

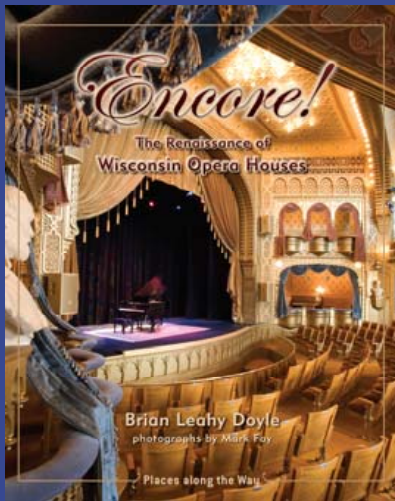
RECLAIM THE MAGIC



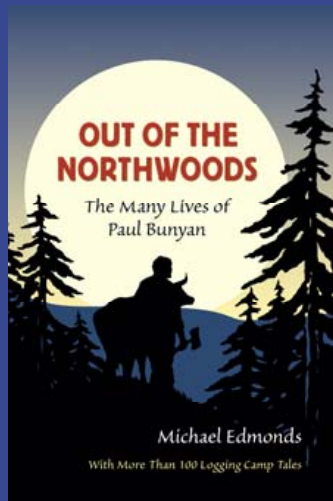
October 20 - 23
Radisson Paper Valley Hotel, Appleton
Wisconsin Library Association Conference

20
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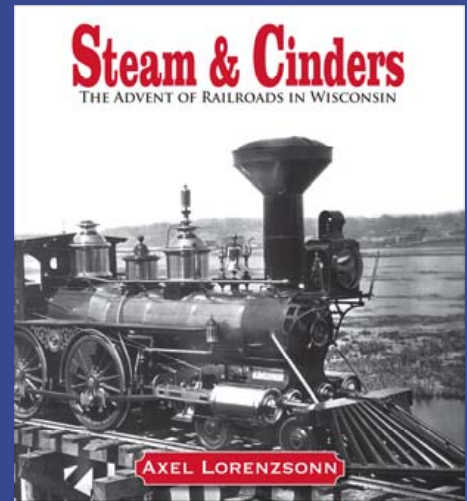
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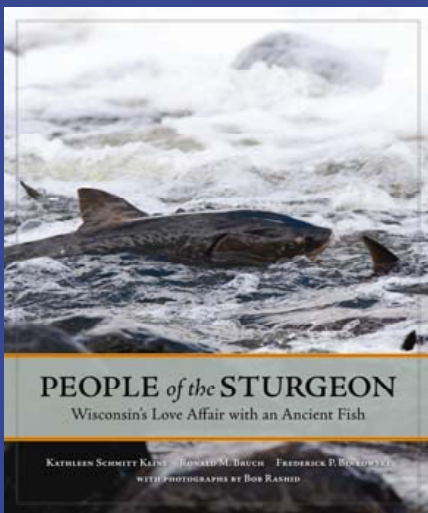
Encore! The Renaissance of Wisconsin Opera Houses
 Brian Leahy Doyle, photos by Mark Fay
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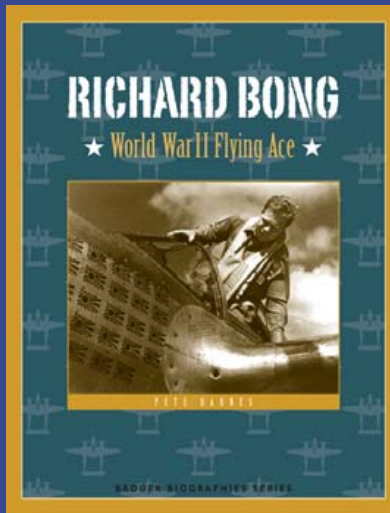
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 ISBN: 978-0-87020-385-5



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Wisconsin Historical Society
 P R E S S

On behalf of the Wisconsin Library Association Board of Directors and the absolutely wonderful 2009 Conference Committee, I'd like to welcome you to this year's conference. There are many great reasons to be a member of WLA. One of the top ones is this conference.

This year's theme is **Reclaim the Magic**. There are a lot of great programs and some fun opportunities. I encourage you to enjoy yourself and rejuvenate. You also may learn a few things as well.

In addition to the keynote and all the terrific breakout sessions, there are a number of special events for you to enjoy. On Tuesday evening, we'll have a **meet and mingle session with the vendors** (with hors d'oeuvres and a cash bar). On Wednesday and Thursday, the WLA Foundation will hold a **silent auction** (proceeds to benefit the Campaign for Wisconsin Libraries). Also on Wednesday, the Foundation will hold a fundraising event at Lawrence University called **Suite Sorcery: An Evening of Music & Desserts**. If you missed the **Book Cart Drill Team** event last year, you're in luck. The second

annual competition will be held on Friday. And last but not least, enjoy the **President's Luncheon**.



As always two of the best things about the conference are the exhibitors and the opportunity to catch up with colleagues. Be sure to visit the exhibit hall to see all the new and exciting products and services, and you might just bump into a friend or two.

Thank you for attending this year's WLA conference. Enjoy yourselves!

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Verona

Conference Information

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

Other meal options: You may enjoy planning a quieter meal away from the crowd at one of the many fine restaurants in the vicinity of the Radisson Paper Valley Hotel. For restaurant selections, please see the restaurant listings guide and menus at the local arrangements table in the registration area.

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

The Radisson Paper Valley Hotel is a smoke-free environment.

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

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

Free Internet access is available in our Internet Café, Wednesday-Friday, and also in public areas of the hotel.

Nearby Area Attractions

Appleton Art Center

This gallery has over 25,000 sq. ft. of exhibition space to showcase its collection of artwork, including that of local artists. Cultural events, including poetry readings and musical performances, are held here as well. Address: 111 W. College Ave., Appleton, WI, 54911
Tel: 1 920 733-6173

Appleton Public Library

Access to the library's large on-line and hard copy reserves, Internet access and meeting room rentals are available with a free library card. Hours of operation are Monday-Thursday 9am-9pm, Friday 9am-6pm, Saturday 9am-5pm and Sunday 1pm-5pm. Address: 225 N. Oneida Street, Appleton, WI, 54911-4780
Tel: 1 920 832-6170

The Building for Kids

Interactive exhibits at the Fox Cities Children's Museum include mechanical displays, a sight and sound display, a real fire engine and an exhibit on the human body. Many more exhibits and programs provide fun for all ages. Birthday parties and corporate events can be booked here.

Address: 100 W. College Ave., Appleton, WI, 54911
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Fox River Mall

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Hearthstone Historical House Museum

This museum is located in a mansion built in 1882 as an architectural showcase, with intricate detail and design. This is the first house to be powered by a self-contained hydroelectric power station. Address: 625 W. Prospect Ave., Appleton, WI, 54911

Lawrence University

Lawrence University is nationally recognized as an undergraduate

college of the liberal arts and sciences, with a conservatory of music. Chartered in 1847, Lawrence was among the first colleges in the USA to be coeducational.

Address: 115 S. Drew Street, Appleton, WI, 54911
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Paper Discovery Center

With over 10,000 sq. ft. of display space, the Paper Discovery Museum has plenty of exhibits on the history and production of paper, as well as interactive exhibits on science and technology. Art displays are also featured in the museum, including paper mache creations. Address: 425 W. Water Street, Appleton, WI, 54911
Tel: 1 920 380-7491

Wriston Art Center Galleries

This gallery, located on the Lawrence University Campus, features three separate exhibition rooms and holds six or more gallery displays each year. Displays include paintings, mixed media, photography and more. Address: Lawrence University, Appleton, WI, 54912
Tel: 1 920 832-7000

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Thursday, October 22, 2009

7:00 a.m. – 7:00 p.m.	Registration	Pool Dome Area
7:00 a.m. – 9:00 a.m.	Hot Breakfast Buffet	Empire
8:30 a.m. – 3:30 p.m.	WLAFL Silent Auction (3:30 – 4:30 pickup and pay).	Briarwood/Ebony
8:30 a.m. – 4:30 p.m.	Exhibits	Grand Ballroom
8:30 a.m. – 5:00 p.m.	Internet Café	Executive Boardroom
8:45 a.m. – 10:00 a.m.	Bill & Melinda Gates Foundation’s PC Grant Program.	Hickory
	Collection Development and Resource Sharing	Cortland
	Difficult Conversations: When Stakes Are High	Oaktag/Parchment
	Flavor of Wisconsin: History and Culture	Aspen
	Gaming: It’s Not Just for Teens Anymore!	Linden/Rosewood
	Innovative Ways in Reaching Adolescents.	Redwood
	Is Your Story Time Sagging? Prop It Up!	Lawrence
	Motivational Magic – Keeping Your Passion	McIntosh
	Social Software, the Internet & Marketing	Pippin
	Who Gets the Job and Why.	Crown/Bond
	Writing the Unthinkable	Evergreen
10:00 a.m. – 10:45 a.m.	Exhibits – No Conflict	Grand Ballroom
10:15 a.m.	Autograph Garden: Jeffrey L. Russell and Terese Allen	Grand Ballroom
10:45 a.m. – 12:00 p.m.	Are You Ready for an Intellectual Freedom Challenge?	Evergreen
	Changing Environment of Scholarly Communication	Hickory
	Coping Strategies for Libraries in Tough Financial Times	McIntosh
	Customer Service Practice When Working with Children/Teens.	Oaktag/Parchment
	Drupal in Your Library	Crown/Bond
	Library as Community Center: Engaging Local Government.	Redwood
	Library Services for the Homeless Population in Wisconsin	Rosewood
	Networking is the Key: An Introduction to WLA’s Units	Linden
	People of the Sturgeon	Cortland
	Resource Sharing: Past, Present and Future	Pippin
	Teen Services Swap	Lawrence
	Trustee Training: Different Strokes for Different Folks.	Aspen
11:00 a.m.	Autograph Garden: Lynda Barry	Grand Ballroom
12:15 p.m.	Autograph Garden: Kathleen Schmidt Kline.	Grand Ballroom
12:15 p.m. – 1:45 p.m.	WLTF Luncheon and Annual Meeting	Empire
2:00 p.m. – 3:15 p.m.	ALA’s Privacy Initiative: Tools and Resources	Redwood
	BadgerLink Magic	Crown/Bond
	FRBR and FRAD: Foundations of a New Cataloging Code	Cortland
	Getting the Most Out of WLA’s Online Community	Linden
	Have You Heard About	Evergreen
	Helping Local Economies Grow!	Oaktag/Parchment
	Partnering Conversations – What to Say	Lawrence
	Reading Rainbow Young Writers’ & Illustrators’ Contest.	McIntosh
	Resume Review Drop In	Aspen
	Serving Older Adults: A Step-by-Step Approach	Pippin
	Student Research Forum.	Hickory
2:00 p.m. – 4:00 p.m.	Tour of the History Museum at the Castle	Bus in front of hotel
3:15 p.m. – 4:00 p.m.	Exhibits – No Conflict	Grand Ballroom
3:30 p.m. – 4:30 p.m.	WLAFL Silent Auction Pick up and Pay.	Briarwood/Ebony
4:00 p.m. – 5:15 p.m.	Beyond Bayonets & Bullets: WPT Vietnam War Stories	Hickory
	Building a Rural Library	Pippin
	Creating a System for Staff Technology Training & Testing	McIntosh
	Elizabeth Burr/Worzalla Children’s Book Award Winner.	Lawrence
	Fantasy Soccer, 2010 World Cup and Information Literacy	Crown/Bond
	Legislatively Speaking	Linden/Rosewood
	Making Choices in a Web 2.0 World	Oaktag/Parchment
	Marketing the Library to Enhance Its Role	Redwood
	RDA, Resource Description and Access: A Cataloging Code.	Cortland
	Seat at Community Table = Successful Library Programs.	Evergreen
7:00 p.m. – 9:00 p.m.	Awards & Honors Banquet	Empire

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Booth 57

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Breaks in Exhibit Hall

Grand Ballroom

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**Cooperative Children’s Booths 71-74
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(608) 262-4933
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Cooperative Children’s Book Center (CCBC) displays a selection of books published for children and young adults in the year 2009.

Meet & Mingle with Exhibitors

Tuesday, October 20

4:00 p.m. – 6:00 p.m., Linden/Rosewood

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

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Booth 41

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Booth 30

Booth 51

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Booth 58



Booth 24



Booth 34



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Booth 29**Booths 14/15****Booth 64****Booth 35**

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Booth 20

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Booth 61

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Representative: Tammy Kempfert

Booth 6

PortalWisconsin.org is a nonprofit Web site promoting culture, arts, humanities and history in Wisconsin. The Cultural Coalition of Wisconsin sponsors the site.

Booth 5

Breaks in Exhibit Hall

Grand Ballroom

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

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



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Booth 28**Booth 55****Booth 45****Booth 21****Booth 13****Booth 11****Booth 63**

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Voyageur Magazine **Booth 33**

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We Are One is a nonprofit foundation with a goal of spreading peace throughout the world using a Web site and distribution of free cards and bookmarks.

Wisconsin Department of Public Instruction **Booth 65**

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A statewide clearinghouse providing reference and inter-library loan referral services, developing resource sharing tools and managing statewide contracts to support lifelong learning for Wisconsin residents.

Breaks in Exhibit Hall

Grand Ballroom

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

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

Wisconsin Historical Society Press Booths 49/50

816 State Street
Madison, WI 53706
(608) 264-6461
(608) 264-6486 (fax)
www.wisconsinhistory.org/whspress
Representatives: Kathy Borkowski, John Lemke, Melanie Roth

The Wisconsin Historical Society Press, publishing since 1855, is the state's oldest book publisher.

Wisconsin Library Services (WiLS)* Booth 67

728 State Street
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(608) 262-6067 (fax)
www.wils.wisc.edu
Representatives: Allen Wenzel, Tom Zillner, Cheryl Bradley

WiLS supports libraries in areas of cooperative resource sharing, consulting and training.

Wisconsin Women Library Workers Booth 68

P.O. Box 1425
Madison, WI 53703
www.danenet.org/wlwl/index.htm
Representative: Mary Knapp



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

Woodland Pattern Book Center* Booths 31/32

720 East Locust
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Wisconsin Small Libraries Round Table Booth 70

Advocacy and support for small libraries

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

Registration

Radisson Paper Valley Hotel Pool Dome Area

Tuesday, 3:00 p.m. – 7:00 p.m.

Wednesday, 7:00 a.m. – 7:00 p.m.

