRAM TRACK SESSIONS

Collaborations In Faculty Technology Training: An Academic Library's Role In the Changing Educational Technology Landscape

Track: Programming & Instruction

KI Breakout Center - Room 5A-B

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

The Todd Wehr Memorial Library has expanded its role in faculty training through a variety of initiatives and opportunities. Efforts evolved from stand-alone workshops to a faculty iPad initiative to taking on management of instructional design and support services. Participants will take away best practices for collaborating on faculty technology training with campus constituents, and will gain an appreciation for how academic libraries can position themselves in the world of MOOCs, flipped classrooms and open source instructional content.

MacGyver Librarians: Off the Grid!

Track: Technology & Digital Services

KI Convention Center - Ballroom A4

Jon Mark Bolthouse, Director, Fond du Lac Public Library

Chris Grugel, Instructional Services Supervisor, Carthage College, Kenosha

Practical applications, tools and devices to help you and your patrons go greener as well as survive the Zombie Apocalypse! If you happened to sleep through the Doomsday Preppers class in Library School, never fear: Wisconsin's own MacGyver Guys are here to help you out. Please join Chris and Jon Mark for an always entertaining, always informative session that will answer your questions on alternative energy solutions for your library, how long you can run a refrigerator using your Prius and just how many MREs your average page can eat in a week.

NOTE: This session continues into the following session time for double the pleasure!

Scieny Fiction: Not Just the Facts

Track: Back to the Book

KI Breakout Center - Room 6A-B

Jacqueline Houtman, Author



their fiction.

Scieny fiction is fiction in which accurate, non-speculative current science is integral to the story. It can be a bridge to fictional narrative for those students who read primarily nonfiction and a bridge to science for those who prefer novels. She'll share some examples of scieny fiction for children and talk about how authors include science in

Sustainability On a Shoestring

Track: Potpourri

KI Breakout Center - Room 1

Curt Beyler, Library Facilities Manager, Brown County Library, Green Bay

Lynn Stainbrook, Director, Brown County Library, Green Bay

Clare Kindt, Supervisor, Kress Family Branch, Brown County Library, Green Bay

Over the last five years, the Brown County Library has made sustainability a priority in its decision-making about buildings and services. Between the creation of the Sustainability Learning Center at the Kress Family Branch and implementation of a wide range of energy conservation methods, many supported by grant funding, the Library has highlighted the environmental impact while finding substantial budget savings.

9:30 a.m. - 10:15 a.m.

PROGRAM TRACK SESSIONS

At the Movies with Librarians II: Read Harder

Track: Back to the Book

KI Breakout Center - Room 5A-B

Brett Rohlwing, Librarian, Milwaukee Public Library

Amber McCrea, Student, Gateway Technical College

Sherry Machones, Director, Edgerton Public Library

Stacey Lunsford, Director, Irvin L. Young Memorial Library, Whitewater

Stephanie Reister, Children's Librarian, Germantown Community Library

In a repeat performance, librarians from across the state will discuss popular books that will soon be coming out in movie form in late 2013-2014. How well will these books translate to the silver screen? What are we looking forward to seeing? What parts of these books are seemingly unfilmable? Come join us as we watch the trailers for these movies, eat some popcorn and talk about these great books!

MacGyver Librarians: Off the Grid! (continued from previous session time for double the pleasure!)

Track: Technology & Digital Services

KI Convention Center - Ballroom A4

Jon Mark Bolthouse, Director, Fond du Lac Public Library

Chris Grugel, Instructional Services Supervisor, Carthage College, Kenosha

Practical applications, tools, and devices to help you and your patrons go greener as well as survive the Zombie Apocalypse! If you happened to sleep through the Doomsday Preppers class in Library School, never fear: Wisconsin's own MacGyver Guys are here to help you out. Please join Chris and Jon Mark for an always entertaining, always informative session that will answer your questions on alternative energy solutions for your library, how long you can run a refrigerator using your Prius and just how many MREs your average page can eat in a week.

WLA 2014 Conference

See you at the Kalahari in the Dells,

November 4-7, 2014

Talk WITH the Hand: Using Puppets in Storytime

Track: Programming & Instruction

KI Breakout Center - Room 6A-B

Kent Barnard, Director, Patterson Memorial Library, Wild Rose

Erin Kant, Librarian, Wautoma Public Library

Valerie Mattair, Youth Services Supervisor, Oshkosh Public Library

Members of the Wisconsin Puppetry Guild

Puppetry is one of the oldest forms of entertainment in the world, loved by millions, performed by thousands, and it is one of the easiest ways to engage children (and adults) at Storytime. Puppets are also invaluable as an early literacy tool. Children love puppets and definitely learn from them (e.g. Sesame Street).

