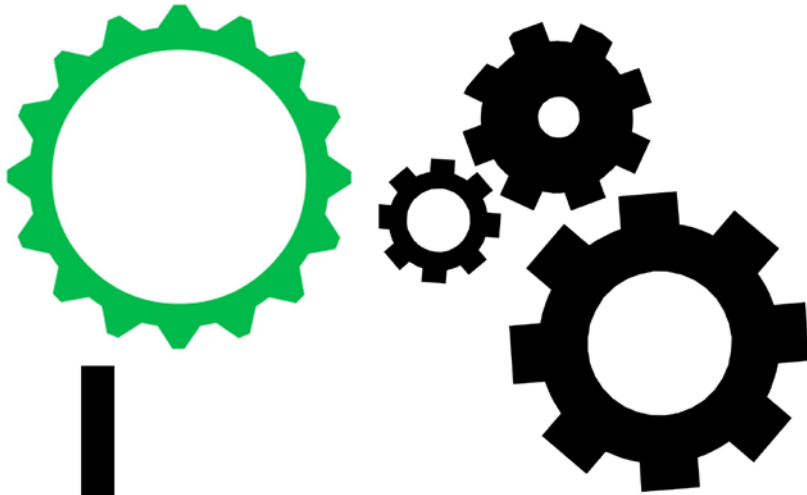


# WLA

connect.  
engage.  
transform.



# 2014

# NOV 4 - 7

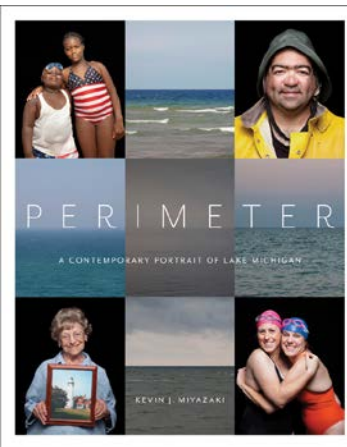
# ANNUAL CONFERENCE

November 4-7, 2014  
Kalahari Resort & Convention Center, Wisconsin Dells

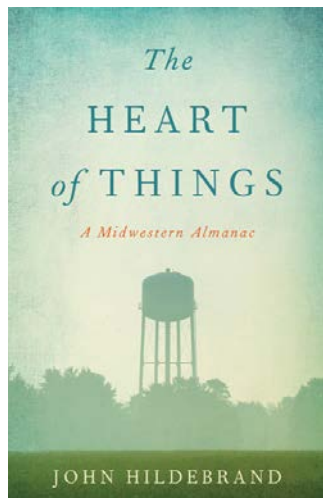
# FALL 2014



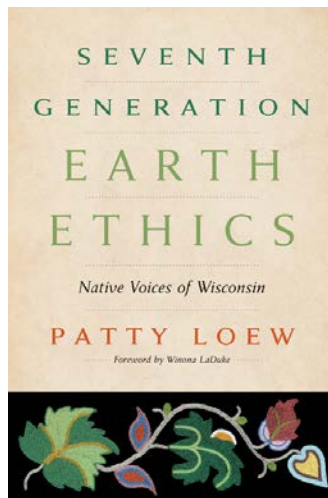
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in Wisconsin  
**TRAVIS DEWITZ**  
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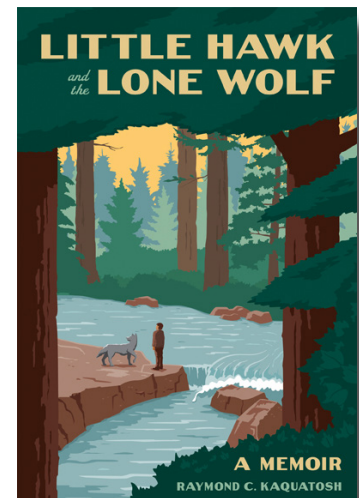
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**Seventh Generation Earth Ethics**  
Native Voices of Wisconsin  
**PATTY LOEW**  
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**Little Hawk and the Lone Wolf**  
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Wisconsin Historical Society  
P R E S S

[www.wisconsinhistory.org/whspress](http://www.wisconsinhistory.org/whspress)

# Conference Greetings

Welcome to the Wisconsin Library Association's annual conference at the Kalahari in Wisconsin Dells. This year's theme, Connect. Engage. Transform., in many ways describes the activities of the WLA in 2014. We've looked for ways to support volunteers, provide value to the membership and, ultimately, increase membership in WLA. We've got so much to share with you at the WLA/WLAF Business Meeting on Wednesday so make sure you attend!

The 2014 Conference has many opportunities for you to connect, a variety of engaging sessions and loads of ideas to help you transform your libraries and communities. We have great keynote speakers—Rich Harwood on Wednesday and Michael Johnson AND Tim Metcalfe on Thursday to inspire you.

Dance the night away at the WLAF Fundraiser “Bookgie Nights.” Take a tour (or three)! Visit with your favorite vendors and stop by the Engage Stage. Join us at the Awards & Honors-Reception on Thursday as we honor this year's fabulous award winners.

They say it takes a village to raise a child. Well, it takes a group of very dedicated and talented people to put together an outstanding conference. Thank you, 2014 Conference Committee!

Have a great conference and thanks for joining us!



*Krista L Ross*

Krista Ross  
Fennimore, WI

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# 2014 WLA Board of Directors



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Southwest Library System, Fennimore



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# Conference Information and Hours

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

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

check the local arrangements table for area guide books and brochures.

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

*Smoking is not permitted* in the Kalahari Resort & Convention Center.

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

*Badges* must be worn when attending conference programs, meetings, exhibits

and hospitality functions. White name badges are required to gain entrance to conference programming; blue badges indicate speaker-only, WLA/WLAF business meeting or exhibit-only attendees. If you would like to attend programs, please return to the registration desk to pay the conference fee.

*Free internet access* is available throughout the Convention Center. In addition, complimentary computers with access to the internet are available at the Registration Desk.

*Follow us* on Twitter at #WLA14.

## Registration

Kalahari Convention Center - North Atrium

Tuesday, 3:00 P.M. – 7:00 P.M.  
 Wednesday, 7:00 A.M. – 7:00 P.M.  
 Thursday, 7:00 A.M. – 5:30 P.M.  
 Friday, 7:00 A.M. – 11:00 A.M.