Thursday, 7:00 a.m. – 7:00 p.m.

Friday, 7:00 a.m. – 11:00 a.m.

Exhibits

Grand Ballroom

Wednesday, 10:00 a.m. – 5:00 p.m.

Thursday, 8:30 a.m. – 4:30 p.m.

Breaks in Exhibit Hall

Grand Ballroom

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

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

Internet Café

Executive Boardroom

Wednesday, 10:00 a.m. – 5:00 p.m.

Thursday, 8:30 a.m. – 5:00 p.m.

Friday, 8:30 a.m. – 11:30 a.m.

WLA Silent Auction

Briarwood/Ebony

Wednesday, 10:00 a.m. – 5:00 p.m.

Thursday, 8:30 a.m. – 3:30 p.m.

Thursday, 3:30 – 4:30 p.m. pick up and pay

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

Autograph Garden

You'll hear these authors speak during the conference, but this is your chance to touch base on a personal level and have them sign a book.

Wednesday, October 21

Grand Ballroom

(Exhibit Hall unless otherwise noted)

12:15 p.m.—**R. Bruce Allison**

- *If Trees Could Talk: Stories about Wisconsin Trees*
- *Every Root is an Anchor: Wisconsin's Famous and Historic Trees*

2:00 p.m.—**Amy Córdova**

- *Namaste!*
- *Juan and the Jackalope*
- *First Tortilla*

3:30 p.m.—**Jim Draeger**

- *Encore! The Renaissance of Wisconsin Opera Houses*
- *Fill 'Er Up: The Glory Days of Wisconsin Gas Stations*

David McGlynn

- *The End of the Straight and Narrow: Stories*

5:30 p.m.—**Craig Pierce** (McIntosh)

- *A Greyhound's Tale: Running for Glory, Walking for Home*
- *A Labrador's Tale: An Eye for Heroism*
- *A Labrador's Tale 2: The Incredible Thank You Gift*
- *Sit. Stay. Work. Play. All Dogs Have Their Day*

Thursday, October 22

Grand Ballroom (Exhibit Hall)

10:15 a.m.—**Jeffrey L. Russell**

- *Change Basics*

Terese Allen

- *The Flavor of Wisconsin*
- *The Ovens of Brittany Cookbook*
- *Café Wisconsin Cookbook*

11:00 a.m.—**Lynda Barry**

- *What It Is*

12:15 p.m.—**Kathleen Schmidt Kline**

- *People of the Sturgeon: Wisconsin's Love Affair with an Ancient Fish*

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Exhibits Showcase Drawing

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

- ✓ Find entry forms in your registration packet
- ✓ Fill out your forms and drop them in the Exhibit Hall
- ✓ Be in the Exhibit Hall during designated Exhibits Breaks on:
Wednesday at 10:00 a.m. and 3:15 p.m.
Thursday at 10:00 a.m. and 3:15 p.m.

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

GRAND PRIZE

The Kalahari, Wisconsin Dells, has generously donated a Gift Certificate that entitles the recipient to **Three Nights Stay in a Desert Room** (includes tax / 4 guests) towards your next visit to Kalahari. Expires May 1, 2010.

Not valid: Friday & Saturday and July 22-Aug 16, 2009; September 5-6, 2009; November 26-28, 2009; December 26-31, 2009; January 1-2, 2010; January 17, 2010; February 14, 2010 and March 20-April 10, 2010.

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Keynote

Lee Rainie: The Magic of Social Networks

Wednesday, October 21, 8:45 – 10:00 a.m., Empire

Lee Rainie is the Director of the Pew Internet & American Life Project, a non-profit, non-partisan “fact tank” that studies the social impact of the Internet. The Project has issued more than 200 reports based on its surveys that examine people’s online activities and the Internet’s role in their lives. Rainie is a co-author of *Up for Grabs, Hopes and Fears*, and the forthcoming *Ubiquity, Mobility, Security*, a series of books about the future of the Internet, published by Cambria Press and based on Project surveys. He is also co-authoring a book for MIT Press about the social impact of technology with sociologist Barry Wellman that will be published in 2010. The working title is *Connected Lives: The New Social Network Operating System*.

Prior to launching the Pew Internet Project, Rainie was managing editor of U.S. News & World Report. He is a graduate of Harvard University and has a master’s degree in political science from Long Island University.

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President’s Luncheon

Ben Merens: The Art of Listening

Friday, October 23, 12:15 – 1:45 p.m., Salons C & D

Host of the daily “At Issue with Ben Merens,” on Wisconsin Public Radio, Merens states that “after 25 years as a journalist and 15 as a talk show host, I have come to the conclusion that PEOPLE ARE DYING TO BE HEARD, and that we all need to listen better to each other. Today’s society says that in order to keep up with global trends, we have to multi-task. I disagree. We can’t do it all. It’s just impossible. And while we can watch TV and read a book at the same time, we can’t do either well. To do your best, you need to focus your thoughts. You need to listen to your kids. You need to free your mind of all the clutter and really hear your client, co-worker, boss or spouse. You need to take the time to focus on one person or task at a time. I call this ability to focus: Uni-Tasking.”

Merens has been a talk show host and producer at Wisconsin Public Radio since October 1991, when he began as host/producer of “Everybody’s Business,” a nightly business talk show. In 1995, he became producer of “Conversations with Kathleen Dunn.” At that time he was also named Ideas Network fill-in host and election-night anchor. Because of Ben’s 15-year tenure at Wisconsin Public Radio, he is a known quantity to Ideas Network listeners.

CDs will be available for sale immediately following the presentation and Mr. Merens will be staying to meet conference attendees.

R. Bruce Allison, Arborist and Author

Bruce Allison has been a professional arborist in Madison, Wisconsin, since 1974. He will discuss his new book, *If Trees Could Talk: Stories about Wisconsin Trees*. He is also the author of *Wisconsin's Champion Trees: A Tree Hunter's Guide* (1980, revised 2005); *Tree Walks of Dane County* (1981); *Tree Walks of Milwaukee County* (1982) and *Every Root an Anchor: Wisconsin's Famous and Historic Trees* (2005). His articles have appeared in the Wisconsin Academy Review, Wisconsin Alumni Magazine, Wisconsin Natural Resources Magazine, American Forests Magazine, Arboricultural Journal, and *Shading Our Cities* (Island Press, 1989). He earned degrees from Brown University and from the University of Wisconsin-Madison. He served as president of the Wisconsin Arborist Association and as chairman of the Dane County Tree Board and the Wisconsin Urban Forestry Council.



Terese Allen, Author and Food Columnist

Culinary historian Barbara Haber has written that if we really want to understand our past, we've got to "follow the food." That's particularly true in Wisconsin, whose food traditions reflect the richness of an ethnically and agriculturally diverse region. In this presentation Terese Allen shares the stories behind (and recipes for) such varied foodways as cream puffs, Hmong egg rolls, and brandy old fashioned. From Friday night fish fry to smashed Yukon Gold potatoes with Hook's blue cheese, Allen tracks the amazing cornucopia of what Wisconsinites have gathered, grown, produced, cooked and eaten.



Lynda Barry, Author

Born in Wisconsin, Lynda Barry studied at Evergreen State College, where she became good friends with *Simpsons* creator Matt Groening. Barry is perhaps best known for her weekly comic strip, *Ernie Pook's Comeek*. Her work has been widely praised, and her book *The Good Times are Killing Me*—also adapted as an off-Broadway musical—won the Washington State Governor's Award. Barry currently offers her workshop, *Writing the Untinkable*, all over the place.



What It Is is based on *Writing the Untinkable*, which is based on a tried-and-true creative method that is playful, powerful and accessible to anyone with an inquisitive wish to write or remember. Lynda explores the depths of the inner and outer realms of creation and imagination, where play can be serious, monsters have purpose, and not knowing is an answer unto itself.

Marni Y.V. Bekkedal, Program Manager, Wisconsin Division of Public Health

The Wisconsin Environmental Public Health Tracking program is part of a national effort to better integrate data and information for environmental contaminants and their relationship to human health. As part of this effort, the program has created a web-based data query system that includes data for a number of priority topics including childhood lead poisoning, carcinogenic emissions and asthma. Additionally, the site includes individual County Environmental Health Profiles that summarize the data in a printable report for each county in Wisconsin. The site can support efforts for local agencies, community groups, advocacy groups and interested individuals to explore relevant data and obtain additional information related to environmental health.

Lynne Blinkenberg, Director of Community Engagement, Wisconsin Public Television

Lynne manages statewide outreach and Ready to Lead in Literacy activities. She oversees screening and facilitates discussion events, Ready to Learn in Literacy workshops for parents and childcare providers, and WPT's partnership in the Wisconsin Bookworms™ program for preschoolers. Lynne has directed national outreach initiatives for the Emmy Award-winning *No Greater Love* and *A Science of Miracles*, programs about organ donation and the *Almost Home* documentary on aging.

The Health Resources and Services Administrations, Division of Transplantation, at the U.S. Department of Health and Human Services, recognized her for outreach and promotion efforts for *No Greater Love* and *A Science of Miracles*. She has chaired the National Educational Telecommunications Association (NETA) Outreach Advisory Council, and has been an outreach advisor for PBS' *Frontline*, *P.O.V.*, *Sesame Street* and *Caillou*. She holds the Elmo and Ralph B. Rogers Awards. In 2004, she was named Outreach Professional of the Year by the National Center for Outreach and Outreach MVP by NETA.

Marjorie E. Bloss, Former RDA Project Manager and Lecturer, Dominican University, GSLIS Program

Functional Requirements for Bibliographic Records (FRBR) and Functional Requirements for Authority Data (FRAD) are the building blocks on which the new

cataloging code, RDA, Resource Description and Access is built. These conceptual models describe a bibliographic world in which a work's relationships to its different physical formats, to translations, adaptations and interpretations, to the people or corporate bodies responsible for them, and to their subjects, interrelate. It is only now that technology has given us the appropriate tools that we can fully realize how to pull together these bibliographic relationships.

Susan Buchanan, *Vice President, Library Partners, LibLime*

Susan comes to LibLime from SirsiDynix (formerly Sirsi Corporation), where she served as Vice President, Strategic Accounts. Susan has over 30 years experience in the library industry. She began her library career at the University of Alberta in the Serials department and went on to serve as manager of computer services for North York Public Library in Toronto Canada—then the third largest public library in Canada. She has also held senior positions with DRA (Data Research Associates), Ex Libris and Endeavor. Susan has a Bachelor of Arts from the University of Alberta.



Amy Córdova, *Artist/Illustrator*

Known for her vibrant paintings that tenderly reflect culture and a sense of place, Taos, NM, artist and gallery owner Amy Córdova will discuss her world as an illustrator. Córdova, a 2008 Pura Belpre Honors award recipient for *What Can You Do With a Rebozo?* (TenSpeed Press, Berkeley), will share her latest 2009 releases: *Namaste!* (Bellpond, NY), *Juan and the Jackalope* (UNM) and *First Tortilla* (UNM). Córdova will present a slideshow on *Namaste!* and the early stages of developing the work in Nepal. Córdova will also speak of the movement and value of bilingual books for children.



Amy Córdova, born in southwest Wisconsin, spent her childhood roaming river bluffs and streambeds... imagining she was a deer! Her father, a native New Mexican of Spanish/Native American descent, was part of a family whose cultural traditions were extremely dissimilar from

Córdova's Midwestern upbringing. Córdova's life of diverse cultural blending influenced the way she learned to view the world and deeply inspires her life as an artist.

Córdova attended the University of Wisconsin-La Crosse, Viterbo College and Highlands University, NM. She has made her living as a full time artist for the past thirty years and has served as an arts educator and advocate working with children, teens and adults. Córdova has created large scale public art projects, including the RIVERSONG windows for the St. Paul RiverCentre. She currently teaches a special course at the University of Nebraska.

Córdova lives in Taos, NM, where she and her partner, Dan Enger, own the ENGER-Córdova FINE ART GALLERY, which features their original art.

Stacy Grandt, *Outreach Director, Wisconsin Center for the Blind and Visually Impaired*

Stacy Grandt will provide information about specialized formats that include tactile graphics used by people who are blind, have a print disability, or low vision. Participants will gain insight into how to prepare tactiles to use with existing materials, as well as resources to acquire "ready-made" tactiles. She will also include specific information about materials that support the inclusion of children who are blind or have low vision, including those with multiple disabilities in public library programs. She coordinated the production of tactile graphic items for the 2009 Summer Reading Program and is currently working on materials for the 2010 program.

Marcy Heim, *CFRE, Principal, The Artful Asker, LLC*

With over two decades of advancement experience, Marcy brings a sincere respect and energy for the transforming impact philanthropy can have on our organizations and throughout our communities. Recognized as an excellent and entertaining presenter, she combines her experience with a large, public research university, a small independent school and a variety of clients into thoughtful workshops and seminars. She consults on topics including fund raising, personal accountability, board development, non-profit management and creative donor relations. Her specialties include non-profit coaching in major gifts, staff motivation and retention programs, board development and fundraising planning. One of her topics at this year's conference, Motivational Magic—Keeping Your Passion in Challenging Times, promises to help us feel excited about our work and rekindle and reignite the passion we want to feel as we go through our days.



Craig Pierce, *Children's Writer; Honey the Greyhound*, *Reading Therapy Dog*

Craig has written and created four books for the American Dog series. His titles include *A Greyhound's Tale: Running for Glory*, *Walking for Home*; *A Labrador's Tale: An Eye for Heroism*; *A Labrador's Tale 2: The Incredible Thank You Gift*; *Sit. Stay. Work. Play. All Dogs Have Their Day*.



During the past four years, Craig has visited more than 200 schools and libraries across five states. His children's program is based upon his book about a racing greyhound's secret quest to get adopted. Nationally syndicated pet columnist, Steve Dale (Tribune Media Services), called *A Greyhound's Tale* "astonishing" and listed it third on his "Top 10 Pet Books for Kids" (Nov. 2006).

When not conducting presentations, Craig lives in Genoa, Illinois, with his wife, two children and their latest addition, Honey, a rescued racing dog. Honey joins Craig's programs and — quite frankly — steals the show. She doesn't juggle, dance or ride a bike. So what's her attention-riveting secret? Soulful eyes and a gently wagging tail. A calm nature makes Honey a terrific ambassador for greyhound adoption, and an equally fine reading therapy dog.