Puppetry, just as in almost anything, can be done on the cheap or like a Rockefeller. Puppets can be the simplest form (à la Señor Wences) or they can be intricate and very expensive (ventriloquist dummies can cost thousands). The same goes for puppet stages — you don't have to have a stage for many types of puppets at all! For others, you probably have the equipment you need right now to create an inexpensive puppet stage.

The presentation will feature:

- Different types of puppets and styles of puppetry
- Getting over your fear of performing with puppets
- The dreaded budget questions! (and answers)
- Simple use as an Emcee
- Simple use to introduce different Early Literacy Skills
- Writing simple puppet plays
- How to make a \$25.00 puppet stage (or even less!)
- Ideas for make-your-own puppets! (plans, recipes, etc.)
- Q & A

Your Collections Are Tidy, But How About Your Desk? Organization in the Library

Track: Potpourri

KI Breakout Center - Room 1

Dawn Lauber, Public Service Area Manager, Milwaukee Public Library

Chris Gawronski, Library Branch Manager - Bay View Library, Milwaukee Public Library

Casey Lapworth, Librarian I, Milwaukee Public Library

Megan Hawley Steinfeld, Librarian II, Milwaukee Public Library

Organization of information may be our specialty, but it doesn't always translate to our buildings and work areas. Members of Milwaukee Public Library's workplace organization committee will share their experience in addressing this common challenge by developing and implementing a system for workplace organization.

Discover how to tackle organizational challenges from identifying problem areas and goals, to communicating objectives, to finding solutions and making sure that the change is lasting. Get tips for evaluating, decluttering and organizing your work space and buildings, suggested tools and supplies to get the job done and tons of before and after pictures. The result? A welcoming, appealing and stimulating environment for patrons, and a professional, efficient work environment for staff.

10:15 a.m. - 10:45 a.m.

No conflict time for schmoozing
or checking out of your hotel room.

10:45 a.m. - 11:30 a.m.

PROGRAM TRACK SESSIONS

American Factfinder & the U.S. Census

Track: Technology & Digital Services

KI Breakout Center - Room 1

David Egan-Robertson, Demographic Specialist, UW-Madison Applied Population Laboratory

American Fact Finder has been the primary tool for finding U.S. Census information since the 1990 census, but the database has undergone significant changes in the past few years. This program will teach participants the ins and outs of the new American Fact Finder and the U.S. Census generally.

NOTE: The Wisconsin Distinguished Document Award will be presented at this session. Congratulations to our award winner!

Books and Brews

Track: Programming & Instruction

KI Convention Center - Ballroom A4

Sherry Machones, Library Director, Edgerton Public Library

Jeni Schomber, Head of Youth Services, Beloit Public Library

Amber McCrea, Student, Gateway Technical College

Laura Rose, Librarian, Marshall Public Library

Do you want to mix business with pleasure? In the library there are plenty of ways to do so! This panel presentation will give you ideas on how to incorporate drinking into your and your patrons' reading! Everything from drinking-themed programs to drinking games to books to drinks named after books. This program will be beneficial (FUN!) for you whether you are drinking margaritas or milkshakes!

Picturing a New Way to Find Children's Books

Track: Potpourri

KI Breakout Center - Room 6A-B

Kathleen Larson, Youth Services Librarian, Bloomer Public Library

Librarians across the country have been rearranging their libraries into different organization schemes to help their patrons browse for books. Find out how a Wisconsin librarian incorporated nonfiction into her picture book collection and rearranged them all into large sections based on major categories. The process and early results will be presented with time for questions and answers at the end.

Solving the Lindbergh Kidnapping

Track: Back to the Book

KI Breakout Center - Room 5A-B

Adam Schrager, Author



The Sixteenth Rail takes an in-depth look at the work of Arthur Koehler, a mild-mannered forensic scientist who helped solve the 20th century's greatest crime. Called the Sherlock Holmes of his era,

Koehler's diligence led police to connect the ladder used in the kidnapping with the culprit. Adam Schrager's new book is a must for fans of "CSI" and "NCIS."

11:45 a.m. - 1:00 p.m.

Author Luncheon Series: Michael Perry

Writing from the Middle of Nowhere

KI Convention Center - Meeting Room B1-3

Those of us who live far from "the Coasts" often feel as if we are in "the middle of nowhere" in every sense. In this keynote presentation, *New York Times* bestselling author and humorist Michael Perry will discuss how the challenges of living in — and writing from — "the middle of nowhere" can be the most powerful writing resource of all.