## WLAF Silent Auction & Crafty Gift Fair

Kalahari Convention Center - Exhibit Hall

Wednesday, 10:00 A.M. – 5:00 P.M.  
 Thursday, 8:30 A.M. – 3:30 P.M.  
 Thursday, 3:30 P.M. pick up and pay

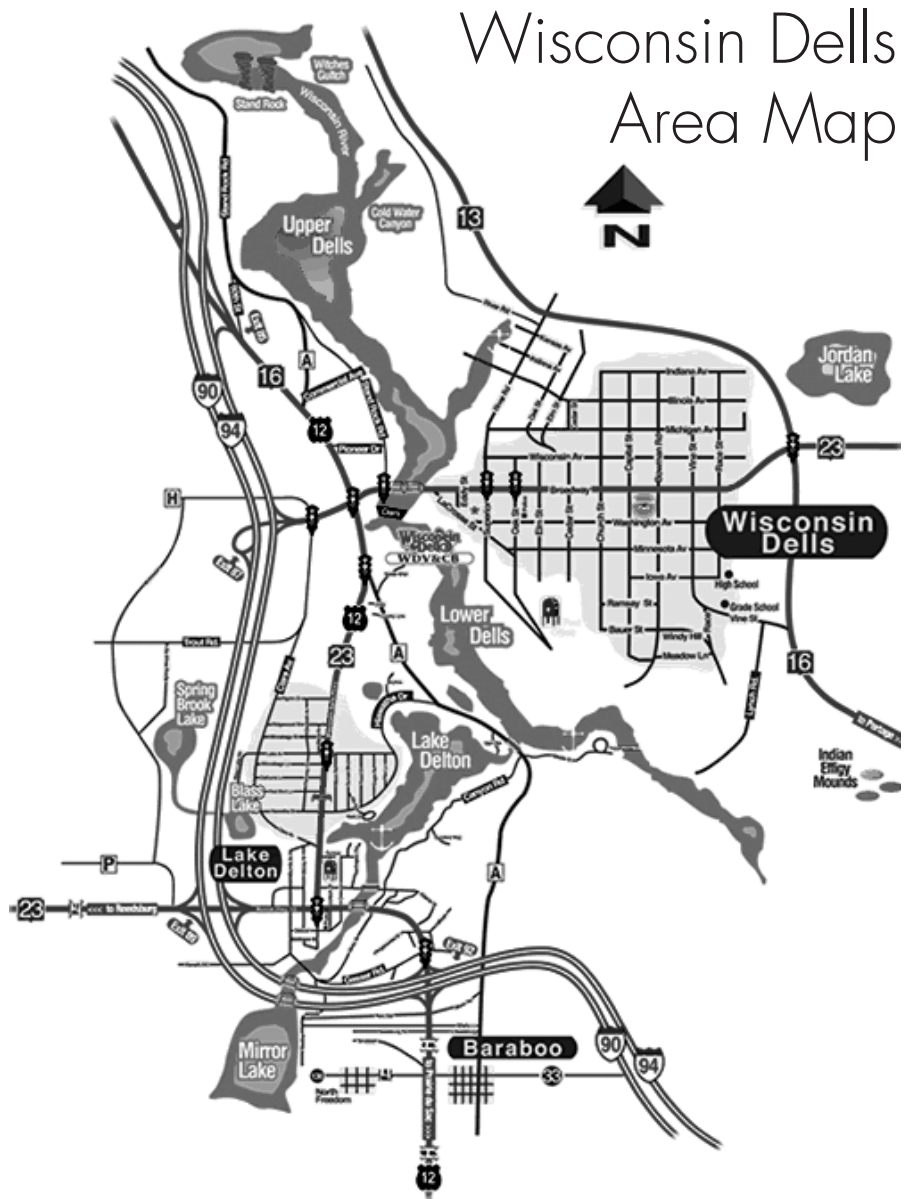
## Exhibits

Kalahari Convention Center - Exhibit Hall

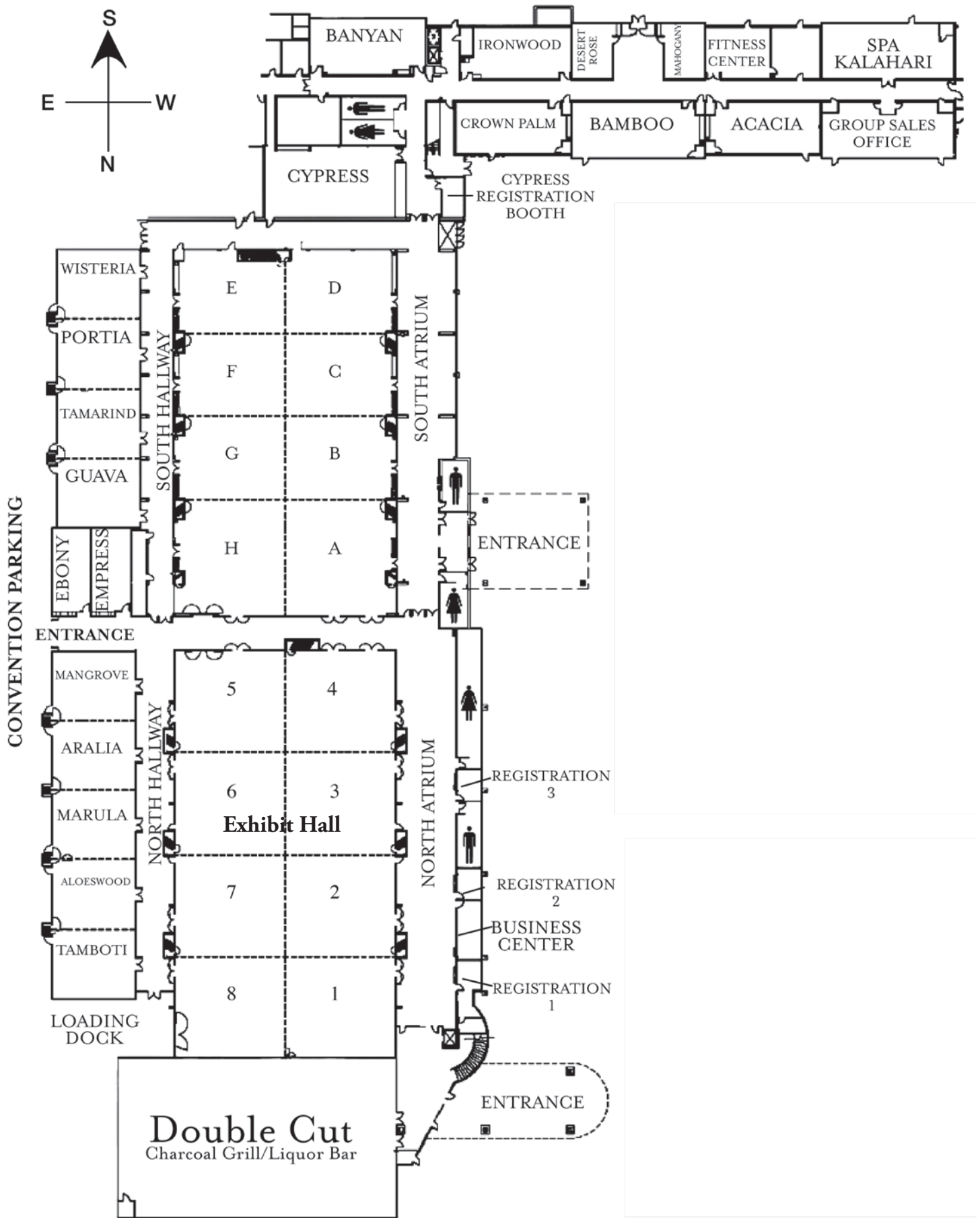
Wednesday, 10:00 A.M. – 5:00 P.M.  
 Thursday, 8:30 A.M. – 4:30 P.M.