Jeffrey Russell, *Consultant*

Established in 1987, Russell Consulting, Inc., has been developing leadership programs to help organizations and businesses increase the capacity of their leaders and employees to identify and better understand the challenges and opportunities in their organizations. Jeff has worked to design programs that define these leadership roles for every level of organizational structure and build competencies to fulfill those roles. Jeff is a frequent presenter at local, state, regional and international conferences.



Wolfgang Wallschlaeger, *Counselor and AODA Facilitator*, *Fox Valley Technical College*

Wolfgang has taught in the Addiction Studies Program for more than eight years, teaching personal and professional development, counseling theory 1 & 2, and cross cultural counseling. His master's degree, while in education, was focused on credits for psychotherapy in Wisconsin. He spent the first 14 years of his professional life working for Thedacare Behavioral Health. He's worked in criminal justice programs, AODA programs and dual-diagnosed programs, before accepting a fulltime position at FVTC as the LifeLINE Coordinator. Those current duties include AODA prevention, education and counseling. Additionally, the job entails mental health counseling for staff and learners. He brings a diverse background to the adjunct teaching staff, including 18 years as a recovering person, and over 12 years in NAADAC / WAADAC, the professional organization for the addictions field. He, with several members of the teaching staff, serves as a board member in that professional body. His personal philosophy of recovery has always included replacement activities, involving endurance athletic activities, including triathlon and ultra-marathon, winter activities such as cross country ski marathon racing. Work, love, play plus creativity dictate the balance he seeks in life. AODA counseling allows him to be a part of the solution instead of remaining in the problem.



Dan White, *Director of Program Services*, *The Rural Library Project, Inc.*

Dan oversees the construction and project management services and community-organizing outreach for The Rural Library Project. He has worked over 25 years in the construction field, specializing in affordable, energy-efficient housing. Drawing on this expertise, he coordinated the efforts to build the Yatesville Public Library and then founded The Rural Library Project to replicate Yatesville's success in other rural towns. Mr. White holds a Bachelor's Degree in Management from the Georgia Institute of Technology with a concentration in real estate development.

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

Pre-Conferences

9:00 a.m. – 3:00 p.m.

**Ethical Fitness Workshop
Intellectual Freedom Round Table
Pre-Conference**

Redwood/Hickory

Nancy Zimmerman, Associate Professor/Assistant Dean, College of Library and Information Science, University of South Carolina

“What is ethical behavior?” Join us as we explore the issues and challenges to acting ethically. We will work to define “ethical behavior” and explore dilemmas and temptations that hinder us in our goal of acting ethically. Participants will receive the workbook *Ethical Fitness: Preparing for the Challenges of the 21st Century* and a pre-reading from Rushmore Kidder’s *How Good People Make Good Choices*. For more information, visit Intellectual Freedom Round Table’s Web site: www.wla.lib.wi.us/ifrt.

**Make a Splash — Read! Summer
Library Program
Youth Services Section
Pre-Conference**

Radisson Paper Valley Hotel and The Building for Kids

The Summer Library Program (SLP) Preconference will be showcasing 17 presenters who will give librarians program ideas for the 2010 SLP children’s theme, “Make a Splash—Read,” and the teen theme, “Make Waves.” The opening session will be a discussion on the use of prizes during the summer, the pros and cons of using prizes, but also some fresh ideas on what a low cost, safe “prize” can be other than a trinket. The program for the day includes a free tour of the children’s museum in Appleton, “The Building for Kids,” including the hands-on Water Room activities. Patti Sinclair, who edits the CSLP manual, will share highlights from the manual. Representatives from the Wisconsin Historical Society, the Wisconsin Water Library at UW-Madison, the Wisconsin Maritime Museum in Two Rivers and the Heckrodt Wetland Reserve in Menasha will be presenting. In addition, librarians will share their best craft, programming and decorating ideas. For a full description of the preconference sessions and to download the handouts for this preconference, go to www.wla.lib.wi.us/yss/2009preconference.htm.

3:00 p.m. – 7:00 p.m.

Registration

Radisson Paper Valley Hotel Pool Dome Area

4:00 p.m. – 6:00 p.m.

Meet and Mingle with Exhibitors

Linden/Rosewood

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

**Wisconsin Association of Public
Libraries Board Meeting**

Redwood

6:00 – 8:00 p.m.

**Wisconsin Library Association
Board Meeting**

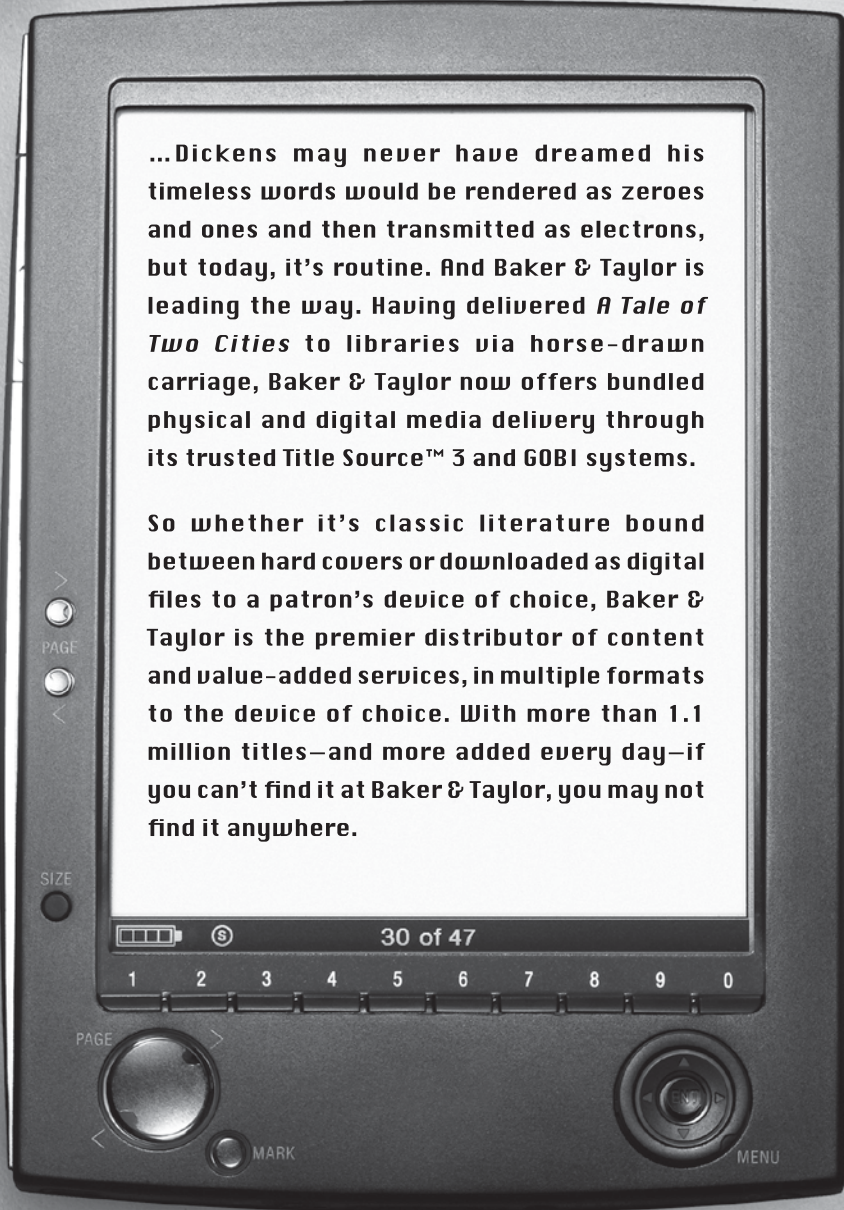
Lawrence

"IT WAS THE BEST OF TIMES, IT WAS THE WORST OF TIMES,

*it was the age of choice, IT WAS THE AGE OF DILEMMA, IT WAS THE EPOCH OF
DIGITAL MEDIA, it was the epoch of keeping up with it all..."*

...Dickens may never have dreamed his timeless words would be rendered as zeroes and ones and then transmitted as electrons, but today, it's routine. And Baker & Taylor is leading the way. Having delivered *A Tale of Two Cities* to libraries via horse-drawn carriage, Baker & Taylor now offers bundled physical and digital media delivery through its trusted Title Source™ 3 and GOBI systems.

So whether it's classic literature bound between hard covers or downloaded as digital files to a patron's device of choice, Baker & Taylor is the premier distributor of content and value-added services, in multiple formats to the device of choice. With more than 1.1 million titles—and more added every day—if you can't find it at Baker & Taylor, you may not find it anywhere.



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7:00 a.m. – 7:00 p.m.

Registration

Radisson Paper Valley Hotel Pool Dome Area

7:00 a.m. – 9:00 a.m.

All Conference Continental Breakfast

Lawrence

7:30 a.m. – 8:30 a.m.

Past President’s Breakfast

Hickory

8:00 a.m. – 8:45 a.m.

Youth Services Section Board Meeting

Clark

8:45 a.m. – 10:00 a.m.

**Keynote Address:
The Magic of Social Networks**

Empire

Lee Rainie, Director of the Pew Internet & American Life Project

Lee Rainie discusses his organization’s latest findings and why they suggest that libraries can play a role in people’s social networks in the future. He will describe the reasons that people rely more and more on their social networks — using old and new technology — as they seek information, share ideas, learn, solve problems and look for social support.



He’ll describe why the Internet and cell phones have changed the way people construct and operate their social networks and why this opens new “magical” opportunities for librarians to do what they naturally do: act as “nodes” in people’s networks.

Partner:



10:00 a.m. – 5:00 p.m.

Exhibits

Grand Ballroom

Internet Café

Executive Boardroom

WLA Foundation Silent Auction

Briarwood/Ebony

Your chance to win beautiful artwork, tasty food, vacation getaways, valuable services, and more — while benefiting the WLA Foundation! All bids close at 3:30 on Thursday.

10:00 a.m. to 10:45 a.m.

Exhibits — No Conflict

Grand Ballroom

Join us for a fun grand opening and visit our many returning and new exhibitors.

Partner:



Entertainment provided by **Bruce Hetzler**, *Magician*

10:45 a.m. – 12:00 p.m.

**ADA Refreshed:
Ensuring Access for Everyone**

McIntosh

Robin A. Jones, Director of the Great Lakes ADA Center

2010 marks the 20th anniversary of the ADA, yet many entities struggle to meet their obligations under the law. The rules have remained the same, but we have learned a thing or two about creating accessible physical and virtual environments. Customers are savvier about their rights, and the growing older population is swelling the ranks of

**Tour of the Library at the
Winnebago Mental Health
Institute and the
Julaine Farrow Museum**

Wednesday, October 21, 2:00 – 4:30 p.m.

(A bus will be available in front of the hotel)

individuals experiencing one or more limitations. Learn what is new, what works and how to ensure your library is accessible to everyone.

Circulation Services Round Table Business Meeting

Kimberly

Environmental Public Health Tracking Network: What It Means to You

Redwood

Marni Y.V. Bekkedal, Program Manager, Wisconsin Division of Public Health

The Wisconsin Environmental Public Health Tracking program is part of a national effort to better integrate data and information for environmental contaminants and their relationship to human health. As part of this effort, the program has created a web-based data query system that includes data for a number of priority topics, including childhood lead poisoning, carcinogenic emissions and asthma. Additionally, the site includes individual County Environmental Health Profiles that summarize the data in a printable report for each county in Wisconsin. The site can support efforts for local agencies, community groups, advocacy groups and interested individuals to explore relevant data and obtain additional information related to environmental health.

If Trees Could Talk: Stories about Wisconsin Trees

Cortland

R. Bruce Allison, Arborist and Author

Mr. Allison, in discussing his new book, *If Trees Could Talk: Stories about Wisconsin Trees*, will explore famous trees in Wisconsin and share stories of historical significance.

JOBS Projects in Wisconsin: What Wisconsin Libraries Are Doing to Help People Find Jobs

Lawrence

Barbara Huntington, Moderator, Youth and Special Needs Consultant, DPI; **Leah Langby**, Special Needs Consultant, Indianhead Federated Library System; **Lisa Mettauer**, Outreach Librarian, Madison Public Library; **Kris Neiman**, Head of Administrative Services, Kenosha Public Library

The national economic problems have affected workers all over Wisconsin. Many public libraries have initiated projects to help workers find new jobs and improve their job skills. A panel of librarians and their partnering agencies, who have been involved with employment support

efforts, will discuss what they have done together to help workers in their respective communities. Highlights of what systems are doing to help employment efforts of their libraries will also be included.

Light a Fire in Reference – Make the AskAway Virtual Reference Work for You, Your Patrons and Your Library!

Crown/Bond

Martha Farley Berninger, Librarian Supervisor, Wisconsin Reference & Loan Library; **Mark Beatty**, Trainer, WiLS; **Joy Schwarz**, Web Librarian, Winnefox Library System

Virtual reference service offers huge benefits for patrons, libraries and librarians. The statewide AskAway virtual reference service can connect your library with folks who never walk through your doors, offer 24/7 help to your current patron base, build relationships with your young adult patrons and allow your staff to develop vital new skill sets. Join a panel of AskAway librarians and administrators ready to share ideas on the best ways to make the AskAway virtual reference service work to everyone's advantage.

Open-Source Library Automation: All Grown-Up

Oaktag/Parchment

Susan Buchanan, VP Library Partners, LibLime

Susan Buchanan will give an overview of recently enhanced modules in Koha, including a new staff interface with improvements to OPAC, acquisitions, cataloging, serials and reporting. For libraries who fear they can't take advantage of the benefits of open source, Susan will discuss the perceived barriers to implementation and show how libraries can now enjoy the advantages of open source—with or without an IT staff.

WLA FOUNDATION WLA Foundation Silent Auction

Briarwood/Ebony

Wednesday, October 21

10:00 a.m. – 5:00 p.m.

Thursday, October 22

8:30 a.m. – 3:30 p.m.

3:30 p.m. – pay and pickup

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

Speaking Up for Teen Services

Evergreen

Penny Johnson, *Teen Specialist, Baraboo Public Library*; **Jesse Vieau**, *Teen Services Librarian, Madison Public Library-Pinney Branch*

Why should you be an advocate for teen services? Because you are the voice for teens! You know that teens need access to excellent library staff, resources and services, but many important library leaders, elected officials and policy makers do not. It's up to you to ensure they're informed. Attendees will learn how to incorporate simple advocacy efforts into their daily work routine, recruit parents and teens to be advocates, create and use talking points and testimonials, conduct successful interactions with decision and policy makers, and more. Attendees will also learn about free advocacy resources from the Young Adult Library Services Association (YALSA).