Michael Perry is Wisconsin's own! Perry's bestselling memoirs include *Population 485*, *Truck: A Love Story*, *Coop* and *Visiting Tom*. Raised on a small Midwestern dairy farm, Perry put himself through nursing school while working on a ranch in Wyoming, then wound up writing by happy accident. He lives with his wife and two daughters in rural Wisconsin, where he serves on the local volunteer fire and rescue service and is an amateur pig farmer.

NOTE: The Paralibrarian of the Year award will be presented to Jan Holmes at the luncheon. Congratulations, Jan!



1:30 p.m. - 3:30 p.m.

Meet the Mulva Studio

St. Norbert College, 100 Grant Street, De Pere

Drop in for a tour of the Miriam B. & James J. Mulva Library's newly completed (August 2013) lower level at St. Norbert College. Library staff will provide tours of this exciting, new space, the Mulva Studio, and provide hands-on opportunities with its innovative, state of the art technology. After your tour of the lower level, we welcome you to spend some time investigating this four-year-old library in its entirety. Check out *Meet the Mulva Studio* on YouTube to see what it's all about.

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 the Dells.

2013 WLA Program Sponsors & Partners

AWSL: Association of Wisconsin Special Libraries

What Makes Special Libraries Special

DPI: Department of Public Instruction, Division for Libraries and Technology

EveryoneOn — Connecting to the National Digital Literacy Campaign

EMIERT: Ethnic & Multicultural Information Exchange Round Table

Collection Development for Diverse Populations
In Librarianship, Women Hold Up Half the SKY
Mi Cases Es Su Casa: Libraries Building Communities for Latinos
Presenting Native American Culture in Early Childhood Programs
Serving Homeless Patrons

GIRT: Government Information Round Table

American Factfinder & the U.S. Census

IFRT: Intellectual Freedom Round Table

Know Your Rights: Patron & Library Privacy

LD&L: Library Development and Legislation Committee

Putting into Play a Creative and Innovative Advocacy Program

LITA: Literary Awards Committee

The Middle of Nowhere, the Center of the Universe

LUERT: Library User Education Round Table

Games and Gaming in the Library

MATS: Media and Technology Section

Beyond the Buzz: Creating a Professional Playground
Designing a Successful Digital Project
Get the Word Out
MacGyver Librarians: Off the Grid!

NMRT: New Member Round Table

Be a Part of Something SMALL! Showcasing Small Libraries of WLA

OSRT: Outreach Serviced Round Table

Memory Cafes: Support Groups with a Social Twist
Mi Cases Es Su Casa: Libraries Building Communities for Latinos
Presenting Native American Culture in Early Childhood Programs
Serving Homeless Patrons
Signing in the Library Environment

RASS: Reference and Adult Services Section

Memory Cafes: Support Groups with a Social Twist

READ: Readers Section

At The Movies with Librarians II: Read Harder
In Cuba It Is Always Wise to Have a Plan B
Letters from Hillside Farm
Notable Books Marathon
Solving the Lindbergh Kidnapping
The Middle of Nowhere, the Center of the Universe

RLLL: Resources for Libraries & Lifelong Learning

Online Games and Learning

RSRT: Resource Sharing Round Table

OCLC Resource Sharing's Great Migration: Almost Home
The Changing Copyright Landscape

SLIS: UW-Madison School of Library Information Studies

Career Center in Exhibit Hall
Innovate This! Leadership in Interesting Times
UW-Madison Reunion

SOIS: UW-Milwaukee School of Information Studies

Career Center in Exhibit Hall
UW-Milwaukee Reunion

SSCS: Support Staff and Circulation Services

Verbal Judo: Redirecting Behavior with Words

TSS: Technical Services

Accessibility: Whose Job Is It?
Authority Control: What It Is and Why It's Important
Catalogers: Expanding Skill Sets & Promoting Value
Koha: Impressions of an Academic Librarian
OCLC Resource Sharing's Great Migration: Almost Home
What Can RFID Tags Do for Your Library?