## Breaks in Exhibit Hall

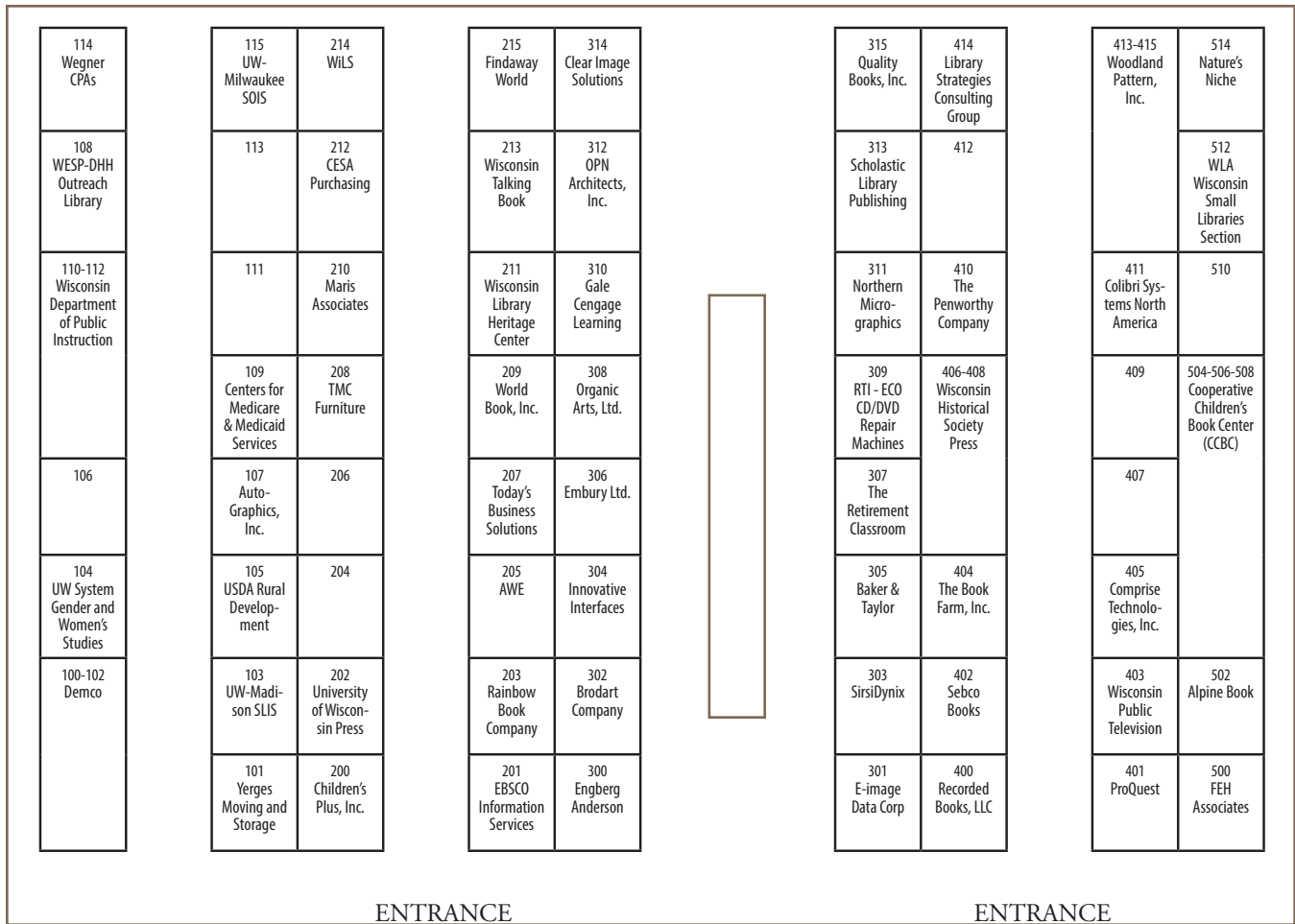
Wednesday, 10:00 – 10:45 A.M.,  
 3:30 – 4:15 P.M.  
 Thursday, 10:00 – 10:45 A.M.,  
 3:30 – 4:15 P.M.



# Kalahari Resort & Convention Center



# Exhibit Hall Floor Plan



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# Special Events

## Silent Auction & Crafty Gift Fair

Kalahari Convention Center - Exhibit Hall  
Wednesday, 10:00 A.M. – 5:00 P.M.  
Thursday, 8:30 A.M. – 3:30 P.M.  
Thursday, 3:30 P.M. pick up and pay

The Silent Auction is a great way to support the WLA Foundation and continues to be a popular feature of the conference. Be sure to stop by and browse for gifts, while admiring the creative talents of your peers. New this year: A 'buy-now' option for those who will not be there on Thursday (or who just prefer immediate gratification).



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

## Support the Central Wisconsin Community Action Council

Libraries love to share, so in that spirit of sharing please consider donating to the Central Wisconsin Community Action Council, located in Wisconsin Dells. The primary mission of CWCAC is to help families and individuals who subsist in poverty by providing a variety of services and programs to help them achieve independence and increased levels of prosperity. As they have an ability to stretch a dollar working with local stores and suppliers, cash donations are most welcome. Help us make a difference in our conference host-community! Donation boxes will be set up Tuesday through Friday by Registration. Help us make a difference in our conference host-community!

<http://cwcac.org/>

## EXHIBIT HALL OPENING EXTRAVAGANZA!

Wednesday, November 5, 10:00 A.M. – 10:45 A.M.  
Kalahari Convention Center - Exhibit Hall

Meet up in the exhibit hall for a great start to the day! Greet your favorite vendors and meet some new ones during this no-conflict time. And be sure to check out the new Engage Stage while you're there. The Stage will kick off with David HB Drake performing music from his Wiscon-Sing CD.

## Breaks in Exhibit Hall

Wednesday: 10:00 – 10:45 A.M., 3:30 – 4:15 P.M.  
Thursday: 10:00 – 10:45 A.M., 3:30 – 4:15 P.M.



## PARTICIPATE IN THE MAKER EXPERIENCE!

Visit the WLA Makerspace in the exhibit hall for tons of hands-on activities that let you experience the maker movement and learn how it could apply to your library. The Maker movement combines creativity, collaboration, literacy development, and STEM/STEAM education in a participatory learning environment. The Makerspace team has lots of fun activities planned for this year's conference.

Check out page 15 of this booklet for a complete listing of our planned activities.

## BANNED BOOKS READ-IN

Wednesday, November 5, 6:30 P.M. – 7:30 P.M.

Tamboti

*Kristina Gomez, Librarian, Milwaukee Public Library*

Hang out with fellow intellectual freedom fighters and read some of your favorite banned books at this informal read-in.



## BOOKGIE NIGHTS GOTTA HAVE THE FUNK! WLA Foundation Fundraiser

Wednesday, November 5, 8:00 P.M. – 11:00 P.M.

Kalahari Convention Center - Suite A/B/G/H

Join the area's favorite live cover band, VO5, for a fun night of dancing to the hits of '70s and '80s! We'll take you back to when librarians wore platform shoes while programming with punch cards, and at the same time you'll be making a pain-free contribution to the WLA Foundation. Disco-appropriate attire encouraged, but not required. The exciting night includes...



Photo Credit: Paula A. White

- Dance contest
- 50/50 Raffle
- Prize for best costume

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



## YOGA FOR LIBRARIANS

Thursday, November 6, 7:00 A.M. – 8:00 A.M.

Kalahari Convention Center - Suite F

Gentle Yoga exercises to stretch, rejuvenate and start your day right. Suitable for all ages and abilities.