Twitter in Libraries

Linden/Rosewood

Tasha Saecker, *Director, Elisha D. Smith Public Library*

Those 140 characters in a Twitter message (sometimes called a tweet) can go surprisingly far to answer typical questions asked of librarians. Hear from several librarians, both academic and public, about using Twitter as part of their suite of communication tools.

Wellness: For the Health of It!

Pippin

Wolfgang Wallschlaeger, *Counselor AODA/Prevention Specialist/Mental Health Facilitator*

An interactive PowerPoint presentation and discussion on wellness of the mind, body and spirit for longevity.

12:00 p.m. – 1:00 p.m.

Box lunches available in Grand Ballroom

(Exhibit Hall)
Ticket required

12:15 p.m.

Autograph Garden R. Bruce Allison, Author

Grand Ballroom (Exhibit Hall)

- *If Trees Could Talk: Stories about Wisconsin Trees*
- *Every Root is an Anchor: Wisconsin's Famous and Historic Trees*



12:15 p.m. – 1:45 p.m.

Association of Wisconsin Special Librarians Business Meeting

Clark

YSS Luncheon — Every Picture Tells a Story: The Language of Art in Children's Picture Books

Empire

Amy Córdova, *Artist/Illustrator*

Known for her vibrant paintings that tenderly reflect culture and a sense of place, Taos, NM, artist and gallery owner Amy Córdova will discuss her world as an illustrator. Córdova, a 2008 Pura Belpre Honors award recipient for *What Can You Do With a Rebozo?* (TenSpeed Press, Berkeley), will share her latest 2009 releases, *Namaste!* (Bellpond, NY) and *Juan and the Jackalope* (UNM).

2:00 p.m.

Autograph Garden Amy Córdova, Artist/Illustrator

Grand Ballroom (Exhibit Hall)

- *Namaste!*
- *Juan and the Jackalope*
- *First Tortilla*



2:00 p.m. – 3:15 p.m.

Author David McGlynn

Oaktag/Parchment

David McGlynn, *Author and Assistant Professor of English, Lawrence University*

Professor McGlynn will talk about his collection of short stories, *The End of the Straight and Narrow: Stories*. McGlynn is a fiction and creative nonfiction writer. His works have appeared in *Alaska Quarterly Review*, *Image*, *Mid-American Review*, *Shenandoah*, and other literary journals.

Connecting Wisconsin's Job Seekers and Employers

Linden/Rosewood

Linda Williamson, *Business Area Manager, JobCenterofWisconsin.com*; **Rebecca Powell**, *Business Area Manager, JobCenterofWisconsin.com*

Are you wondering how to assist customers who need help finding a job? Learn about JobCenterOfWisconsin.com, the services available to job seekers, workshops and resources and tips about how to help customers use the website.

(The) Curious Nature of Order, or, How I Learned to Love Classification

Hickory

Hope A. Olson, *Professor and Associate Dean, UW-Milwaukee*

It's not just in libraries — it's everywhere — it's in your mind, your body, the weather, the economy; it's even in outer space. It tells you whether or not men still do less housework than women. Non-library examples show us classification's enormous potential impact and LIS contributes principles that can improve how other fields organize, well, everything. Join us for the politics, the economics and the curious nature of classification.

Dyslexia: Health, Literacy and Libraries

Crown/Bond

Dr. Julie A. Gocey, *M.D., Clinical Assistant Professor of Pediatrics, UW School of Medicine and Public Health*; **Margery Katz**, *M.A., J.D., Librarian and Dyslexia Tutor*

Librarians are in pivotal positions to improve literacy for the large population of individuals with dyslexia through literacy programs, collection development, reference services and attention to accessibility. Dr. Julie Gocey, a pediatrician and the founder of the Learning Differences Network, will speak on the medical aspects of dyslexia and

effective community services. Margery Katz, a librarian and dyslexia tutor, will discuss resources on dyslexia, multisensory reading instruction and what librarians should know about dyslexia.

Exploring Wisconsin Opera Houses

Cortland

Jim Draeger, *Architectural Historian*

Jim will discuss the ten Wisconsin opera houses and theaters featured in the Wisconsin Historical Society Press' new book, *Encore! The Renaissance of Wisconsin Opera Houses*. He will explore the history of these buildings: why they were built, why they closed or began to deteriorate and, finally, what their communities did to restore them.

MacGyver Library: Amazingly Useful Stunts You Can Perform with Ordinary Library Objects

Evergreen

Jon Mark Bolthouse, *Automation Librarian, UW Colleges*; **Chris Grugel**, *Reference Librarian, Carthage College*

Ok, so you may not ever have to diffuse a bomb using a roll of microfilm and an electronic eraser. That doesn't mean that there aren't numerous technology gadgets that can save your patrons' day anyway. In this fast-paced and entertaining presentation, Chris and Jon Mark will show you how to do everything from running Firefox on an aging iPod to five-minute vodcasting and much more! Be sure to bring your own gadgets and ideas to the presentation; there will be time for everyone to examine the gadgets on hand and share tips and tricks from their own libraries.

WLA Foundation Fundraiser

Suite Sorcery: An Evening of Music & Desserts

Wednesday, October 21

8:00 p.m. – 11:00 p.m.

Somerset Room, Richard and Margot Warch Campus Center, Lawrence University
(shuttle bus will be available in front of the hotel)

Enjoy a beverage or two, laugh at the antics of the street performers and applaud the performances of the Lawrence University music students.

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

Partners: Engberg Anderson
Maris Associates
Quality Books

Puppetry, Tomfoolery & All the World's a Stage: Storytimes with Puppets

McIntosh

Patricia Hewitt-McNichols, Youth Services Manager, Neenab Public Library; **Deb Andrews**, Assistant Librarian, Neenab Public Library; **Martha Moore**, Assistant Librarian, Neenab Public Library

Most grown-ups don't have this much fun. We do; we're storytime puppeteers! It's not all good times, though — especially when you're struggling to come up with a fresh idea or must-have prop. We'll discuss staging, tips for scripts, use of props and sound, selecting puppets and voicing and bringing characters to life. Enjoy demonstration performances and find out why it's worth all the trouble.

Science is a BLAST!

Pippin

Sonja Ackerman, Library Media Specialist, Wausau School District; **Ruhama Kordatzky Bahr**, Youth Services Librarian and Library Consultant; **Deborah Olguin**, Youth Services Librarian, Franklin Public Library; **Diane Peterson**, Youth Services Librarian, Marathon County Public Library

Here is a programming idea for you that goes beyond early literacy and book clubs. Science has so many possibilities, and it's exciting for kids. You don't have to be a science guru to incorporate science into your programming! Listen to these panelists as they share their success stories on how to incorporate science into your children's program-

ming. This is also a great opportunity to partner with your local teachers! Forget about booking Mad Science, do it yourself!

Wisconsin Libraries Say Cheese! Using Pictures to Tell the Library Story

Redwood

Peter Gilbert, Chair, WLA Foundation Campaign Action Committee; **Martha Gammons**, WLA Foundation Campaign Action Committee Member; **Lia Vellardita**, WLA Foundation Campaign Action Committee Member; **Anne Rauh**, WLA Foundation Campaign Action Committee Member

The Campaign for Wisconsin Libraries, a program of the WLA Foundation, wants to show the world the business — and the busy-ness — of libraries. Wisconsin Libraries Say Cheese! will be created on Flickr the week of Nov. 1, and then unveiled to the media Nov. 18. By enlisting the Wisconsin library community to post snapshots online, the Campaign will showcase the rich and varied services offered in libraries of all types across the state. Attend this program and learn how to include your library's story — in pictures!

2:00 – 4:30

Tour of the Library at the Winnebago Mental Health Institute and the Julaine Farrow Museum

Bus will be available in front of the hotel.

Mary Campfield Kotschi, Director, Library Information Services, Winnebago Mental Health Institute

The library supports the Winnebago Mental Health Institute (WMHI), which serves as a specialized component in a community-based mental health delivery system. In 1973, the state made county boards responsible for the general care and treatment of the mentally ill. WMHI is responsible for meeting the needs for specialized services that cannot be met by community agencies. Winnebago's programs are designed to serve children, adolescents, adults and forensic patients requiring specialized mental health services.

The Julaine Farrow Museum is dedicated to Mrs. Julaine Farrow (1917-1991), who was a registered nurse at Winnebago Mental Health Institute for 36 years. It was through the personal interest of Mrs. Farrow that the history of Winnebago was gathered and preserved. The museum is the recipient of a recent LSTA grant to digitize their records.

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

Stroll through and bid on great items at the WLA Foundation's Silent Auction. Held Wednesday, from 10:00 a.m.–5:00 p.m. and Thursday from 8:30 a.m.–3:30 p.m. in Briarwood/Ebony. Where else can you find such an array of goodies, including clothing, gift baskets, consulting services...and so much more?! Don't forget to pick up and pay for your items on Thursday at 3:30 p.m. Thank you for your support!

SUPPORT
Wisconsin Libraries
Keep Us All In A Better State

3:15 p.m. – 4:00 p.m.

Exhibits – No Conflict

Grand Ballroom

3:30 p.m.

Autograph Garden

Grand Ballroom (Exhibit Hall)

Jim Draeger, Architectural Historian

- *Encore! The Renaissance of Wisconsin Opera Houses*
- *Fill ‘Er Up: The Glory Days of Wisconsin Gas Stations*

David McGlynn, Author

- *The End of the Straight and Narrow: Stories*

4:00 p.m. – 5:15 p.m.

**After the Honeymoon:
Strategies for Success as a New/
Emerging Librarian**

Oaktag/Parchment

Melissa McLimans, Digital Services Librarian, University of Wisconsin Digital Collections Center; **Kelley Hinton**, Instruction & Public Services Librarian, UW-Waukesha, and Reference Librarian, Brown Deer Public Library; **Katharine Clark**, Library Assistant, Sequoya Branch, Madison Public Library

These librarians, protégés of WLA’s WeLead program, will discuss strategies for ensuring success and fulfillment as

an early career professional. From participating in conferences to joining committees to seeking mentors and pursuing professional development opportunities, they will offer their insights on how to succeed after landing a first job. The WeLead program identifies potential leaders and provides them access to training, mentoring and networking opportunities.

**Best Books for Young Adults:
2010 Nominees**

Evergreen

Cooperative Children’s Book Center Librarians

Librarians from the Cooperative Children’s Book Center of the School of Education at the University of Wisconsin-Madison will talk about some of the books that have been nominated for the American Library Association’s 2010 Best Books for Young Adults list. Hear their take on what they find outstanding, admirable and underwhelming on the list.

**Beyond Cervantes:
Effectively Selecting Spanish
Language Materials**

Crown/Bond

René Bue, Bilingual Outreach Coordinator, Hedberg Public Library

Selecting quality Spanish language materials that are also appropriate for your community and library can be exhausting and frustrating. Learn what the best resources are for making the selection process easier and more effective.



MATS Webbie Winners

Best Innovative Use of Technology in Providing Library Services:

LD Fargo Library YouTube Channel; Site designer: Gerard Saylor

Best Reference Site: Project Play; Site designers: Beth Carpenter, Joy Schwarz, Stef Morrill

Best Site for Kids: Monona Public Library; Site designer: Erick Plumb

Cooliest Design: Beloit Public Library; Site designer: John Burns

Most Accessible Site: Wisconsin’s Water Library; Site designer: UW-Madison, Aquatic Science Center

Best of the Best: LD Fargo Library YouTube Channel; Site designer: Gerard Saylor

Canoe the Open Content Rapids

Hickory

Dorothea Salo, *Digital Repository Librarian, UW-Madison*

Copyright and “permissions culture” drowning your and your patrons’ creativity? Open Content is your life raft! Learn about various Open Content movements, from open access to open educational resources to the vast ocean of Creative Commons text, images and multimedia. Learn how to spot Open Content in the wild, search for the Open Content you need, harness Open Content for yourself and your patrons, and create more Open Content to enrich the world. In the March 15, 2009, issue of *Library Journal* (picture on page 58), Salo was named one of 2009’s Movers & Shakers, the people shaping the future of libraries. She also has a blog: *Caveat Lector, Reader Beware* at <http://cavlec.yarinareth.net/>. Her passion is open content.

Is Your Community “Money Smart”?

Redwood

Lori Burgess, *Reference Librarian, Fond du Lac Public Library*; **Christine Arkenberg**, *Coordinator of Business and Technology, Milwaukee Public Library*; **Jeff Dawson**, *Director, Lester Public Library*; **Dave Mancl**, *Director, Office of Financial Literacy*

Is the poor economy hitting your community? Do residents recognize the library as a place to find free, unbiased financial information and programs? Your library can get free, knowledgeable speakers and advertising materials to provide financial literacy programming—how, you ask? Get involved with Money Smart Week WisconsinSM, which allows you the opportunity to network with local bankers, educators and community leaders to provide unbiased financial literacy programs in your library and throughout your community. Governor Doyle’s Council on Financial Literacy and the Federal Reserve Bank of Chicago provide

support for local programs, events and advertising. Find out how your library can get involved.

Notable Books Marathon

Empire

Helene Androski, *Retired Librarian*; **Kirsten Houtman**, *Member Services Librarian, WILS*; **Elizabeth Amundson**, *Librarian, Madison Public Library*; **Jean Anderson**, *Continuing Education/Multitype Coordinator, South Central Library System*; **Eliot Finkelstein**, *Academic Librarian, UW-Madison*

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

Public Library System Technical Services in the 21st Century

Cortland

Jane Richard, *Member Services Librarian, WiLS*; **Nichole Fromm**, *Cataloger, Madison Public Library*

Public library systems in Wisconsin operate/manage under environments unique to each locale, yet systems share many of the same challenges: shrinking budgets, patron expectations for more electronic resources, the changing face of technical services; even keeping up with technology seems to be a full-time job. On top of it all, serious questions are being raised about the effectiveness of the ILS. In the spring 2009, WiLS staff surveyed Wisconsin public library systems to identify patterns and trends in their present tech services workflows. Join us in an overview of the findings, with discussions about the variations, such as centralized versus de-centralized cataloging, and how to manage authority control.

Hands 2 Grow Puppet Productions

Make a Splash with Us Next Summer!

\$25 off a show if booked before November 30, 2009

\$15 off a show if booked before January 15, 2010

\$10 off a show if booked before March 31, 2010

Contact Cassie for additional information or to book a show!