2013 WLA Program Sponsors & Partners

WAAL: Wisconsin Association of Academic Librarians

Academic Leadership: Lessons in a Climate of Social Transformation
Accessibility: Whose Job Is It?
American Factfinder & the U.S. Census
Authority Control: What It Is and Why It's Important
Avoiding BAH (Boring As Heck) Marketing
Catalogers: Expanding Skill Sets & Promoting Value
Classroom in a Box: Flipping the Information Literacy Classroom with Tablets and Active Learning
Collaborations in Faculty Technology Training
Darwin 101 — Evolving Reference
Frozen Yogurt and Foundational Research Skills: An Embedded Librarian in First Year English
In Cuba It Is Always Wise to Have a Plan B
In Librarianship, Women Hold Up Half the SKY
Innovate This! Leadership in Interesting Times
Innovative Outreach at Academic Libraries
Koha: Impressions of an Academic Librarian
MacGyver Librarians: Off the Grid!
Magnetic: Make Your Library a Can't Miss Destination
OCLC Resource Sharing's Great Migration: Almost Home
Putting into Play a Creative and Innovative Advocacy Program
Repository to Experience: Library Becomes a Verb
Supporting Digital Video Composition in the Library: A New Opportunity for Instruction
The Changing Copyright Landscape
Verbal Judo: Redirecting Behavior with Words
We Buy Ugly Houses DATA
What Makes Special Libraries Special
Your Collections Are Tidy, But How About Your Desk?: Organization in the Library

WAPL: Wisconsin Association of Public Libraries

"How Will You Serve the Next Generation of Readers?"
After Act 10: Creating the Public Library Workplace
American Factfinder & the U.S. Census
Archives and Local History Collections: Everyone's Playground
At The Movies with Librarians II: Read Harder
Avoiding BAH (Boring As Heck) Marketing
Badges in the Library
Be a Part of Something SMALL! Showcasing Small Libraries of WLA
Beyond the Buzz: Creating a Professional Playground
Books and Brews

Books for the Common Core (And Other Ways for Public Libraries to Support PreK-2 Education)
Branding Your Library
Bringing STEM to Small Ones
Building Relationships: A Recipe for Success
Catalogers: Expanding Skill Sets & Promoting Value
Collection Development for Diverse Populations
CPR for Your Library's PR
Crafting with Adults: And Other Fun Activities to Do With Grownups
Creating Your Path to Leadership
Darwin 101 — Evolving Reference
Designing a Successful Digital Project
Discover the Art and Science Behind Good Oral History
EveryoneOn — Connecting to the National Digital Literacy Campaign
Expanding the YA Fiction Audience: Teen Lit for Adults Book Group
From Cold Calls to Collaboration: How the Madison Metropolitan School District & the Madison Public Library Are Serving Madison's Kids Together
Games and Gaming in the Library
Get the Word Out
Have Some Pi: Why Your Library Needs Cheap, Tiny Computers
Idea Store, Sergio Dogliani
If You Have a Garden and a Library, You Have Everything You Need
In Cuba It Is Always Wise to Have a Plan B
In Librarianship, Women Hold Up Half the SKY
Innovate This! Leadership in Interesting Times
It's Not Just Child's Play! The Value of Toy Lending Libraries
Know Your Rights: Patron & Library Privacy
Listening Session: Public Library Salary Survey
MacGyver Librarians: Off the Grid!
Magnetic: Make Your Library a Can't Miss Destination
Memory Cafes: Support Groups with a Social Twist
Mi Cases Es Su Casa: Libraries Building Communities for Latinos
Mini High Speed Broadband Bootcamp
Notable Books Marathon
OCLC Resource Sharing's Great Migration: Almost Home
Online Games and Learning
Picturing a New Way to Find Children's Books
Planning A Capital Campaign?
Playing with PDA—that is, Personal Digital Preservation
Presenting Native American Culture in Early Childhood Programs

(continued on next page)

2013 WLA Program Sponsors & Partners

WAPL: Wisconsin Association of Public Libraries *(continued from previous page)*

Rebranding Madison Public Library
Repository to Experience: Library Becomes a Verb
Sciency Fiction: Not Just the Facts
Serving Homeless Patrons
Signing In the Library Environment
Solving the Lindbergh Kidnapping
Sustainability on a Shoestring
Talk WITH the Hand — Using Puppets in Storytime
Ten Things Your Patrons Can Do When the Library is Closed: Free Online Resources for Family and Local History Researchers
The Changing Copyright Landscape
The Middle of Nowhere, the Center of the Universe
The Traditional, the Digital and You: Discussing the Pew Report
The Tribal Libraries, Archives and Museums (TLAM) Initiative: Learning Together through Meaningful Partnerships
Thingibrary: 3D Printing in a Public Library
Trustee Topics & Trends
What can RFID Tags Do for Your Library?
Working the Idea Store Way
Your Collections Are Tidy, But How About Your Desk?: Organization in the Library

WeLEAD: Wisconsin Emerging Librarians Exploring and Developing

Creating Your Path to Leadership

WIGLHR: Wisconsin Genealogy and Local History Round Table

Archives and Local History Collections: Everyone's Playground
Ten Things Your Patrons Can Do When the Library is Closed: Free Online Resources for Family and Local History Researchers