## ALDO LEOPOLD CENTER TOUR

Thursday, November 6

Leave Kahalari Convention Center at 9:30 A.M.

Return to Kalahari Convention Center at 11:45 A.M.

Located on the land that inspired *A Sand County Almanac*, The Leopold Center boasts Platinum LEED® Certification from the U.S. Green Building Council. Enjoy the Southern Wisconsin countryside on your brief trip to the Center, where you will learn the history of the site and the green features of the building, known as the greenest of its kind in the United States. Whether you are interested in building better libraries or learning how Aldo Leopold's legacy is being applied today and adapted for the future, this will be a great tour. Transportation provided.



## H.H. BENNETT STUDIO TOUR

Thursday, November 6

Leave Kalahari Convention Center at 1:30 P.M.

Return to Kalahari Convention Center at 4:00 P.M.

The Henry Hamilton Bennett Studio, opened in 1865, is the oldest operating business in Wisconsin Dells. The current studio has been in operation since 1875, and was operated by Bennett's family until they donated the property to the Wisconsin Historical Society in 1998. On this guided tour of the museum and studio, visitors will see many of Bennett's printed photographic works, cameras and other innovations in photography, and learn about Bennett's roles in the advancement of photography, preservation of local history and the growth of Wisconsin's tourism industry. Transportation provided.

## AWARDS & HONORS RECEPTION

Thursday, November 5, 5:30 P.M. – 7:00 P.M.

Kalahari Convention Center - Suite A/H

*Sponsored by EBSCO*

This informal and free event will give everyone attending the conference the chance to personally thank and interact with award winners. There will be a formal presentation of awards during the reception. It's a chance to celebrate with the winners and raise a glass in their honor. Entertainment provided by members of the Reedsburg area Brass Ensemble.

## LET'S ROLL! FALL CLASSIC LIBRARIANS V. VENDORS BOWLING TOURNAMENT

Thursday, 8:30 P.M. – 10:30 P.M.

Kalahari Indoor Theme Park

*Sponsored by WiLS*

Join us for the first annual Fall Classic Librarians v. Vendors Bowling Tournament at the Kalahari Lanes, hosted by WiLS! In the first hour we'll pit teams of librarians against teams of vendors. Beat them and make them buy you drinks. Let them beat you and make them buy you drinks. It's win-win! The second hour you can make it up to them as we have mixed teams of librarians and vendors, and, who knows, perhaps you'll build some valuable relationships.

## ZUMBA WITH ERIKA GERHARDT

Friday, November 7, 7:00 A.M. – 8:00 A.M.

Kalahari Convention Center - Suite 3



## CIRCUS WORLD LIBRARY RESEARCH CENTER AND ARCHIVES TOUR

Friday, November 7

Leave Kalahari Convention Center at 8:00 A.M.

Return to Kalahari Convention Center at 10:45 A.M.

*Sponsored by AWSL*

Step into three-ring history! Ask questions of the resident librarian and archivist, see their special exhibits and rare artifacts, and go behind the scenes to see how the research library is run! This 1½ hour tour of Circus World's Robert L. Parkinson Library & Research Center will be led by Peter Shrake, Archivist. Transportation provided.

# Author Signings

All signings will take place immediately after program or luncheon, with listed book titles available for purchase.

## Wednesday, November 5

2:45 P.M. – 3:30 P.M.



### **Making It Real**

Cypress

Rebecca Behrens: *When Audrey*

*Met Alice*

Gayle Rosengren: *What The Moon Said*

4:30 P.M. – 5:15 P.M.

### **Good Girls, Bad Girls, Real Girls: Teen Girls In YA Lit & in Your Library**

Marula

Carrie Mesrobian: *Sex And Violence: A Novel*



4:30 P.M. – 5:15 P.M.

### **WLA Literary Award Winner**

Cypress

Larry Watson: *Let Him Go; Montana 1948; Orchard*



## Thursday, November 6

11:00 A.M. – 11:45 A.M.



### **The Midwest Hurricane of 1913**

Aloeswood

Michael Schumacher: *November's Fury: The Deadly Great Lakes Hurricane of 1913*

2:45 P.M. – 3:30 P.M.

### **Burr/Worzalla Children's Book Award Winner**

Cypress

Kevin Henkes: *The Year of Billy Miller; Kitten's First Full Moon; Penny and Her Marble; Lilly's Purple Plastic Purse*



12:00 P.M. – 1:30 P.M.



### **Luncheon with Avi**

Kalahari Convention Center - Suite A/H

Avi: *City of Orphans; Crispin; Poppy; Sophia's War*

4:30 P.M. – 5:15 P.M.

### **New Publishing, and Why It's a Great Time to Be a Writer**

Aloeswood

Jess Riley: *Driving Sideways*



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

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*We gratefully acknowledge the following for their support of the  
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Wisconsin Historical Society Press

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

# Exhibit Categories

## **Accounting & Financial Services**

Comprise Technologies, Inc.  
Wegner CPAs

## **Animal Rescue**

Nature's Niche

## **Architecture & Design**

Engberg Anderson, Inc.  
FEH Associates, Inc.  
OPN Architects

## **Audio/Interactive Books and Materials**

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

## **Audio Visual Equipment/Products/Systems**

CESA Purchasing  
Demco  
RTI DVD/CD Repair Machines

## **Automation Software/Systems**

Auto-Graphics  
Comprise Technologies, Inc.  
Demco  
SirsiDynix

## **Bindery**

Children's Plus, Inc.  
CoLibri Systems North America  
Northern Micrographics

## **Books**

Baker & Taylor, Inc.  
Brodart Company  
Children's Plus, Inc.  
CoLibri Systems North America  
e-Image Data Corp.  
Findaway World  
Penworthy Company, The  
Quality Books, Inc.  
Rainbow Book Company  
Sebco Books  
University of Wisconsin Press  
Wisconsin Historical Society Press  
Wisconsin Talking Book and Braille Library  
Woodland Pattern, Inc.

## **Book Jobber/Wholesaler**

Baker & Taylor  
Book Farm, The

## **Book Protection and Repair**

CoLibri Systems North America

## **CD/DVD Repair Machines**

RTI DVD/CD Repair Machines

## **Children's Books/Materials**

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

## **Children's Programs**

AWE  
Demco  
Organic Arts

## **Computer Software**

CESA Purchasing  
Comprise Technologies, Inc.  
e-Image Data Corp.  
SirsiDynix

## **Consortium**

Comprise Technologies, Inc.  
WiLS

## **Consulting Services**

Library Strategies Consulting Group  
WiLS

## **Databases**

Center for Medicare & Medicaid Services (CMS)  
Colibri Systems North America  
EBSCO  
Gale Cengage  
Maris Associates  
ProQuest  
Recorded Books  
Wisconsin Department of Public Instruction  
WiLS

## **Digital Content**

Baker & Taylor  
Findaway World  
Maris Associates  
Recorded Books  
Wisconsin Department of Public Instruction  
WiLS  
World Book, Inc.