(920) 731-7921

www.hands2grow.com

cass@hands2grow.com

Strategic Planning for Any Sized Library

Linden/Rosewood

Rose Frost, Director, Platteville Public Library

Rose has used the PLA process as a public library director in Michigan and Wisconsin. While a public library consultant at the Utah State Library in Salt Lake City, she created a modified “step-by-step guide for strategic planning” for rural public libraries. Rose also facilitated the Strategic Planning for Results process for numerous Utah public libraries and taught workshops for public library directors and trustees. This program will provide basic, practical “how to” information about PLA’s Strategic Planning for Results. The program outlines how to organize a community planning committee, analyze a community and library SWOT (Strengths, Weaknesses, Opportunities, Threats) and establish realistic goals and objectives. Rose also explains organizational competencies, how your plan impacts your budget, how to implement the plan and reporting the results.

Unleashing Literacy’s Best Friend: The Remarkable Relationship Between Dogs and Young Readers

McIntosh

Craig Pierce, Children’s Writer; **Honey the Greyhound**, Reading Therapy Dog

In a high-tech educational environment, one of the most profound influences on children’s literacy remains the happy, humble dog. Join Craig Pierce, the writer of the American Dog book series, and Honey his rescued greyhound sidekick, as they take you on a journey into the evolving role of dogs in children’s literature and their positive impact in today’s classrooms and libraries.

We’re Casting and They’re Biting!

Pippin

Beth Carpenter, Director, Kimberly-Little Chute Public Library; **Gerard Saylor**, Director, L.D. Fargo Public Library; **Brian Kopetsky**, Assistant Circulation Supervisor, Appleton Public Library; **Kristin M. Woodward**, Instructional Design Librarian/Academic Librarian, UWM Libraries

Librarians are using podcasts, vodcasts and screencasts to create content, market library programs and promote services. Learn about ‘casting projects being developed in Wisconsin libraries and beyond. Learn what worked, what didn’t, the tools used and ideas for future projects.

WISCAT Resource Sharing Community: An Update

Aspen

Vickie Long, WISCAT Training & Technical Support, DPI; **Beth Palmquist**, WISCAT Database Manager, DPI

WISCAT continues to improve on a number of fronts. Join us to learn about the new or improved features of the WISCAT Resource Sharing System. These include: incorporating recent BadgerLink changes, improved ILL forms, new splash page options, RSS feeds, changes to format checking for ILL requests and patron cancellations of requests. Updates on interlibrary loan, cataloging and the Z39.50 gateway are also covered. Bring your questions and comments to this informational session!

5:30 p.m.

Autograph Garden Craig Pierce, Children’s Writer

McIntosh

- *A Greyhound’s Tale: Running for Glory, Walking for Home*
- *A Labrador’s Tale: An Eye for Heroism*
- *A Labrador’s Tale 2: The Incredible Thank You Gift*
- *Sit. Stay. Work. Play. All Dogs Have Their Day*

5:30 – 6:30 p.m.

ALA Planning Forum

Redwood

Resource Sharing Round Table Business Meeting

Kimberly

Wisconsin Koha Enthusiasts Business Meeting

Aspen

6:00 p.m.

**READ Book Discussion:
The History of Love by Nicole Krauss**

Oaktag/Parchment

Gary Warren Niebuhr, Director, Greendale Public Library

Join Gary in a discussion of *The History of Love*, a hauntingly beautiful novel about two characters whose lives are woven together in such complex ways that even after the last page is turned, the reader is left to wonder what really happened. In the hands of a less gifted writer, unraveling this tangled web could easily give way to complete chaos. However, under Krauss' watchful eye, these twists and turns only strengthen the impact of this enchanting book. *The History of Love* spans a period of over 60 years and takes readers from Nazi-occupied Eastern Europe to present day Brighton Beach. At the center of each main character's psyche is the issue of loneliness, and the need to fill a void left empty by lost love. Leo Gursky is a retired locksmith who immigrates to New York after escaping SS officers in his native Poland, only to spend the last stage of his life terrified that no one will notice when he dies. ("I try to make a point of being seen. Sometimes when I'm out, I'll buy a juice even though I'm not thirsty.") Fourteen-year-old Alma Singer vacillates between wanting to memorialize her dead father and finding a way to lift her mother's veil of depression. At the same time, she's trying to save her brother Bird, who is convinced he may be the Messiah, from becoming a 10-year-old social pariah. As the connection between Leo and Alma is slowly unmasked, the desperation, along with the potential for salvation, of this unique pair is also revealed.

6:30 p.m. – 7:30 p.m.

UW-Madison School of Library and Information Studies Reunion

McIntosh

UW-Milwaukee School of Information Studies Reunion

Pippin

8:00 p.m. – 11:00 p.m.

WLA Foundation Fundraiser: Suite Sorcery: An Evening of Music & Desserts

Somerset Room, Richard and Margot Warch Campus Center, Lawrence University
(shuttle bus will be available in front of the hotel)

Spend an evening in Suite Sorcery at the brand spankin' new Richard and Margot Warch Campus Center on the Lawrence University Campus. The WLA Foundation is fortunate to be the first public event to be held at this stunning, very recently completed facility that has an incredible view overlooking the Fox River. Whilst enjoying the facility and the view, please feel free to enjoy 'suite' desserts concocted by the caterers of Lawrence University. Enjoy a beverage or two, laugh at the antics of the street performers and applaud the performances of the Lawrence University music students.

Take the shuttle or enjoy the evening walk to the campus. Enjoy suites/sweets while supporting your WLA Foundation with your donation.

Ticket required.

Entertainment provided by **Bruce Hetzler**, Magician.

Partners: Engberg Anderson
Maris Associates
Quality Books

Inspired and Admired

Get your *Planet Library*
white paper at
our booth



The Miriam B. and James J. Mulva Library
at St. Norbert College. DePere, WI.

Atmosphere inspires achievement. Our award-winning furniture and high-density storage solutions encourage interaction, autonomy and efficiency within any learning environment.

Visit KI and Spacesaver WLA exhibit booths 63 and 64 and receive a copy of the *Planet Library* white paper. Learn how your library can position itself as the foremost place where today's faculty and students interact.



Furnishing Knowledge®

KI - 1330 Bellevue St., Green Bay, WI • 1.800.424.2432 • www.ki.com
Spacesaver - 1450 Janesville Ave., Fort Atkinson, WI • 1.800.492.3434 • www.spacesaver.com

7:00 a.m. – 7:00 p.m.

Registration

Radisson Paper Valley Hotel Pool Dome Area

8:30 a.m. – 5:00 p.m.

Internet Café

Executive Boardroom

7:00 a.m. – 9:00 a.m.

Hot Breakfast Buffet

Empire

8:45 a.m. – 10:00 a.m.

**Bill & Melinda Gates Foundation's
PC Grant Program**

Hickory

7:30 a.m. – 8:30 a.m.

**Intellectual Freedom Round Table
Meeting**

Hickory

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

Bob Bocher and John DeBacher will update recipients of the Gates Foundation's online opportunity hardware grant program. This program is for libraries that have already been selected to apply for the grants. Staffs of library systems assisting in implementation of the grant program for their member libraries are also invited.

**Library Research Round Table
Meeting**

Linden/Rosewood

**Collection Development and
Resource Sharing:
Confronting Problems While
Creating Greater Access**

Cortland

New Member Round Table Meeting

Oaktag/Parchment

**Reference and Adult Services Section
Meeting**

Crown/Bond

Technical Services Section Meeting

Lawrence

Eric Robinson, *Academic Librarian, WiLS*; **Heather Weltin**, *Academic Librarian, Memorial Library, UW-Madison*; **Beth Price**, *Interlibrary Loan, Madison Public Library*; **Sarah Hartman**, *Adult Services Librarian, Middleton Public Library*; **Lee Konrad**, *Director, Memorial Library, UW-Madison*

This panel discussion of academic and public librarians in resource sharing and collection development will share their thoughts on collaborating between the two areas. Discussion topics will include: the acceleration and transition from print to electronic collections, the expansion of library partnerships and redefinition of the library marketplace for the licensing of electronic resources, trends of interlibrary loan supplementing an institution's own collection, effects of decreasing collection budgets and evolving patron expectations toward immediate material access.

**Wisconsin Library Association
Foundation Board Meeting**

Redwood

**Wisconsin Library Trustees and
Friends Meeting**

Cortland

8:30 a.m. – 4:30 p.m.

Exhibits

Grand Ballroom

WLA Foundation Silent Auction

Briarwood/Ebony

Bid on items to benefit the Campaign for Wisconsin Libraries, such as art works, collectibles, antiques and much more. **Pay and pick up at 3:30 p.m.**

Difficult Conversations: Conducting a Difficult Conversation When the Stakes Are High and Emotions Are Strong

Oaktag/Parchment

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

Telling someone uncomfortable truths is difficult. Sometimes, because you don't want to start an argument or you don't want to hurt someone's feelings, it's easier to let things go. Unfortunately, this is often the worst strategy. In this workshop, you'll learn how to speak honestly without sugar-coating and without the other person getting defensive. You'll learn tools for telling simple truths in a respectful way and leave with a plan for having a difficult conversation.

Flavor of Wisconsin: History and Culture Through Recipes

Aspen

Terese Allen, *Author and Food Columnist*

Culinary historian Barbara Haber has written that if we really want to understand our past, we've got to "follow the food." That's particularly true in Wisconsin, whose food traditions reflect the richness of an ethnically and agriculturally diverse region. In this presentation, Allen shares the stories behind (and recipes for) such varied foodways as cream puffs, Hmong egg rolls and brandy old fashioned. From Friday night fish fry to smashed Yukon Gold potatoes with Hook's blue cheese, she tracks the amazing cornucopia of what Wisconsinites have gathered, grown, produced, cooked and eaten.

Gaming: It's Not Just for Teens Anymore!

Linden/Rosewood

Allan M. Kleiman, *Library Consultant and Member of ALA's Gaming Experts Panel*

Libraries of all types are beginning to see the potential of developing gaming programs that involve adults, families, inter-generational activities and older adults. How is your library responding to this gaming phenomenon? The session will include the basics of developing gaming programs for these specific groups so that you, too, can become "Wii Ready @ Your Library."

Innovative Ways in Reaching Adolescents

Redwood

Jan Berg, *Director, DeForest Public Library*; **Maria Hiners**, *Head of Youth Services, Alice Baker Public Library*; **Mary Driscoll**, *Outreach Librarian, Dane County Library Service*

Serving young adults is a privilege we have been given, not a chore we must endure. But, with budget crunches, time, space and other factors working against us, how do we engage and provide them with more services in our libraries and communities? With a little creativity and thinking "outside the box," there are ways to have some success. These innovative services might involve taking the library to them, creating unique partnerships and utilizing more tools on the Web. These presenters will share what they have done in and outside of their libraries to create lasting relationships with young adults that benefits everyone involved!

Is Your Story Time Sagging? Prop it Up!

Lawrence

Miriam Thompson, *Retired Youth Services Librarian*

Are your stories sagging and your tales dragging? Add pizzazz to your programs as you pull surprises from pockets, totes, boxes and bags. Discover how to use props to enhance songs, picture books, folktales and other favorites. Learn tricks of the trade to build your prop collection, including creative recycling, bringing home bargains and cleaning out the closet donations. Tots through 'tweens will enjoy surprises and storytelling opportunities when you Prop It Up!

Resume Review Drop In

Thursday, October 22, Aspen

2:00 p.m. – 3:15 p.m.

This resume review is offered specifically for students looking for their first jobs, but if you're hunting for new employment we encourage you to drop in and get some pointers on how to improve your resume and enhance your chances of landing job interviews.

Motivational Magic — Keeping Your Passion in Challenging Times

McIntosh

Marcy Heim, CFRE, President, The Artful Asker, LLC

Our work brings us much satisfaction. We have chosen to work in libraries because we believe we are making a difference in the world... enriching others through the power of the written word. Yet, our daily routine can serve to drive down that magic... budget cuts, staffing issues, meetings, more meetings, deadlines... We know we have many stakeholders — donors, users, other staff — all of whom we need to keep engaged. How do we balance the art and science of our days to keep that passion for the work we do? In this session, we'll look at steps we can implement the day we return home that will help us feel excited about our work and rekindle and re-ignite the passion we want to feel as we go through our days.

Social Software, the Internet and Marketing — the Lester Public Library Experience

Pippin

Jeff Dawson, Director, Lester Public Library

Jeff began an exploration into social software and Internet marketing in March 2007. He took an active role in promoting the Lester Public Library via social networking tools available either free or at very low costs. Join Jeff for tips and inspiration as we look back on a two-year journey, from Flickr to Twitter, which has netted results and recognition for Lester Public Library, Two Rivers, Wisconsin, on local and national levels.

Who Gets The Job and Why

Crown/Bond

Tasha Saecker, Director, Elisha D. Smith Public Library; Kathy Schneider, Director, WiLS; Peter Gilbert, Director, Lawrence University

Attitude. Skill set. Experience and how it benefits the organization. Dynamic resume and interview skills. These factors translate into who gets the job and why. A group of established library leaders will offer helpful hints to job seekers to attain the edge they seek in gaining fulfilling employment.

Writing the Unthinkable

Evergreen

Lynda Barry, Author

As described in her latest book, *What It Is*, Lynda has developed a creative and powerful technique to help people recall and capture their personal memories. Recently, in an ongoing effort to help preserve a rapidly changing culture, she has been showing residents of rural Wisconsin how to vividly recall their stories and collect them as part of a local history archive. She describes it as an opportunity to gather and write stories to add to the collective memory bank in the same way people once came together to have quilting bees. According to Linda, memories that come from specific, unexpected words have a particular freshness to them and include the kind of detail that is often edited out when people have too long to think about things. Also, for some reason, people writing in groups seem to sustain each other and much gets done in less than ten minutes. Filled with warmth and humor, the writing exercises are more like recipes. They prompt writers to quickly mine their memories for the ordinary things that come alive with meaning once they surface.

10:00 a.m. – 10:45 a.m.

Exhibits — No Conflict

Grand Ballroom

Partner: Northern Micrographics

Tour of the History Museum at the Castle

Thursday, October 22, 2:00 – 4:00 PM
Bus will be available in front of the hotel.

Reclaim the Magic in your life by visiting the History Museum in the Castle, just down the street from the Conference hotel. The A.K.A. Houdini Exhibit lets you experience some of Harry Houdini's tricks of the trade through hands-on activities. It's great fun for the whole family!

10:15 a.m.