WLA: Wisconsin Library Association

Career Center in Exhibit Hall
Wednesday Keynote: Chip Kidd
Thursday Keynote: Sergio Dogliani
Thursday Luncheon: Deborah Blum
Friday Luncheon: Michael Perry

WLAF: Wisconsin Library Association Foundation

Children's Book Award Winner: Sheri Sinykin
Literary Award Book Winner: Eliot Treichel
Silent Auction in Ballroom
WLA/WLAF Awards Reception

WISL: Wisconsin Small Libraries Section

Be a Part of Something SMALL! Showcasing Small Libraries of WLA
Books and Brews
Trustee Topics & Trends

WLTF: Wisconsin Library Trustees & Friends

Archives and Local History Collections: Everyone's Playground
Know Your Rights: Patron & Library Privacy
Putting Into Play a Creative and Innovative Advocacy Program
Trustee Topics & Trends

WWLW: Wisconsin Women Library Workers

In Librarianship, Women Hold Up Half the SKY

YSS: Youth Services Section

Archives and Local History Collections: Everyone's playground
Avoiding BAH (Boring As Heck) Marketing
Beyond the Buzz: Creating a Professional Playground
Books for the Common Core (And Other Ways for Public Libraries to Support PreK-2 Education)
Bringing STEM to Small Ones
Creating Your Path to Leadership
Expanding the YA Fiction Audience: Teen Lit for Adults Book Group
From Cold Calls to Collaboration: How the Madison Metropolitan School District & the Madison Public Library Are Serving Madison's Kids Together
Good Grief: How to Talk to a Child About Death
It's Not Just Child's Play! The Value of Toy Lending Libraries
Let's Create with Makerspace
Magnetic: Make Your Library a Can't Miss Destination
Online Games and Learning
Picturing a New Way to Find Children's Books
Presenting Native American Culture in Early Childhood Programs
Sciency Fiction: Not Just the Facts
Serving Homeless Patrons
Signing In the Library Environment
Talk WITH the Hand — Using Puppets in Storytime

Non-Member Speakers

Kristine Alarie
920.915.9167
ehands@handsofexpression.com

Jerry Apps
Fulcrum Publishing
4690 Table Mountain Drive Suite
100
Golden, CO 80403
651.528.7318
www.jerryapps.com

Tina Babler
Appleton Public Library
225 N. Oneida Street
Appleton, WI 54911
920.832.1695
tbabler@apl.org

Joe Bergman
RFID Solutions
212 3rd Avenue N Suite 415
Minneapolis, MN 55401
877.924.7434
joe@rfidls.com

Curt Beyler
Library Facilities Manager
Brown County Library
515 Pine Street
Green Bay, WI 54301
Beyler_cl@co.brown.wi.us

Tina Birkholz
Gail Borden Public Library
270 N Grove Avenue
Elgin, IL 60120

Deborah Blum
Megan Halpern, Penguin Speakers
Bureau
374 Hudson Street
New York, NY 10014
Dblum.books@gmail.com
www.deborahblum.com

Kimberly Boldt
Systems Librarian
St. Norbert College
100 Grant Street
De Pere, WI 54115
920.403.3282
kimberly.boldt@snc.edu

Carissa Christner
Youth Services Librarian
Madison Public Library
201 W Mifflin Street
Madison, WI 53703
608.824.1780
cchristn@scls.lib.wi.us

Emilio De Torre
ACLU of Wisconsin
207 E Buffalo Street Suite 325
Milwaukee, WI 53202-5774
414.272.4032
edetorre@aclu-wi.org

Sergio Dogliani
Idea Store
Tower Hamlets Council
John Onslow House
1 Ewart Place
London E3 5EQ UK
+44 020 7364 2649
Sergio.dogliani@towerhamlets.gov.uk
www.ideastore.co.uk

David Egan Robertson
Demographic Specialist
UW Madison Applied Population
Laboratory
1450 Linden Drive, Room 316
Madison, WI 53706
608.265.9545

Tana Elias
Digital Services & Marketing
Manager
Madison Public Library
201 W Mifflin Street
Madison WI 53703
tanaelias@gmail.com

Kristin Eschenfelder
Professor and Director, UW-Madison
SLIS
4228 HC White Hall
600 N Park Street
Madison, WI 53706
608.263.2105
eschenfelder@wisc.edu

Barb J. Evensen
Early Childhood Education Instructor
Fox Valley Technical College
1825 N. Bluemound Dr.
P.O. Box 2277
Appleton, WI 54912-2277
920-735-5721
evensen@fvtc.edu