## **Digital Scanning & Preservation**

CESA Purchasing  
Clear Image Solutions, LLC  
e-Image Data Corp  
Northern Micrographics

## **Distributor**

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

## **eBook Lending System**

Baker & Taylor  
Gale Cengage  
Recorded Books

## **Education**

AWE  
Center for Medicare & Medicaid Services (CMS)  
Findaway World  
Nature's Niche  
Quality Books, Inc.  
Recorded Books, LLC  
Wisconsin Department of Public Instruction  
UW-Madison SLIS  
UW-Milwaukee SOIS  
UW System Gender and Women's Studies  
Wisconsin Historical Society Press  
Wisconsin Public Television  
World Book, Inc.

## **Encyclopedia**

Wisconsin Department of Public Instruction  
World Book, Inc.

## **Engineers**

FEH Associates, Inc.  
HGA Architects and Engineers, Inc.  
OPN Architects

## **Entertainment Products**

Baker & Taylor.

## **Environment/Natural Resources**

Wisconsin Department of Natural Resources

# Exhibit Categories

## **Furniture**

Brodart Company  
CESA Purchasing  
Demco  
Embury, Ltd.  
TMC Furniture

## **Government Agency**

Centers for Medicare & Medicaid Services (CMS)  
USDA Rural Development  
Wisconsin Department of Public Instruction

## **History and Culture**

Wisconsin Department of Public Instruction  
Wisconsin Historical Society Press  
Wisconsin Public Television  
World Book, Inc.

## **Integrated Library Systems**

Auto-Graphics, Inc.  
SirsiDynix

## **Interior Design**

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

## **Language Learning**

Brodart Company  
Findaway World  
Recorded Books

## **Literacy**

AWE  
Demco  
Findaway World  
Wisconsin Department of Public Instruction  
Wisconsin Talking Book and Braille Library

## **Magazine**

**Subscription Agency**  
EBSCO

## **Microfilming/Retrieval**

e-Image Data Corp  
Northern Micrographics

## **Movers**

Yerges

## **Music**

Baker & Taylor  
CESA Purchasing  
Organic Arts

## **Online Information**

Baker & Taylor  
Center for Medicare & Medicaid Services (CMS)  
EBSCO  
Wisconsin Department of Public Instruction  
WiLS  
Wisconsin Public Television

## **Patron Self Services**

Comprise Technologies, Inc.  
e-Image Data Corp.

## **Popular Regional Titles**

Alpine Book  
University of Wisconsin Press

## **Portal Software**

Auto-Graphics, Inc.

## **Printing**

Northern Micrographics

## **Promotional Materials**

Center for Medicare & Medicaid Services (CMS)  
Demco

## **Publishers**

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

## **Puppets/Puzzles**

Book Farm, The  
Penworthy Company, The

## **Reference Materials**

Brodart Company  
Maris Associates  
Quality Books, Inc.  
Wisconsin Department of Public Instruction  
World Book, Inc.

## **Revenue Management**

Comprise Technologies, Inc.

## **Security**

Demco  
RFID Library Solutions

## **Shelving**

Brodart Company  
CESA Purchasing  
Demco  
Embury, Ltd.  
Signage  
CESA Purchasing

## **Special Library Braille Books**

Wisconsin Talking Book and Braille Library

## **Storage**

CESA Purchasing  
Yerges

## **Storytelling**

### **Resources**

Demco  
Organic Arts  
Upstart  
Wisconsin Department of Public Instruction

### **Supplies**

Demco  
Upstart

### **Technology**

#### **Management**

Auto-Graphics, Inc.  
CESA Purchasing  
Clear Image Solutions, LLC  
Comprise Technologies, Inc.  
Innovative  
SirsiDynix  
Today's Business Solutions  
WiLS

#### **Video/DVD/CD**

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

#### **Vision Products/Services**

Wisconsin Talking Book and Braille Library

#### **WiFi Networking**

Comprise Technologies, Inc.



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*Representative:* Mary Clark  
Auto-Graphics' Library Management Platform consists of VERSO ILS, SHAREit ILL/Resource Sharing and SEARCHit Federated Search.

## AWE

2501 Seaport Drive, SH410  
Chester, PA 19013  
610.833.6400  
610.833.6440 (fax)  
www.awelearning.com

*Representatives:* Jeremy Link, Paul Getzen  
AWE is a provider of digital learning solutions to schools, libraries, childcare centers and other educational entities. We offer both stand-alone computer workstations and web-based products.

## Baker & Taylor, Inc.\*

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

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

## Booth 502



## Booth 107

## Booth 205

## Booth 305

## The Book Farm, Inc.

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

*Representative:* Mary Therese Boyle  
Children's library books, prebounds, trade, puppet, educational toys and felt products available.

## Brodart Company

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

*Representative:* Brette Dorris  
Brodart continuously raises the bar to upgrade institutions with books, supplies and furniture.

## Centers for Medicare & Medicaid Services (CMS)

233 N Michigan Avenue, Suite 600  
Chicago, IL 60601-5505  
312.353.8583  
443.380.6619 (fax)

*Representative:* Cathy Leonis  
Federal government.

## CESA Purchasing

1221 Innovation Drive, Suite 115  
Whitewater, WI 53190  
262.473.1444  
262.472.2269 (fax)  
www.cesapurchasing.org

*Representative:* Lisa Melby  
CESA Purchasing is a statewide cooperative that works with local and national vendors to provide contracts to K12 schools, libraries and other nonprofit educational entities.

## Childrens Plus, Inc.

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

*Representatives:* Rick Ziebart, Karla Wustner, Ed McCabe  
Childrens Plus sells K-12 library books/media, offering over 160,000 titles, a 100% guarantee, free shipping.

## Booth 404

## Booth 302

## Booth 109

## Booth 212

## Booth 200

## Breaks in Exhibit Hall

Wednesday  
10:00 – 10:45 A.M.  
3:30 – 4:15 P.M.

Thursday  
10:00 – 10:45 A.M.  
3:30 – 4:15 P.M.

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



Indicates WLA member

## Clear Image Solutions

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

*Representative:* Neil Milkowski

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

## Booth 314

## e-Image Data Corp

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

*Representative:* James Westoby, Jeff Middleton

E-ImageData manufactures the market leading ScanPro microfilm scanners. Stop and see the ScanPro 1100, the full featured microfilm scanner at an affordable price.

## Booth 301



## CoLibri Systems North America Booth 411

925 Vista Park Drive  
Pittsburgh, PA 15205  
412.787.5136  
412.787.5138 (fax)  
www.colibriusa.com

*Representative:* Tom Rankin

Unique book covering system, protects hard and soft covered books. Completely automatic--done in 20 seconds.

## Comprise Technologies Booth 405

P O Box 425  
Navesink, NJ 07752-0425  
732.291.3600  
www.CompriseTechnologies.com

*Representative:* Richard Hill

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

## Cooperative Children's Book Center Booths 504/506/508

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

Cooperative Children's Book Center (CCBC) displays a selection of books published for children and young adults in the year 2014.

## Demco and Demco Interiors\* Booth 100

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

*Representatives:* Gary Stern, Lisa Bintrim

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



Visit the WLA Makerspace in the exhibit hall for tons of hands-on activities that let you experience the maker movement and learn how it could apply to your library. The Maker movement combines creativity, collaboration, literacy development, and STEM/STEAM education in a participatory learning environment. The Makerspace team has lots of fun activities planned for this year's conference.

Wednesday, November 5,  
11:00 A.M. – 5:00 P.M.