Autograph Garden
Grand Ballroom (Exhibit Hall)

Jeffrey L. Russell

- *Change Basics*



Terese Allen

- *The Flavor of Wisconsin*
- *The Ovens of Brittany Cookbook*
- *Cafe Wisconsin Cookbook*



10:45 a.m. – 12:00 p.m.

Are You Ready for an Intellectual Freedom Challenge? Public Internet Services and Community Meeting Rooms

Evergreen

Patricia Laughlin, Director, Hales Corners Public Library; **Michael Tyree**, Director, West Bend Public Library; **Dr. Tomas A. Lipinski**, Professor, UW-Milwaukee

These three panelists will talk about their experiences with recent intellectual freedom challenges and provide advice on how other libraries can best prepare in case similar issues occur in their communities.



Hunger Hurts

WLA Food Drive for St. Joseph Food Program

In 1982, the St. Joseph Food Program began as a project of the Social Concerns Committee of the St. Joseph Parish in Appleton, Wisconsin. Forty families were assisted that first year. With the help of a caring community sharing food, money and volunteer time, the program's mission of "feeding the hungry" continues as a non-profit, non-denominational program reaching out to families in need. The program receives no state or federal support and is not affiliated with Second Harvest.

Our year-end statistics for 2008 reflect the on-going need:

- 3,122 families/8,736 individuals were assisted
- Nearly 2.5 million pounds of food (2,313,046) were distributed – free of charge

- 383 volunteers gave 55,740 hours to the operation of the program

For all of you who have generously brought food items for the Hunger Hurts promotion, there is a barrel near the registration area for collecting your donations. Cash donations are also welcome, as the program purchases fresh produce and non-perishables regularly to keep their shelves stocked.

As a librarian, you give so much every day in so many ways. Your donation will benefit those in the Fox Cities who are struggling with the most basic needs. Thank you.

Changing Environment of Scholarly Communication & Publishing

Hickory

Julie Schneider, *Director, Ebling Library for the Health Sciences, UW-Madison*

The rapidly changing working environment of scholarly communication has raised as many questions for some as it has provided answers for others. The complexities and variations of open access, public access policies, repositories, print-to-online, increasing costs, decreasing budgets, blogs and social networking sites, indexes and Google, multiple publishing options, copyright concerns and much more are affecting the environment in which scholars discuss and disseminate their work. Join us as we talk about these issues and how it impacts library services and resources.

Coping Strategies for Libraries in Tough Financial Times

McIntosh

Cheryl Becker, *Public Library Administration Consultant, South Central Library System*; **Linda Pierschalla**, *Director, Whitefish Bay Public Library*

During times of economic hardship libraries feel the stress of being busier with increased usage from patrons who have discovered the value of the service and resources they can obtain from the library. But just as their business is booming, libraries may be faced with budgets that are not increasing, or even decreasing, as their municipal governments struggle with revenue shortfalls. Cheryl Becker and Linda Pierschalla will offer some tips on coping with the blessings and curses of the economic times we live in, and also lead a roundtable discussion of participants. Come prepared to share your experiences and suggestions for stretching scarce dollars as well as ways of using the economic downturn to your library's advantage.

Customer Service Practices When Working With Children and Teens

Oaktag/Parchment

Ashley Thiem, *Children's Librarian, Appleton Public Library*; **Paula Wright**, *Young Adult Librarian, Appleton Public Library*

Serving children and teens at the library greatly differs from serving adult populations. This presentation focuses on the special customer service needs of these diverse populations. Join us as we discuss brain studies and their correlation to customer service needs, as well as general rules of thumb when working with these populations. This presentation is beneficial for reference librarians and small libraries that work with a wide range of ages from one desk.

Drupal in Your Library

Crown/Bond

Laura Kayacan, *Adult Services Librarian, Door County Library*; **Mark Beatty**, *WILS*; **Sara Ziemendorf**, *Senior Information Processing Consultant, UW-Madison Learning Support Services*

What's Drupal? According to Wikipedia, it's a "free and open source ... Content Management System (CMS)." It is used as a "back end" system for many different types of websites — including library Web sites! During this panel discussion, early adopters from several types of libraries will relate their experiences with Drupal — in the words of one, "It is not the easiest to use, but we like it."

Library as Community Center: Engaging Local Government Managers as Library Partners

Redwood

Bette Dillehay, *Director, Matthews Memorial Library*

The success of a library can be measured by how connected it is to the needs and opportunities within the community. Partnering with local government managers can assist in understanding the community and obtaining resources necessary for success. The advantages to be gained by seeking a close working relationship with local government managers, which can amass to both the library and the community, are examined, as well as tips for achieving such partnerships.

Awards & Honors Banquet

Thursday, October 22, Empire
7:00 p.m. – 9:00 p.m.

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

Library Services for the Homeless Population in Wisconsin: Findings of a Study

Rosewood

Timothy Blomquist, *UW-Milwaukee Graduate Student*

In April 2008, a survey was conducted to collect information on what kinds of library services/programs are available to the homeless population in our state, as well as other related findings, from the 388 Wisconsin public libraries. Come learn and discuss the results of a thesis called, "A Survey of Wisconsin Public Library Services for the Homeless Population," that were based on the survey findings. Because no one has conducted a survey of this nature before, the results will be a pilot for further investigation or action to those parties interested in using the data.

Networking is the Key: An Introduction to WLA's Units and Round Tables

Linden

Pamela O'Donnell, *Academic Librarian, College Library, UW-Madison*; **Rhonda Puntney**, *Youth Services and Special Needs Consultant, Lakeshores Library System*; **Walter Burkhalter**, *Director, Mid-Wisconsin Federated Library System*; **Sheila Stoeckel**, *Associate Academic Librarian, UW-Madison Memorial Library*; **Lisa Strand**, *Executive Director, Wisconsin Library Association*

A group of active WLA members will explain where your interests in librarianship fit into WLA, and how networking within these various groups can advance your career.

People of the Sturgeon

Cortland

Kathleen Schmitt Kline, *Science Writer for the Aquatic Sciences Center, UW-Madison*

Co-author of *People of the Sturgeon: Wisconsin's Love Affair With an Ancient Fish*, Kathleen traces the 100-year-history of sturgeon management in Wisconsin's Lake Winnebago region and the unique cultures that surround a very special, ancient fish. She will also share some of the rich photography by the late Bob Rashid that is featured in *People of the Sturgeon*.

Resource Sharing: Past, Present and Future

Pippin

Peter Hamon, *Former Director of South Central Library System and 2004 WLA-DEMCO Librarian of the Year*

Peter Hamon will come out of retirement just long enough to share his experience and views concerning the past, present and possible future of resource sharing in Wisconsin. Often known for holding controversial positions, Hamon promises to offer some that he notes "are too new to have even offended anyone yet!" There will be plenty of time for discussion, so come prepared to put in your two cents worth!

Teen Services Swap

Lawrence

Dawn Wacek, *Youth Services Manager, Rice Lake Public Library*; **Georgia Jones**, *Youth Services Librarian, C.A. Friday Memorial Library*; **Leah Langby**, *Library Development and Youth Services Coordinator, Indianhead Federated Library System*; **Penny Johnson**, *Teen Specialist, Baraboo Public Library*; **Tiffany Wait**, *Teen Librarian, Milwaukee County Federated Library System*

Calling all librarians working with teens and young adults, let's meet together and share ideas. In this informal session, browse tables full of teen programs, activities, grant experiences and more while you talk with the creators behind these fun and successful activities. Better yet, bring your own ideas to swap (and 50 copies of your activity). The Teen Services Swap is your chance to mingle with others in young adult librarianship while you gain some great new ideas for the teens at your library.

Trustee Training: Different Strokes for Different Folks

Aspen

James Backus, *WLTF Chair & Former President of Friends of Marathon County Public Library*

Panel discussion of Best Practices Study of Library Trustee training methods. WLTF has been conducting a year-long study of methods used nationally to train library trustees. This is a result of the issue raised at the 2008 COLAND Visioning Summit that library trustees in general, despite good education backgrounds and excellent life skills, have not received specific training as to how to best conduct their responsibilities as a trustee or board member of a library or library system. Our study has already determined that current practices range from No Training Programs (most states) to Mandatory Trustee Certification (Kansas). We intend to present the most practical type of training programs, materials to be used and methods of instruction.

11:00 a.m.

Autograph Garden
Grand Ballroom (Exhibit Hall)
Lynda Barry

What It Is

12:00 – 1:00 p.m.

Box lunches Available in Grand Ballroom
(Exhibit Hall)
Ticket required

12:15 p.m.

Autograph Garden
Kathleen Schmidt Kline

Grand Ballroom (Exhibit Hall)
People of the Sturgeon: Wisconsin's Love Affair with an Ancient Fish

12:15 p.m. – 1:45 p.m.

Wisconsin Library Trustees and Friends Luncheon and Business Meeting

Empire

Kathy Pletcher, Associate Provost for Information Services, UW-Green Bay David A. Cofrin Library

Kathy will discuss more details of the 2008 Strategic Visioning Summit, sponsored by the Council on Library and Network Development.

2:00 p.m. – 3:15 p.m.

ALA's Privacy Initiative: Tools and Resources for Your Library to Get Involved

Redwood

Angela Maycock, Assistant Director, ALA Office for Intellectual Freedom

Join Angela and learn about a new ALA initiative that invites library users into a national conversation about privacy rights in a digital age. This session will explore

how Wisconsin libraries can assist patrons in thinking critically and making informed choices about their information privacy. Choose Privacy Week, a week-long awareness campaign and celebration, will take place May 2–8, 2010, and Angela will showcase some of ALA's ideas and promotional materials.

BadgerLink Magic

Crown/Bond

Lisa Reale, BadgerLink Coordinator, DPI

The BadgerLink program, providing quality information resources to all Wisconsin libraries and citizens, continues to evolve. This session will review recent changes and the latest new features. Bring your questions and comments to this informational session!

FRBR and FRAD: The Foundations of a New Cataloging Code

Cortland

Marjorie E. Bloss, Former RDA Project Manager and Lecturer, Dominican University, GSLIS Program

Functional Requirements for Bibliographic Records (FRBR) and Functional Requirements for Authority Data (FRAD) are the building blocks on which the new cataloging code, RDA, Resource Description and Access is built. These conceptual models describe a bibliographic world in which a work's relationships to its different physical formats, to translations, adaptations and interpretations, to the people or corporate bodies responsible for them, and to their subjects, interrelate. It is only now that technology has given us the appropriate tools that we can fully realize how to pull together these bibliographic relationships.

Suggested reading: *What is FRBR* by Barbara Tillett. This publication can be accessed at loc.gov/cds/downloads/FRBR.PDF and printed at no cost.

Getting the Most Out of WLA's Online Community

Linden

Lisa Strand, WLA Executive Director

WLA's new Web site has cool features that allow you to manage your own membership profile, including contact preferences and privacy. Renew and register online and take advantage of flexible payment options. Search the online membership directory, and communicate with others in the library community in new ways. Learn how to post job openings on the bulletin board, comment on topics or create new discussion forums. You can also comment on specific Web pages, take a poll, and find the latest legislative information and alerts with the new CapWiz feature, provided by ALA.

Have You Heard About...

Evergreen

Tasha Saecker, Director, Elisha D. Smith Public Library; **Beth Carpenter**, Director, Kimberly-Little Chute Public Library; **Stef Morrill**, Associate Director, South Central Library System; **Joy Schwarz**, Web Librarian, Winnefox Library System

Come along as your hosts share recent finds in new technology trends and services, in libraries and beyond. We'll highlight easy, free ideas you can take back to your communities. We guarantee there will be something new for everyone!

Helping Local Economies Grow!

Oaktag/Parchment

Christine Arkenberg, Coordinator of Business and Technology Reference, Milwaukee Public Library; **Julann Jatzczak**, Vice President/Chief Operating Officer, Wisconsin Women's Business Initiative Corporation (WWBIC)

Libraries, both big and small, can provide invaluable support to entrepreneurs, inventors and business people looking to start and grow small businesses. Relying on the best free resources available, librarians can actively participate in growing the local economy. Julann Jatzczak will enrich the discussion with practical information about the assistance that they and other agencies throughout the state provide.

Partnering Conversations — What to Say in Stakeholder Relationships

Lawrence

Marcy Heim, CFRE, President, The Artful Asker, LLC

In our work in libraries, we have opportunities to partner with many stakeholders who can help us by serving as volunteers, by providing private support or by helping advocate for resources we need. We may find ourselves needing to make a "cold call" to initiate a conversation with someone... tough work. Or, we may want to include perspective stakeholders in our programming. Perhaps we need to ask for money or time or help in some way. How do we build these relationships respectfully and artfully? How do we handle objections? What skills do we need? And, JUST WHAT do we SAY? In this session, we will spend some time together having key conversations that you can adapt to your specific needs.

Reading Rainbow Young Writers' & Illustrators' Contest

McIntosh

Lynne Blinkenberg, Director of Community Engagement, Wisconsin Public Television

This annual contest, sponsored by Wisconsin Public Television and Reading Rainbow, is for kindergarteners through third graders, and libraries are a natural partner. Learn how to host a writers and illustrators event in your library, sponsor a local contest or just get tips on helping to spread the word.

Resume Review Drop In

Aspen

This resume review is offered specifically for students looking for their first jobs, but if you're in the hunt for new employment, we encourage you to drop in and get some pointers on how to improve your resume and enhance your chances of landing job interviews.

Serving Older Adults: A Step-By-Step Approach

Pippin

Allan M. Kleiman, Library Consultant and Member of ALA's Gaming Experts Panel

"The silver tsunami" is almost here! How will you and your library respond to this shift in demographics — as an impossible challenge or as a unique opportunity? This program will provide basic background on the topic as well as focus on how you can build upon current model programs, like "senior spaces," to develop innovative and practical ways to serve the baby boomers, older adults and the elderly, now and in the future — both in your library and in the community.

Student Research Forum

Hickory

Moderator: **Tom Walker**, Associate Professor, UW-Milwaukee School of Information Studies; Student Researchers

The library profession has an excellent opportunity to benefit from new, creative and energetic talent that manifests itself in practice and in research. This session will present up to four research projects by students who reside in or who attend a college or university in Wisconsin. The purpose of this session is to foster significant high-quality research in the profession and to provide a venue for promising future leaders of the profession.

2:00 p.m. – 4:00 p.m.

Tour of the History Museum at the Castle

(Bus will be available in front of the hotel.)

Reclaim the Magic in your life by visiting the History Museum in the Castle, just down the street from the Conference hotel. The A.K.A. Houdini Exhibit lets you experience some of his tricks of the trade through hands-on activities. It's great fun for the whole family!