Barbara J. Ford
Mortenson Center for International
Library Programs
University of Illinois Library at
Urbana-Champaign
142 Undergraduate Library, MC-522
1402 W. Gregory Drive, Urbana, Illinois
61801 USA
217.333.3085
217.265.0990 (fax)
bjford@illinois.edu

Boris Frank
President, Boris Frank Associates
7094 Paoli Road
Verona, WI 53593
608.845.3100
borisfrank@tds.net

Chris Gawronski
Milwaukee Public Library
814 W Wisconsin Avenue
Milwaukee. WI 53233

Representative Eric Genrich
Room 304 West
State Capitol
PO Box 8952
Madison, WI 53708
608.266.0616
Rep.Genrich@legis.wisconsin.gov

Jim Gill
Jim Gill, Inc.
PO Box 2263
Oak Park, IL 60303-2263
708.763.9864

Erin Gitchell
Reference Librarian
Menomonie Public Library
600 Wolske Bay Road
Menomonie. WI 54571
715.232.2164
gitchelle@menomonielibrary.org

Non-Member Speakers

Sandy George

Children's Librarian
Pewaukee Public Library
210 Main Street
Pewaukee, WI 53072
262.691.5670 ext. 32
sgeorge@pewaukee.lib.wi.us

Elizabeth Gibes

Research & Instruction Librarian
Marquette University
Raynor Memorial Library
1355 West Wisconsin Ave
Milwaukee, WI 53233
414.288.5996
elizabeth.gibes@mu.edu

Sarah Grimm

Electronic Records Archivist
Wisconsin Historical Society
816 State Street
Madison, WI 53706-1482
608.261.1008
Sarah.grimm@wisconsinhistory.org

Chris Grugel

Instructional Services Supervisor
Carthage College
2001 Alford Park Drive
Kenosha, WI 53140
262.551.5373
cgrugel@carthage.edu

Catherine Hansen

Director, UW-Milwaukee SOIS
2200 E Kenwood Blvd
Milwaukee, WI 53201
414.229.3304
cmhansen5@uw.edu

Jill Hietpas

Community Development and Broad-
band Educator
715.839.4712 (Eau Claire County)
715.726.7957 (Chippewa County,
Monday's Only)
<http://eauclaire.uwex.edu/>
jill.hietpas@ces.uwex.edu

Lynn Hoffman

Library Operations Manager
Brown County Library
515 Pine Street
Green Bay, WI 54301
920.448.5808
hoffman_lm@co.brown.wi.us

Jacqueline Houtman

Jacqueline Houtman
PO Box 259815
Madison, WI 53725
jjh@jhoutman.com

Heather James

Research & Instruction Librarian
Raynor Memorial Library
Marquette University
1355 West Wisconsin Ave
Milwaukee, WI 53233
262.288.6295
heather.james@mu.edu

Eric Jennings

Outreach & Instruction Librarian
UW-Eau Claire McIntyre Library
Eau Claire WI 54702-4004
715.836.4076
jenninge@uwec.edu

Chip Kidd

1745 Boradway, 12th Floor
New York City, NY 10019
ckidd@randomhouse.com

Nancy Kieraldo

Teacher-Leader, Madison Metropoli-
tan School District
545 W Dayton Stteet
Madison WI 53703-1967
608.663.1917
nkieraldo@madison.k12.wi.us

Clare Kindt

Supervisor, Kress Family Branch
Brown County Library
333 N Broadway
De Pere, WI 54115
Kindt_CA@co.brown.wi.us

Hans Kishel

Research & Instruction Librarian
UW-Eau Claire McIntyre Library
Eau Claire, WI 54702-4004
715.836.2959
kishelhf@uwec.edu

Eric Kohorst

CEO RFID Library Solutions
212 3rd Avenue N Suite 415
Minneapolis, MN 55401
877.924.7434
eric@rfids.com

Linda Kopecky

Research & Instructional Support
Department
UW-Milwaukee Golda Meir Library
2311 E Hartford Avenue
Milwaukee, WI 53211
lkopecky@uwm.edu

Jarrett Krosoczka

PO Box 60155
Florence, MA 01062
props@studioijk.com

Anna Haase Krueger

Children's Librarian
Ramsey County Library
4570 North Victoria Street
Shoreview MN 55126
612.385.8003
opinionsbyanna@gmail.com

Kathy Laddell

Northlake Public Library
231 N Wolf Road
Northlake, IL 60164

Casey Lapworth

Milwaukee Public Library
814 W Wisconsin Avenue
Milwaukee, WI 53233

Rita Lara

Director, Oneida Nation Museum
County Road EE
Oneida, WI 54155
www.oneidanation.org/museum/
rlara@oneidanation.org