### Make a Video Game with Paper and an iPad

Make a game with graph paper, an iPad (provided or use your own) and the PixelPress Floors app.

### Cereal Box Book Making

Make a hand-stitched notebook out of a cereal box.

### Lego Mindstorm Robots

Program and play with Lego Mindstorm Robots.

### Squishy Circuits

Learn to teach electronics without soldering or wires with homemade conductive dough.

Thursday, November 6

11:30 A.M. – 4:30 P.M.

### Board Game Creation

Create your very own board game! (Morning only)

### 3D Printing

Make something awesome on a 3D printer.

### Lego Mindstorm Robots

Program and play with Lego Mindstorm Robots.

### Art Bots / Scribble Bots

Play with Art Bots and explore ways to use them in your library programs

### Build-a-Poem Blocks

Build a poem using blocks in an engineering-meets-arts activity.

### MaKey-MaKey

Play with a MaKey-MaKey and explore ways to use them in your library programs.

# Exhibitors

## EBSCO Information Services

10 Estes Street  
Ipswich, MA 01938  
205.981.4678  
205.995.1613 (fax)  
www.ebsco.com

*Representatives:* Paula Brewster, Jaye Hess  
EBSCO provides e-journal, e-book and e-journal package and print subscriptions, e-resource management tools, full-text and secondary databases, and related services for all types of libraries.

## Embury, Ltd.\*

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

*Representatives:* Bruce Deming, Mona Deming, David Cox, Anthony Oliver  
Embury, Ltd. specializes in the design, sales and service of library furnishings and accessories.

## Engberg Anderson, Inc.

320 East Buffalo Street, Suite 500  
Milwaukee, WI 53202  
Madison, WI 53703  
414.944.9000  
414.944.9100 (fax)  
www.engberganderson.com

*Representatives:* Joe Huberty, Bill Robison  
Having worked with 100+ of libraries of all shapes and sizes, Engberg Anderson is a leader in the architecture, planning and interior design of library spaces.

## FEH Associates Inc.

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

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

## Booth 201

## Findaway World

31999 Aurora S Road  
Solon, OH 44139  
440.893.0808  
440.893.0809 (fax)  
www.library.playaway.com

*Representative:* Peter Wuerl  
Preloaded digital media.

## Booth 215

## Gale, Cengage Learning

27500 Drake Road  
Farmington Hills, MI 48331  
248.699.8988  
248.699.8094 (fax)  
www.gale.cengage.com

*Representatives:* David Zvenbiec, Liz Bondie  
Gale, part of Cengage Learning, serves the world's information and education needs through its dynamic content pools, which are used in libraries, schools and online.

## Booth 310

## Booth 306



## Booth 300



## Booth 500



## Innovative

5850 Shellmound Way  
Emeryville, CA 94608  
510.496.3825  
510.450.6350 (fax)  
www.iii.com

*Representative:* Pete Zeimet  
Innovative is dedicated to providing leading technology solutions and services that empower libraries and enrich their users worldwide.

## Booth 304

## Library Strategies

325 Cedar Street, Suite 55  
St. Paul, MN 55101  
651.253.3231  
651.222.1988 (fax)  
www.librarystrategiesconsulting.org

*Representatives:* Stu Wilson, Slade Kemmet  
Library Strategies provides comprehensive consulting services to libraries, friends and foundations, including fundraising, capital campaigns, strategic planning, training and facilities planning.

## Booth 414

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



Indicates WLA member

## Maris Associates\*

3175 Willowgate Pass  
Colgate, WI 53017  
262.628.1926  
262.628.2662 (fax)  
www.mariseducation.com

*Representative:* Maris Dambekaln  
Direct publishers representative for childrens, young adult and adult books, databases and digital content.

## Nature's Niche, LLC

5223 Highway 66  
Stevens Point, WI 54482  
715.340.7149 (cell)  
www.naturesniche.org

*Representative:* Dino Tlachac  
Nature's Niche is an animal rescue providing hands-on education for all ages.

## Northern Micrographics

2004 Kramer Street  
La Crosse, WI 54603  
608.236.0850  
608.781.3883 (fax)  
www.normicro.com

*Representative:* Colleen Lubinsky  
Northern Micrographics offers digitizing, microfilming, printing and binding.

## Organic Arts

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

*Representatives:* David HB Drake, Sky Schultz, Michael Drake, Twila Bergeron

Organic Arts is a collective of lifelong professional performing artists/educators providing music, storytelling, natural history programs and workshops to schools, libraries, communities and family organizations.

## Booth 210

## Booth 514

## Booth 311



## Booth 308

## OPN Architects

301 N Broom Street  
Madison, WI 53703  
319.363.6018  
319.363.7349 (fax)  
www.opnarchitects.com

*Representatives:* Bradd Brown, Mindy Sorg, Wes Reynolds  
OPN's approach to library design is based on our belief that libraries should be unique and specific to the needs of the community, efficient to operate and beautiful in design.

## The Penworthy Company

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

*Representatives:* Anne Broda, Katie Ratajczyk, Will DeBoer, Julie Plantz

Penworthy offers new titles monthly, including today's most popular characters. Penworthy Prebound Books feature durable side sewn bindings and easy-clean covers. Free shipping with no back-orders.

## ProQuest

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

*Representative:* Ed McCullough

ProQuest connects people with vetted, reliable research information. Key to serious research, ProQuest includes Bowker®, Dialog®, EBL®, ebrary®, Serials Solutions®, businesses and the RefWorks®, Pivot™, and Summon® Services.

## Booth 312



## Booth 410

## Booth 401

### Breaks in Exhibit Hall

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

## Exhibit Hall Opening Extravaganza!

Wednesday, November 5, 10:00 A.M. – 10:45 A.M.  
Kalahari Convention Center - Exhibit Hall

Meet up in the exhibit hall for a great start to the day! Greet your favorite vendors and meet some new ones during this no-conflict time. And be sure to check out the new Engage Stage while you're there. The Stage will kick off with David HB Drake performing music from his Wiscon-Sing CD.

# Exhibitors

## Quality Books Inc.\*

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

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

## Rainbow Book Company

500 E Illinois Route 22  
Lake Zurich, IL 60047  
847.726.9930  
847.726.9935 (fax)  
www.rainbowbookcompany.com

*Representatives:* Scott Erickson, Tim Carlmark  
Distributor of childrens books, K to 12, eBooks, bilingual titles, easy readers.

## Recorded Books

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

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

## The Retirement Classroom

P O Box 70767  
Madison, WI 53707  
608.354.3597  
www.theretirementclassroom.com

*Representatives:* Jesse Gurtz, Nick Schreck  
A leading educator of topics relevant to today's retiree. Our free classes help build confidence in planning for retirement.

## Booth 315



## RTI-DVD/CD Repair Machines Booth 309

4700 W Chase Avenue  
Lincolnwood, IL 60712-1689  
800.323.7520  
847.677.1311 (fax)  
www.discchek.com

*Representatives:* Scott Jahnke, Debbie Jahnke  
RTI's professional industrial products are precision computer controlled machines that automatically perform maintenance through deep scratch repairs on CDs, DVDs, Blu-Ray and Books-on-Disc.