Address: 330 E. College Ave., Appleton

3:15 p.m. – 4:00 p.m.

Exhibits — No Conflict

Grand Ballroom

3:30 p.m. – 4:30 p.m.

WLA Foundation Silent Auction — Pickup and Pay

Briarwood/Ebony

4:00 p.m. – 5:15 p.m.

Beyond Bayonets & Bullets: WPT Vietnam War Stories

Hickory

Lynne Blinkenberg, Director of Community Engagement, Wisconsin Public Television

This session will provide information and resources on using Wisconsin Public Television's Wisconsin Vietnam War Stories (premiering May 2010) in your library for screenings and discussion with the Reel to Real project.

Building a Rural Library

Pippin

Dan White, Director of Program Services, The Rural Library Project, Inc.

The workshop will discuss the community-organizing, project management and construction techniques used by The Rural Library Project, Inc. in helping under-served rural communities create affordable, state-of-the-art, energy-efficient public libraries.

Creating a System for Staff Technology Training and Testing: Experiences at the Marathon County Public Library

McIntosh

Garrett Erickson, Support Services Manager, Marathon County Public Library; Betty Tellekson, Personnel Specialist, Marathon County Public Library

Recognizing that lack of technical skills was making it difficult for some staff to become comfortable and efficient in accomplishing their work, Marathon County Public Library instituted a Technical Skills Competency program. This program will describe the process that MCPL went through to identify the needed skills, ensure that appropriate training was offered to staff and test staff competencies. The program has been very successful in raising staff comfort with both software and hardware.

Elizabeth Burr/Worzalla Wisconsin Children's Book Awards

Lawrence

Kate Fitzgerald-Fleck, Children's Librarian, Waukesha Public Library, Leah Langby, Indianhead Federated Library System, and Chair, WLA Children's Book Award Committee; Barbara Huntington, Division for Libraries, Technology & Community Learning; Tom Hurlburt, Rhinelander District Library; Linda Jerome, La Crosse Public Library; Susan Pesheck, River Falls Public Library

The Children's Book Award Committee of the WLA Youth Services Section carefully examined and evaluated nearly 80 titles by authors and illustrators with a Wisconsin connection. Come and hear them discuss *The Graveyard Book* by Neil Gaiman, the 2008 Elizabeth Burr/Worzalla Award winner, and also the books they selected to honor as Outstanding Books. Be ready for some great book talks! We'll also talk about the process of selecting the winners and what it was like to be on this award committee.

Frances de Usabel Award

Laurie Magee, Oshkosh Public Library
Presented by: Eric Norton, Chair, Outreach Services Round Table

Fantasy Soccer, the 2010 World Cup and Information Literacy

Crown/Bond

Mark Perkins, *Librarian Services Planner, Madison Area Technical College*; **Nathan Dowd**, *Librarian Services Planner, Madison Area Technical College*; **Mark Luetkehoelter**, *Librarian Services Planner, Madison Area Technical College*

This session will first explore the history of library initiatives to incorporate information literacy into fantasy football leagues. The MATC Library's Fantasy Football (American rules) Contest, held during the Fall 2009 semester will be briefly reviewed. The emphasis of the session will be on the library's upcoming Fantasy World Cup Contest to be run in late spring/early summer of 2010. Collaboration on the Fantasy World Cup Contest with MATC sister colleges abroad and other institutions will be explored.

Legislatively Speaking

Linden/Rosewood

Rick Grobschmidt, *Administrator, Division for Libraries, Technology & Community Learning*; **Paul Nelson**, *Adjunct Assistant Professor UW-Madison SLIS (LD&L Chair)*; **Julie Schneider**, *ALA Councilor, Director, UW-Madison, Ebling Library for the Health Sciences*

Speakers will provide a step-by-step summary of this year's state and federal budget developments, including an overview of the American Recovery and Reinvestment Act. Well also take a look ahead to the legislative priorities for 2010.

Making Choices in a Web 2.0 World

Oaktag/Parchment

Beth Carpenter, *Director, Kimberly-Little Chute Public Library*; **Stef Morrill**, *Associate Director, South Central Library System*

All of the Web 2.0 tools available these days provide endless opportunities for projects and services your library could offer. How do you decide what you should and shouldn't use? The presenters will share their ideas about making choices in a Web 2.0 world, along with tips on overcoming barriers to using these tools at your library and how to keep up-to-date without going crazy.

Marketing the Library to Enhance Its Role in the Community and Increase Its Profit Margin

Redwood

Ronald G. Edwards, *Director of Library Services, Western Technical College*

Budgets are coming under closer scrutiny and funding is being reduced. In response to this aspect and other ac-

countability measures, Edwards will examine how to develop a marketing plan based on assessing customer needs via a marketing agenda, compile a list of marketing benefits, identify key personnel who will lead these efforts and communicate your library's identity to its stakeholders.

RDA, Resource Description and Access: A Cataloging Code for the 21st Century

Cortland

Marjorie E. Bloss, *Former RDA Project Manager and Lecturer, Dominican University, GSLIS Program*

RDA (Resource Description and Access), takes the ideas found in the conceptual bibliographic models FRBR and FRAD and develops cataloging applications based on them. While RDA is built on many of the principles found in AACR2, it goes beyond AACR2 in its ability to demonstrate a work's relationship to its editions, translations and adaptations, as well as to its authors and subjects. Come hear about the plans for this powerful tool and see a demonstration of what it will look like and how it will assist librarians to better serve their library users.

Seat at the Community Table = Successful Library Programs

Evergreen

Laurie Magee, *Head of Children and Family Outreach Services, Oshkosh Public Library*; **Jeff Gilderson-Duwe**, *Director, Oshkosh Public Library and Winnefox Library System*; **Sue Panek**, *Director, Oshkosh Area United Way*; **Kelly K. Zdanovec**, *Director, Davis Child Care Center*; **Bridget Cullen**, *Director, Childcare Resource and Referral*

A library is a human service agency on the wellness side and shares a vision and goals with any number of agencies in the community. Earning a seat at the community table may appear to be overwhelming. The Oshkosh Public Library has spent the last quarter century, and perhaps longer, developing partnerships and relationships in the local community that have nurtured a wide variety of library initiatives. This panel of presenters will help you understand the steps and stages of the process from both the community and the library perspective. Creating a strong network of relationships is an investment in the wellbeing of the public library, as a library cannot remain in good health when the community is ailing.

5:30 p.m. – 6:30 p.m.

**Midwest ILLiad User Group –
UW System Meeting**

Hickory

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

Lawrence

**Wisconsin Small Libraries Round
Table Business Meeting**

Redwood

7:00 p.m. – 9:00 p.m.

Awards Banquet

Empire

They have left their imprints on our libraries. Please join us for this annual celebration in recognition of those professionals who symbolize the best in librarianship and support of libraries. Dinner will be followed by presentation of the following awards: RR Donnelley Award; Elizabeth Burr/Worzalla Award; WLA/Highsmith Library of the Year Award; WLA/DEMCO Librarian of the Year Award; Trustee of the Year Award and Special Service Award. There will also be acknowledgement of the winners of the Media & Technology Section's Webbies, Outreach Services Round Table Frances de Usabel Award, as well as the Wisconsin Library Heritage Hall of Fame inductees.

Cash bar available.

Music provided by **Jazz Orgy**.

**WISCONSIN LIBRARY ASSOCIATION
and
WISCONSIN LIBRARY ASSOCIATION FOUNDATION
ANNUAL BUSINESS MEETING**

Thursday, October 22, 2009
5:30-6:30 PM, Lawrence

AGENDA

- I. Call to Order, Walter Burkhalter, President
- II. Motion to approve the minutes of the 2008 Annual Business Meeting, Tasha Saecker, Secretary
- III. Report of the President, Walter Burkhalter
 - A. An overview of the year's activities
 - B. Discussion of a draft proposal for improved unit viability
- IV. Recess the WLA Business Meeting for the Purpose of Conducting the WLA Foundation Business Meeting, Walter Burkhalter
 - I. Convene the WLA Foundation Business Meeting, Barbara Kelly, WLA Foundation President
 - A. Approval of Minutes of 2009 Business Meeting
 - B. Campaign for Wisconsin Libraries
 - C. Scholarship Report
 - D. Other Business
- V. Reconvene the WLA Business Meeting, Walter Burkhalter
- VI. Report of the American Library Association Councilor, Julie Schneider
- VII Resolutions, Peter Gilbert
- VII Vice President's Report, Alberto Herrera, Jr.
- IX. New Business
- X. Adjournment

WLA/DEMCO Librarian of the Year Award

Kathryn Hanson, Graham Public Library

Library of the Year Award

UW-Sheboygan University Library

Special Services Award

Chelsea Couillard, Baraboo Public Library; Christina Johnson, UW-Madison; Catherine Phan, UW-Madison
SLIS

Muriel Fuller Award

Darla Jean Kraus, Lakeview Community Library,
Random Lake

WLA Citation of Merit

The Mead Witter Foundation, Inc., Wisconsin Rapids

WLA Highsmith Award

Racine Public Library's Ruff Readers Program

2009 Book Awards

Literary Awards Committee Honors

Outstanding Achievement

Anthony Bukoski, *North of the Port: Stories*
Lauren Groff, *Monsters of Templeton*
Sharon Kaye, *The Aristotle Quest: Black Market Truth*
David Maraniss, *Rome 1960: The Olympics that Changed the World*
David McGlynn, *The End of the Straight and Narrow: Stories*
Rachel Pastan, *Lady of the Snakes*
David Rhodes, *Driftless*
Michael Schumacher, *Wreck of the Carl D.: a True Story of Loss, Survival and Rescue at Sea*
Lori Tharps, *Kinky Gazpacho: Life, Love and Spain*
Jean Wilkowski, *Abroad for her Country: Tales of a Pioneer Woman Ambassador in the U.S. Foreign Service*

Outstanding Achievement in Poetry

Matthew Guenette, *Sudden Anthem*
Roy and June Nirschl, *Two Off Q: a Conversation in Poetry*
Austin Smith, *In the Silence of the Migrated Birds*
Ron Wallace, *For a Limited Time Only*

RR Donnelley Award

Lynda Barry, *What It Is*

Notable Authors

Gene DeWeese
Margaret Ashmun

Children's Book Award Committee

Elizabeth Burr/Worzalla Award

Neal Gaiman
The Graveyard Book

Notable Author/Illustrator

Pete Hautman

Outstanding Achievement

Gerald Morris (Aaron Reiner, Illustrator), *The Adventures of Sir Lancelot the Great*
Kevin Henkes, *Bird Lake Moon, Old Bear*
Tom Lichtenfeld, Illustrator (Amy Krouse Rosenthal, Author), *It's Not Fair*
Kashmira Sheth, (Yoshiko Jaeggi, Illustrator), *Monsoon Afternoon*

7:00 a.m. – 11:00 a.m.

Registration

Radisson Paper Valley Hotel Pool Dome Area

7:00 a.m. – 9:00 a.m.

Continental Breakfast

Empire

7:30 a.m. – 8:30 a.m.

Government Information Round Table Meeting

Hickory

Media and Technology Section Meeting

Redwood

Outreach Services Round Table Meeting

Cortland

Readers Section Meeting

Aspen

8:30 a.m. – 11:30 a.m.

Internet Café

Executive Boardroom

8:45 a.m. – 10:00 a.m.

Creating Diversity in the Workplace to Ensure Success: Changing the Way We Do Business

Oaktag/Parchment

Ronald G. Edwards, *Director of Library Services, Western Technical College*

The session will focus on creating a diverse workplace by developing a diversity initiative charter and vision, establishing goals and an action plan, enhancing the communication process and annually maintaining a budget in support of this initiative. Other issues examined include recruitment and retention, assessment and leadership development.

English Conversation Circle: a Library's First Attempt

Crown/Bond

Dawn M. Lauber, *Literacy & Extension Services Coordinator, Milwaukee Public Library*

Supported by a grant from the American Library Association and Dollar General, Milwaukee Public Library developed an English Conversation Circle series, held at its Forest Home Library branch. Hear how the series went — what worked and what didn't. See sample lesson plans and supporting material and share experiences from your own program.

Federal Funding for Broadband and the National Broadband Plan

Redwood

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

This program will highlight the \$7 billion available in federal broadband grant funding. An update will be given on likely grant applications to bring optic fiber broadband connectivity to all public libraries throughout the state. Other related information, such as the development of a national Broadband Plan and ALA activities, will also be covered.

Second Annual Book Cart Drill Team Competition – Sponsored by DEMCO

Friday, October 23, Salons A & B

10:30 a.m. – 12:00 p.m.

Librarians have many talents, and this year's Book Cart Drill Team competition is the perfect opportunity to highlight a unique set of skills. Come and join the fun!



Getting Your Game On

Linden/Rosewood

Roxane Bartelt, *Head of Children's Services, Kenosha Public Library*; **Rebecca Spika**, *Programming Assistant, Racine Public Library*; **Jim Novy**, *System Services Technician, Lakeshores Library System*

A panel discussion about the LSTA Gaming Grant that was implemented by libraries in the Eastern Shores, Manitowoc-Calumet, Lakeshores and Kenosha Library Systems. Panelists will discuss the concept behind the grant, what the participants hoped to accomplish, and their successful and not so successful implementations of the grant. Participants will also discuss other programs that have been created because the libraries now own the gaming hardware and software, and future ideas that they might try.

Grant Writing for the Terminally Frazzled

McIntosh

Denise Anton Wright, *Director, New Glarus Public Library*

Would you like to write a grant, but don't know where to start? This session will focus on library grant opportunities well-suited for beginning grant writers. You'll learn how to identify possible grant projects, where to look for grant opportunities, and how to gather the information you'll need for your grant application. Grants that Wright has written over the past five years have resulted in over \$15,000 in materials, equipment and furnishings for her library.

How to Start a Friends of the Library Group

Pippin

Heather Eldred, *Past WLA President and Retired Director of Wisconsin Valley Library Service*; **Krista Ross**, *Director, Southwest Wisconsin Library System*; **Mary Dunn**, *Director, Tomahawk Public Library*; **Audrey Ascher**, *Past WLTF Chair and former President of Friends of Marathon County Public Library*; **James Backus**, *WLTF Chair and former President of Friends of Marathon County Public Library*

Panel Discussion of best practices to follow in formation of a FOL group. Discussion points will range from "why to you want to have a Friends group?" to "what to do if at first you don't succeed?"