Kathleen Larson

Youth Services Librarian
Bloomer Public Library
1519 17th Avenue
Bloomer, WI 54724
larson@bloomerpubliclibrary.org

Betty Lefevre-Hill

Thompson Community Center
820 W College Avenue
Appleton, WI 54915
920.225.1711
Elizabeth.Lefevre@lsswis.org

Traci Lesneski

Meyer Scherer & Rockcastle Ltd.
710 S 2nd Street #7
Minneapolis, MN 55401
612.991.7764
traci@msrltd.com

Non-Member Speakers

Jill Markgraf

Head of Research & Instruction
UW-Eau Claire McIntyre Library
105 Garfield Avenue
PO Box 4004
Eau Claire, WI 54702-4004
715.836.5357
markgrjs@uwec.edu

Valerie Mattair

Youth Services Supervisor
Oshkosh Public Library
106 Washington Avenue
Oshkosh, WI 54901
mattair@oshkoshpubliclibrary.org

Dr. Susan McFadden

UW Oshkosh
susan.h.mcfadden@gmail.com

John T. McFadden

Chaplain, Memory Care Unit
Appleton Health Center
john.t.mcfadden@gmail.com

Trent Miller

Library Program Coordinator
Madison Public Library
201 W Mifflin Street
Madison, WI 53703
608.234.3866
tmiller@scls.lib.wi.us

Cindy Mischnick

Reference Librarian
La Crosse Public Library
800 Main Street
La Crosse, WI 54601
608.789.8093
c.mischnick@lacrosse.lib.wi.us

Kymerley Pelky

Youth Services
Oneida Community Library
PO Box 365
201 Elm Street
Oneida, WI 54155-0365
920.869.6217
kpelky@mail.nfls.lib.wi.us

Michael Perry

www.sneezingcow.com

Kristin 'Cricket' Redman

Principal, Cricket Design Works
1925 Monroe Street #3
Madison, WI 53711
608.255.0002
kgr@cricketdesignworks.com
www.cricketdesignworks.com/

Troy Reeves

Head, Oral History Program
UW-Madison Steenbock Library
550 Babcock Drive
Madison, WI 53706
608.890.1899
treeves@library.wisc.edu

Cindy Reinl

Librarian
Bellin College
3201 Eaton Road
Green Bay, WI 54311
920.433.6660
cindy.reinl@bellincollege.edu

Jim Runge

Community Policing District Captain
Green Bay Police Department
jamesru@ci.greenbay.wi.us

Amy Ryan

Library Assistant
Marathon County Public Library
300 N First Street
Wausau, WI 54403-5404
amy.ryan@co.marathon.wi.us

Dorothea Salo

Faculty Associate
UW-Madison SLIS
Room 4217 Helen C. White Hall
600 N Park Street
Madison, WI 53706
salo@wisc.edu

Adam Schrager

Fulcrum Publishing, Inc.
4690 Table Mountain Drive Suite 100
Golden CO 80403
651.528.7318
adamjschrager@gmail.com

Captain Randy Schultz

Brown County Sheriff's Department
Schultz_RS@co.brown.wi.us

Sheri Sinykin

www.sherisinykin.com
scsinykin@gmail.com

Cherilyn Stewart

Director, Manitowoc Public Library
707 Quay Street
Manitowoc, WI 54220
cstewart@manitowoc.org

Maria Alvarez Stroud

UW Extension
Center for Community Technology
Solutions
660 W Washington Suite 309
Madison, WI 53703
http://broadband.uwex.edu/
maria.alvarez-stroud@uwex.uwc.edu

Felton Thomas, Jr.

Director, Cleveland Public Library
325 Superior Avenue
Cleveland, OH 44114
216.623.2827
felton.thomas@cpl.org

Eliot Treichel

www.eliottreichel.com/

Tina Viglucci

Gail Borden Public Library
270 N Grove Avenue
Elgin, IL 60120

Janice Welburn

Dean, University Libraries
Marquette University
Raynor Memorial Libraries
PO Box 3141
Milwaukee, WI 53201-3141
414.288.7840
janice.welburn@marquette.edu

Louis Williams

Director
Oneida Community Library
201 Elm Street
Oneida, WI 54155
www.oneidanation.org/library/

Alexia Wood

Executive Director
St. John the Evangelist Homeless
Shelter
411 St. John Street
Green Bay, WI 54301
920.436.9344
AWood@sjehs.org

Emily Zegers

Coordinator of Outreach & Marketing
Marquette University
Raynor Memorial Libraries
PO Box 3141
Milwaukee, WI 53201-3141
414.288.7068
emily.zegers@marquette.edu