## Scholastic Library Publishing Booth 313

P.O. Box 279  
Hamel, MN 55340  
612.386.0599

*Representatives:* Matthew Kopyar, Gabe Flynn, Jack Kubitz  
Publisher of both print and digital K-12 products.

## Sebco Books

2001 SW 31st Avemie  
Pembroke Park, FL 33009  
954.985.9400  
954.987.2200 (fax)  
www.sebcobooks.com

*Representatives:* Kim Rusalen, Jeff Pelant  
Sebco Books is a distributor of print books and multi-user eBooks for all ages. Visit sebcobooks.com to browse our collection.

## SirsiDynix

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

*Representatives:* Adam Johnson, Jim Schwieters  
Through library management technology and search and discovery tools, libraries using SirsiDynix technology bring relevant resources and the power of knowledge to their users and communities.

## Booth 203

## Booth 400

## Booth 307

## Booth 313

## Booth 402

## Booth 303

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



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## TMC Furniture

119 E Ann Street  
Ann Arbor, MI 48104  
734.622.0080  
734.622.0088 (fax)  
www.tmcfurniture.com

*Representatives:* Margie Nichols, David Meyer, Michelle Palmer  
TMC Furniture's products for adults and children bring sophistication, warmth and exceptional craftsmanship to the library market. Carefully designed and manufactured in Michigan.

## Today's Business Solution

7820 S Quincy Street  
Willowbrook, IL 60527  
630.537.1370  
630.537.1369 (fax)  
www.singlecard.com

*Representative:* Nathan Handlon

Premier provider of time management software, print for pay systems, public use simple scan stations, web print solutions and ecommerce packages.

## USDA Rural Development

5417 Clem's Way  
Stevens Point, WI 54482  
715.345.7610  
855.731.0161  
www.rurdev.usda.gov/wi

*Representatives:* Brian Deaner, Barb Brewster

Rural Development programs provide direct or guaranteed loans, grants and technical assistance to help rural communities build or improve community facilities and other essential services.

## UW-Madison School of Library & Information Studies\*

600 North Park Street  
Madison, WI 53706  
608.263.2909  
608.263.4849 (fax)  
www.slis.wisc.edu

*Representatives:* Meredith Lowe, Anna Palmer

The School of Library & Information Studies at UW-Madison offers online and on-campus MA programs and continuing education opportunities, as well as an on-campus PhD program.



## Booth 208

## UW-Milwaukee School of Information Studies\*

P O Box 413  
Milwaukee, WI 53201-0413  
414.229.4707  
414.229.6699 (fax)  
www.uwm.edu/sois

*Representatives:* Twyla McGhee, Sharon Lake, Tomas Lipinski, Julie Walker, Thomas Walker, Richard Kessler

Through leading international faculty, undergraduate, master's and doctoral degree programs, and institutional partnerships spanning the globe, SOIS prepares students for success in our information world.



## Booth 207

## Booth 105

## Booth 103

### Engage Stage Schedule

#### Wednesday, November 5

- 10:00-10:45 Wiscon-Sing with David HB Drake from Organic Arts
- 11:00-11:20 BadgerLink's College, Career, Health, & Computer Skills Resource demo with Kara Ripley from Department of Public Instruction
- 11:25-11:45 An Overview of EBSCO Ebooks with Paula Brewster from EBSCO
- 1:45-2:05 Wisconsin's Patent & Trademark Resource Centers with Kristina Gomez from Milwaukee Public Library
- 2:10-2:30 ProQuest Research Companion with Lisa Alent from ProQuest
- 2:45-3:30 Digital Public Library of America with Amy Rudersdorf from DPLA
- 3:30-4:15 Speed Networking with the WLA Career Center

#### Thursday, November 6

- 10:00-10:45 Guerrilla Story Time with Story Time Guerrillas
- 11:00-11:20 Engaging Parents in Early Literacy Through Storytime with Liz Bowie from Demco
- 11:25-11:45 Next Generation Libraries with Kate Beihl from OPN Architects
- 1:45-2:05 Local Content Lab with Wisconsin Library Services (WiLS)
- 2:10-2:30 TeachingBooks.net with Nick Glass from TeachingBooks
- 2:45-3:30 Offering a Summer Food Service Program in your Community with Wisconsin librarians
- 3:30-4:15 Fashion Show with WLA Career Center

### Breaks in Exhibit Hall

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

# Exhibitors

## University of Wisconsin Press\* Booth 202

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

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

## UW System Office of the Gender & Women's Studies Librarian Booth 104

728 State Street, 430 Memorial Library  
Madison, WI 53706  
608.263.5754  
<http://womenst.library.wisc.edu>

*Representative:* Karla Strand  
The Office of the UW System Gender and Women's Studies (GWS) Librarian is one of the premier resources for support of GWS scholarship and librarianship.

## Upstart Booth 102

P O Box 7820  
Madison, WI 53707-7820  
Madison, WI 53704  
800.558.2110  
[www.highsmith.com](http://www.highsmith.com)

*Representative:* Heidi Green, Lynn Kiley  
Upstart reading promotions include posters, bookmarks and incentives to get kids excited about reading.

## Wegner CPAs Booth 114

2110 Luann Lane  
Madison, WI 53713  
608.441.1922  
608.274.3361 (fax)  
[www.wegnercpas.com](http://www.wegnercpas.com)

*Representatives:* Yigit Uctum, Natalie Rew  
Wegner CPAs is about people--our clients, our employees, our community. Our professionals guide individuals, businesses and nonprofits with personal service, education and knowledge.

## Wisconsin Department of Public Instruction Booths 108/110/112

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

*Representatives:* Kara Ripley, Martha Berninger, Elizabeth Neuman, Nell Fleming  
Stop by and learn about the programs and projects of the Department of Public Instruction!

## WiLS Booth 214

1360 Regent Street, #121  
Madison, WI 53715  
608.216.8399  
608.237.2358 (fax)  
[www.wils.org](http://www.wils.org)

*Representatives:* Jeff Brunner, Andrea Coffin, Sara Gold, Lisa Marten, Stef Morrill, Emily Pfothenauer, Bruce Smith  
WiLS is a nonprofit membership organization that facilitates collaborative projects and services to save our members time and money, and to advance library services.

## Wisconsin Historical Society Press and Microimaging Lab Booths 406/408

816 State Street  
Madison, WI 53706  
608.264.6517  
<http://www.wisconsinhistory.org/>

*Representative:* Kathy Borkowski, Halley Pucker, John Friend, Eli Brunet  
Since 1846, the Wisconsin Historical Society has established a commitment to collecting, preserving and sharing the stories of our state's past.

## Wisconsin Public Television Booth 403

821 University Avenue  
Madison, WI 53706-1497  
608.345.9529  
608.263.9763 (fax)  
[www.wpt.org](http://www.wpt.org)

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

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



Indicates WLA member

## Wisconsin Talking Book and Braille Library

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

*Representative:* Becky Manz

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

## Woodland Pattern, Inc.\* Booths 413/415

720 E Locust Street  
Milwaukee, WI 53212  
414.263.5001  
414.372.7636 (fax)  
www.woodlandpattern.org

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

Woodland Pattern is a nonprofit Literary Arts Center, which specializes in contemporary literature, with an emphasis on poetry, small press and cross-cultural titles.