Humor at Work Really Works!

Lawrence

Lucy Arendt, *Assistant Professor of Business Administration, UW-Green Bay*

Can organizations, especially libraries, tap into the power of humor to enhance creativity, productivity and satisfaction? The answer depends on (1) who you are, (2) the kind of humor being used and (3) the purpose behind the humor. The outcomes of humor—good, bad or neutral—depend on whether you're in a position of power and whether you use positive or negative humor. They also depend on what you are trying to accomplish by using humor. The goal of this workshop is to leave you with a solid understanding of whether work humor works, and how. Dr. Arendt conducts research on leaders' use of humor and followers' creative performance, psychological stress and goal setting, and top management judgment and decision making.

Oral History: A Tool for Libraries, A Tool for Life

Briarwood/Ebony

Troy Reeves, *Head of the Oral History Program, Archives & Records Management Services*

In this session, Troy will touch on as many aspects of the art and science of oral history as time will allow. Besides his overview, focusing on the three key components of an oral history interview/project (pre-interview, interview, post-interview), Reeves will leave time for attendees to ask questions; whether or not he will be able to answer them is another story.

Keep the Magic Alive!

We'll see you at the Kalahari in the Dells, November 2-5, 2010

Quick and Dirty Library Promotions That Really Work!

Evergreen

Eric Jennings, Reference Librarian, McIntyre Library, UW-Eau Claire; **Kathryn Tvaruzka**, Education Reference Librarian, McIntyre Library, UW-Eau Claire

In today's tough budgetary times, all libraries must think of unique and cheap ways to promote the library and its services. Over the past few years, the McIntyre Library at the University of Wisconsin-Eau Claire has used unique and innovative marketing tools that have promoted the library and developed positive and meaningful relationships with students, faculty, staff and the larger Eau Claire community, all for relatively little expense. Examples include Facebook contests, events for families, re-envisioning, use of library giveaways and more. Eric and Kathryn will detail

how each promotion was carried out, the cost(s) involved and how its intended audience received it.

Tactile Graphics: How, Why and Where to Get Them

Cortland

Stacy Grandt, Outreach Director, Wisconsin Center for the Blind and Visually Impaired

This session will provide information about specialized formats that include tactile graphics used by people who are blind, have a print disability or low vision. Participants will gain insight into how to prepare tactiles to use with existing materials, as well as resources to acquire "ready-made" tactiles. This session will include specific information about materials that support the inclusion of children who are blind or have low vision, including those with multiple disabilities in public library programs. Stacy coordinated the production of tactile graphic items for the 2009 Summer Reading Program and is currently working on materials for the 2010 program.

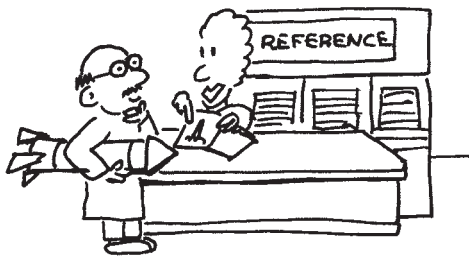
West Bend Librarians and Community Activists Share Censorship Stories

Empire

Michael Tyree, Director, West Bend Community Memorial Library; **Kristin Pekoll**, Young Adult Librarian, West Bend Community Memorial Library; **Barbara Deters**, Library Board President, West Bend Community Memorial Library; **Mary Reilly-Kliss**, former library board member, West Bend Community Memorial Library; **Maria Hanrahan**, Community Organizer, West Bend

The panelists will share their unique experience and insights gained in addressing multiple challenges to young adult and GLBT (Gay, Lesbian, Bisexual and Transgender) materials in the West Bend Community Memorial Library, including a demand to publicly burn Francesca Lia Block's YA novel, *Baby Be-Bop*. The controversy arose in February 2009, when a West Bend couple filed a request to reconsider books included in the library's "Out of the Closet" bibliography aimed at youth interested in GLBT issues, as well as books deemed "sexually explicit." Over the following weeks and months, the couple helped to form a citizens' group, West Bend Citizens for Safe Libraries, and circulated a petition asking the library to move particular young adult books to the adult section, label certain material as objectionable and restrict access to categories of online content. A second citizens' group, West Bend Parents for Free Speech, was formed to oppose the requested restrictions and to support the library's existing policies. A third organization, the Christian Civil Liberties

Even rocket scientists need librarians.



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

SUPPORT
Wisconsin Libraries
Keep Us All In A Better State™

Brought to you as a public service by this newspaper and the Wisconsin Library Association Foundation. © 2005 The Berry Group

Union, asked for monetary damages and demanded that *Baby Be-Bop* be publicly burned “as a deterrent to repeating this offensive conduct.” In June 2009, the West Bend Library Board voted unanimously to retain the books in its YA Zone, “without removing, relocating, labeling or otherwise restricting access.” The five panelists, librarians, trustees and community members directly involved with the challenges will discuss their experiences and their plans to continue the ongoing work of maintaining unrestricted access to information for everyone in their community.

10:30 a.m. – 12:00 p.m.

Second Annual Book Cart Drill Team Competition – Sponsored by DEMCO

Salons A & B

Librarians have many talents, and this year’s Book Cart Drill Team competition is the perfect opportunity to highlight a unique set of skills. Come and join the fun!

11:45 a.m. – 12:45 p.m.

Wisconsin Genealogy and Local History Round Table Business Meeting

Hickory

12:15 – 1:45 p.m.

President’s Luncheon: The Art of Listening

Salons C & D

Ben Merens, host of the daily “At Issue with Ben Merens” on Wisconsin Public Radio

Merens states that “after 25 years as a journalist and 15 as a talk show host, I have come to the conclusion that PEOPLE ARE DYING TO BE HEARD, and that we all need to listen better to each other. Today’s society says that in order to keep up with global trends, we have to multi-task. I disagree. We can’t do it all. It’s just impossible. And while we can watch TV and read a book at the same time, we can’t do either well. To do your best, you need to focus your thoughts. You need to listen to your kids. You need to free your mind of all the clutter and really hear your client, co-worker, boss or spouse. You need to take the time to focus on one person or task at a time. I call this ability to focus: Uni-Tasking.”



CDs will be available for sale immediately following the presentation and Mr. Merens will be staying to meet conference attendees.

On behalf of WLA and the Conference Committee, thank you for participating in this year’s conference. We hope you enjoyed your experience!

AWSL – Association of Wisconsin Special Librarians

AWSL Meeting
People of the Sturgeon
Tour of the Library at the Winnebago Mental Health
Institute and Its History Museum – the Julaine Farrow
Museum

CSRT – Circulation Services Round Table

CSRT Business Meeting
Humor at Work Really Works!

DPI – Department of Public Instruction

Badgerlink Magic
Bill & Melinda Gates Foundation's PC Grant Program
Federal Funding for Broadband and the National Broad-
band Plan
Light a Fire in Reference – Make AskAway Virtual Refer-
ence Work for You, Your Patrons and Your Library!
WISCAT Resource Sharing Community: An Update

GIRT – Government Information Round Table

ADA Refreshed: Ensuring Access for Everyone
Environmental Public Health Teaching Network: What
It Means to You
GIRT Business Meeting

IFRT – Intellectual Freedom Round Table

ALA's Privacy Initiative: Tools and Resources for Your
Library to Get Involved
Ethical Fitness Workshop (Pre-Conference)
IFRT Business Meeting
West Bend Librarians and Community Activists Share
Censorship Stories

ILLiad

Midwest ILLiad User Group Business Meeting

LD&L – Library Development and Legislation Committee

Legislatively Speaking

LRRT – Library Research Round Table

LRRT Business Meeting
Student Research Forum

MATS – Media and Technology Section

Drupal in Your Library
Have You Heard About...
MacGyver Library: Amazingly Useful Stunts You Can
Perform with Ordinary Library Objects
Making Choices in a Web 2.0 World
MATS Business Meeting
Social Software, the Internet and Marketing – the Lester
Public Library Experience
Twitter in Libraries
We're Casting and They're Biting!

NMRT – New Member Round Table

Networking Is the Key: An Introduction to WLA's Units
and Round Tables
NMRT Business Meeting
Resume Review Drop In
Who Gets the Job & Why

OSRT – Outreach Services Round Table

Beyond Cervantes: Effectively Selecting Spanish Language
Materials
Gaming: It's Not Just for Teens Anymore!
Innovative Ways in Reaching Adolescents
JOBS Projects in Wisconsin
Library Services for the Homeless Population in Wis-
consin: Findings of a Study
OSRT Business Meeting
Seat at the Community Table = Successful Library
Programs
Serving Older Adults: A Step by Step Approach
Tactile Graphics: How, Why and Where to Get Them

RASS – Reference and Adult Services Section

Changing Environment of Scholarly Communication &
Publishing
Customer Service Practices When Working with Children
and Teens
English Conversation Circle
Helping Local Economies Grow
Light a Fire in Reference – Make the AskAway Virtual Ref-
erence Work for You, Your Patrons and Your Library!
RASS Business Meeting

READ – Readers Section

David McGlynn: Author Visit
 Dyslexia: Health, Literacy and Libraries
 Notable Books Marathon
 READ Book Discussion: *The History of Love* by Nicole Krauss
 Writing the Unthinkable – RR Donnelly Award Winner, Lynda Barry

RSRT – Resource Sharing Round Table

Canoe the Open Content Rapids
 Collection Development and Resource Sharing: Confronting Problems While Creating Greater Access
 Resource Sharing: Past, Present and Future
 RSRT Meeting

SLIS – UW-Madison School of Library and Information Studies

UW-Madison SLIS Reunion

SOIS – UW-Milwaukee School of Information Studies

UW-Milwaukee SOIS Reunion

SSS – Support Staff Section

Wellness: For the Health of It!

TSS – Technical Services Section

Curious Nature of Order, or, How I Learned to Love Classification
 FRBR and FRAD: The Foundations of a New Cataloging Code
 Public Library System Technical Services in the 21st Century
 RDA, Resource Description and Access: A Cataloging Code for the 21st Century
 TSS Annual Business Meeting

WAAL – Wisconsin Association of Academic Librarians

Changing Environment of Scholarly Communication & Publishing
 Collection Development and Resource Sharing: Confronting Problems While Creating Greater Access
 Fantasy Soccer, the 2010 World Cup and Information Literacy
 Open Source Library Automation All Grown-Up
 Oral History: A Tool for Libraries, a Tool for Life
 Quick and Dirty Library Promotions That Really Work!

WAPL – Wisconsin Association of Public Libraries

ADA Refreshed: Ensuring Access for Everyone
 Are You Ready for an Intellectual Freedom Challenge? Public Internet Services and Community Meeting Rooms
 Coping Strategies for Libraries in Tough Financial Times – a Roundtable Discussion
 Creating a System for Staff Technology Training and Testing: Experiences at the Marathon County Public Library
 English Conversation Circle
 Grant Writing for the Terminally Frazzled
 Helping Local Economies Grow!
 Humor at Work Really Works!
 Is Your Community “Money Smart”?
 Library as a Community Center: Engaging Local Government Managers as Library Partners
 Library Services for the Homeless Population in Wisconsin: Findings of a Study
 Public Library System Technical Services in the 21st Century
 Resume Review Drop In
 Building a Rural Library
 Twitter in Libraries
 WAPL Board Meeting

WeLEAD – Wisconsin Emerging Librarians Exploring and Developing

After the Honeymoon: Strategies for Success as a New/ Emerging Librarian
 Resume Review Drop In

WEMTA – Wisconsin Educational Media and Technology Association

Getting Your Game On
 Innovative Ways in Reaching Adolescents
 Student Research Forum

WIGLHR – Wisconsin Genealogy and Local History Round Table

Exploring Wisconsin Opera Houses
 Flavor of Wisconsin: History & Culture through Recipes
 If Trees Could Talk: Stories about Wisconsin Trees
 Oral History: A Tool for Libraries, a Tool for Life
 WIGLHR Business Meeting

WisKE – Wisconsin Koha Enthusiasts

Wisconsin Koha Enthusiasts Meeting

WISLR – Wisconsin Small Libraries Round Table

How to Start a Friends of the Library Group
Library as a Community Center: Engaging Local Government Managers as Library Partners
Building a Rural Library
Trustee Training: Different Strokes for Different Folks
WISLR Business Meeting

WLA – Conference Planning Committee

Beyond Bayonets and Bullets: WPT Vietnam War Stories
Book Cart Drill Team
Creating Diversity in the Workplace to Ensure Success: Changing the Way We Do Business
Difficult Conversations: Conducting a Difficult Conversation When the Stakes Are High and Emotions Are Strong
Magic of Social Networks
Marketing the Library to Enhance Its Role in the Community and Increase Its Profit Margin
President's Luncheon: Ben Merens and the Art of Listening
Puppetry, Tomfoolery and the All the World's a Stage: Story times with Puppets
Reading Rainbow Young Writers' & Illustrators' Contest
Tour of the History Museum at the Castle
Unleashing Literacy's Best Friend: The Remarkable Relationship between Dogs and Young Readers

WLA – Wisconsin Library Association

Connecting Wisconsin Job Seekers
Getting the Most out of WLA's Online Community
Meet and Mingle with Exhibitors
Past President's Breakfast
Wisconsin Libraries Say Cheese!: A Week in the Life of Wisconsin Libraries
WLA/WLAF Annual Business Meeting
WLA Board Meeting

WLAF – Wisconsin Library Association Foundation

Awards and Honors Banquet
Motivational Magic – Keeping Your Passion in Challenging Times
Partnering Conversations: What to Say in Stakeholder Relationships
Suite Sorcery: An Evening of Music and Desserts – WLAF Fundraiser
WLAF Silent Auction
WLA/WLAF Annual Business Meeting

WLTF – Wisconsin Library Trustees and Friends

How to Start a Friends of the Library Group
Strategic Planning for Any-Sized Library
Trustee Training: Different Strokes for Different Folks
2008 Visioning Summit with Kathy Pletcher – WLTF Luncheon and Business Meeting
WLTF Board Meeting

YSS – Youth Services Section

Best Books for Young Adults: 2010 Nominees
Every Picture Tells a Story with Amy Córdova – YSS Luncheon
Gaming: It's Not Just for Teens Anymore!
Getting Your Game On
Is Your Story Time Saggin? Prop It Up!
Learn about the Winner and Outstanding Titles of the Burr/Worzalla Children's Book Award
Science Is a Blast!
Speaking Up for Teen Services
Teen Services Swap
YSS Board Meeting

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