Credits & Thanks

WLA President Paula Ganyard, UW-Green Bay David A. Cofrin Library, Green Bay

Conference Committee

Chairs Beth Carpenter, Director, Kimberly-Little Chute Public Library
Stef Morrill, Director, WiLS

Awards & Honors Coordinator/Liaison Becca Berger, Director, Door County Library

Exhibits/Fundraising/Vendors Cindy Fesemyer, Director, Columbus Public Library
Laura Damon-Moore, Assistant Director, Eager Free Library

Graphic Artist Bradd Hintz, Graphic Arts Specialist, Outagamie Waupaca Library System

Local Arrangements/Special Events Coordinators Jamie Matczak, Continuing Education Coordinator,
Nicolet Federated Library System
Jennifer Thiele, Director, Marinette County Consolidated Public Library

Major Speakers Coordinator Jean Anderson, Continuing Education Coordinator, South Central Library System

Program Track Curators

Advocacy & Promotion Shawn Brommer, Youth Services and Outreach Consultant,
South Central Library System

Back to the Book Jean Anderson, Continuing Education/Multitype Consultant,
South Central Library System

Collections: Building, Sharing, Transforming Cheryl Nessman, UW Colleges Library Support Services
Bruce Gay, Technical Services and Collections Director, Milwaukee Public Library

Engaging People Renee Ettinger, Reference and Instruction Librarian, Cofrin Library, UW-Green Bay
Innovation & Creative Collaboration Emily Rogers, Coordinator of Public Services,
Cofrin Library, UW-Green Bay

Leadership & Personal Development Carrie Kruse, Director, College Library, UW-Madison
Library Issues & Challenges Denise Anton Wright, Public Library Administration Consultant,
South Central Library System

Potpourri Michelle Dennis, Head of Circulation Department, Hedberg Public Library
Programming & Instruction Bradley Shipp, Continuing Education and Outreach Librarian,
Outagamie Waupaca Library System

“Start to Finish” sessions Robin Miller, Reference and Instruction Librarian – Government Publications,
McIntyre Library, UW-Eau Claire
Eileen Snyder, Legislative Librarian, Legislative Reference Bureau, Madison

Technology & Digital Services Kimberly Boldt, Systems Librarian, Mulva Library, St. Norbert College

Programming Coordinators Beth Carpenter, Director, Kimberly-Little Chute Public Library
Jean Anderson, Continuing Education Coordinator, South Central Library System

Publicity Coordinator Jeff Dawson, Director, Lester Public Library

Program Booklet Coordinator Desiree Bongers, Director, Ripon Public Library

Registration Coordinator Elizabeth Timmins, Library Director & Programmer, Muehl Public Library

Technology Coordinator Joy Schwarz, Continuing Education/Training Librarian, Winnefox Library System

WLA Foundation Fundraiser — Librarians Rock! Bruce Smith, Community Liaison and Specialist, WiLS

WLA Foundation Fundraiser — Silent Auction Roxane Bartelt, Retired

WLA Conference Liaison Brigitte Rupp Vacha, Member Services Coordinator, Wisconsin Library Association

Program Layout, Design and Printing Grey Horse Studio, Evansville; Images Plus, Madison

WLA Staff

Plumer Lovelace, WLA Executive Director

Tom Klement, Financial Manager

Brigitte Rupp Vacha, Member Services Coordinator/Staff Liaison to Conference Committee

School of
INFORMATIONSTUDIES



Certificate of Advanced Study

ALTER THE DIRECTION OF YOUR CAREER PATH OR ENRICH AND STRENGTHEN CAPABILITIES
ALREADY IN USE WITH A CERTIFICATE OF ADVANCED STUDY!

Digital Libraries - CAS

The CAS in Digital Libraries is designed to help working professionals update their knowledge and develop a specialty relating to the acquisition, organization and maintenance of digital content, virtual collections and services. Available completely online or onsite!

Archives and Records Administration - CAS

The CAS in Archives and Records Administration is designed to help working professionals stay abreast of the rapid changes in information and preservation technology as well as ethical and legal issues. Available completely online or onsite!

FOR MORE INFORMATION CONTACT US:

Ph: 414-229-4707

Email: soisinfo@uwm.edu

sois.uwm.edu



LIBRARY & INFORMATION
STUDIES



architecture
 planning
 interior design



think escape
 think imagine
 think create
 think collaborate
 think fun



think library

Engberg Anderson designs libraries that become the “go to” place within their communities. Inviting interiors, advanced technology and flexible meeting and “maker” spaces bring people together to think and do all sorts of things, whether personal, professional, educational or social. Check out our website to see what’s possible.



engberganderson.com