## World Book, Inc. - Booth 209 School and Library Division

233 N Michigan Avenue, Suite 2000  
Chicago, IL 60601-5805  
312.729.5811  
800.975.3250 (fax)  
www.worldbook.com

*Representatives:* Mike Kane, Sharon Kane

Award-winning, exclusive library and classroom references, featuring World Book Web PK-12, World Book Encyclopedia and PK-Intermediate nonfiction series for early skills, social studies and sciences.

## Booth 213

## Yerges Moving and Storage

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

*Representative:* Kevin Becker

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

## Booth 101

## Wisconsin Library Association

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

**Career Center**      **Kalahari Convention Center - Exhibit Hall**

**Wisconsin Small Libraries Section**      **Booth 512**

**Youth Services Section**      **Booth 510**

## Wisconsin Library Association Foundation

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

**Fundraiser**      **Kalahari Convention Center - Suite A/B/G/H**

**Silent Auction**      **Kalahari Convention Center - Exhibit Hall**

**Wisconsin Library Heritage Center**      **Booth 211**

## Breaks in Exhibit Hall

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

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

## Keynote

### **RICH HARWOOD**

Wednesday, November 5, 8:45 A.M. – 10:00 A.M.  
Kalahari Convention Center - Suite A/B/G/H



Richard C. Harwood is Founder and President of the Harwood Institute for Public Innovation, a nonprofit organization based in Bethesda, Maryland that teaches and coaches people and organizations to solve pressing problems and change how communities work together. Harwood finished his undergraduate work in Political Economy at Skidmore College and received his M.A. in Public Affairs from Princeton University's Woodrow Wilson School of Public and International Affairs. By focusing on impact and not funding, he has created new ways to support small individual groups and the hardest hit communities. He continues to be a leader in how we can think about moving communities and the country forward, through his books such as: *Hope Unraveled*, *Make Hope Real*, *Why We're Here*, and *The Work of Hope*. Increasingly, people across the country and around the world have access to Harwood ideas, innovations, and approach. The Institute has partnered with some of the largest nonprofits in the world, as well as foundations and businesses, to help people create meaningful change.

### **MICHAEL JOHNSON and TIM METCALFE**

Thursday, November 6, 8:45 A.M. – 10:00 A.M.  
Kalahari Convention Center - Suite A/B/G/H



Michael Johnson, MBA, currently serves as the CEO of Boys & Girls Clubs of Dane County. Prior to moving to Madison, Johnson spent 15 years in executive level positions in several cities leading large, complex government and nonprofit agencies. He has an MBA from the University of Phoenix, a BA from Chicago State University and certifications in Human Resource Management at Cornell University and Certifications in Fund Development at the Center of Philanthropy at Indiana University.

Johnson made news last November when he, along with Tim Metcalfe and Will Green, went undercover as a homeless person for three days in Madison. After sharing their experience on social media, donations began to pour in and a mini-movement to help the homeless began in Madison.



Tim Metcalfe is the President of Metcalfe's Markets, a position he has been in since 2000 when he and his brother purchased the business from their father and become the fourth generation of Metcalfes to be in the grocery business.

Metcalfe's Market is the Producing Sponsor of the World's Largest Brat Fest, held every Memorial Day weekend. The event began in 1983 as a way for Metcalfe's to thank the customers of the grocery store by grilling brats outside the store and selling them for fifty cents; it has grown into a family-friendly festival, featuring live music and many activities, whose mission is to make a positive impact on the personal and social lives of people beyond Madison's city limits. To date over more than \$1,300,000 has been raised for local charities.

Metcalfe himself made news last November when he, along with Michael Johnson and Will Green, went undercover as a homeless person for three days in Madison. After sharing their experience on social media, donations began to pour in and a mini-movement to help the homeless began in Madison.



CEDAR RAPIDS PUBLIC LIBRARY

2014 ALA / IIDA LIBRARY INTERIOR DESIGN AWARD

LEED PLATINUM



# NEXT GENERATION LIBRARIES

We believe that **next generation libraries** are flexible community hubs that provide space for people to gather, collaborate, celebrate and learn.

OPN Architects

[opnarchitects.com](http://opnarchitects.com) | [@opnarchitects](https://twitter.com/opnarchitects)



# Speakers



**Avi** is part of a family of writers extending back into the 19th century. Born in 1937 and raised in New York City, Avi was educated in local schools, before going to the Midwest and then back to NYC to complete his education. Starting out as a playwright—while working for many years as a librarian—he began writing books for young people when the first of his kids came along.

His first book was *Things That Sometimes Happen*, published in 1970, recently reissued. Since then he has published 70 books. Winner of many awards, including the 2003 Newbery award for *Crispin: the Cross of Lead* (Hyperion), two Newbery Honors, two Horn Book awards, and an O'Dell award, as well as many children's choice awards, Avi frequently travels to schools around the country to talk to his readers.

Among his most popular books are *Crispin: The Cross of Lead*, *The True Confessions of Charlotte Doyle*, *Nothing But the Truth*, the Poppy books, *Midnight Magic*, and *The Fighting Ground*.

In 2008 he published *The Seer of Shadows* (HarperCollins), *A Beginning a Muddle and an End* (Harcourt), *Hard Gold* (Hyperion) and *Not Seeing is Believing*, a one-act play in the collection *Acting Out* (Simon and Schuster). *City of Orphans* was released in 2011, receiving a number of starred reviews, as did his most recent book, *Sophia's War: a Revolutionary War Tale*, released in 2012 (Simon & Schuster). Learn more at [avi-writer.com](http://avi-writer.com). Follow Avi on Facebook, where he shares an inside look at his writing process: [facebook.com/avi.writer](https://facebook.com/avi.writer).

Avi lives in Clark, Colorado, with his wife.



**Rebecca Behrens** was born and raised in Wisconsin. She attended Northwestern University and followed that up by eventually earning a master's degree in comparative literature at the Graduate Center in New York City. In addition to being an author, she currently works as a production editor for children's books. Her first novel, written for a middle grade audience, is *When Audrey Met Alice*, which blends the modern day with the

historical in this tale of the fictional first daughter, Audrey, a lonely teenager who discovers Alice Roosevelt's secret diary hidden beneath the White House floorboards.

**Ching-In Chen** is author of *The Heart's Traffic* and co-editor of *The Revolution Starts at Home: Confronting Intimate Violence Within Activist Communities*. A Kundiman, Lambda and Callaloo Fellow, they are part of Macondo and Voices of Our Nations Arts Foundation writing communities, and was a participant in Sharon Bridgforth's Theatrical Jazz Institute. They have been awarded fellowships and residencies from Soul Mountain Retreat, Ragdale Foundation, Virginia Center for the Creative Arts, Millay Colony, Norman Mailer Center and Can Serrat. A community organizer, they have worked in the Asian American communities of San Francisco, Oakland, Riverside and Boston. In Milwaukee, they are cream city review's

editor-in-chief, senior editor of *The Conversant*, and serve on the board of Woodland Pattern. [www.chinginchen.com](http://www.chinginchen.com)

**Genevieve Davis** is the author of the nonfiction mystery *Secret Life, Secret Death* as well as the author of *Fanni's Viennese Kitchen*, a collection of authentic Austrian recipes. Davis is also the producer and director of the film version of *Secret Life, Secret Death*. The film won Best Art Film at Indie Fest in 2013 and has played at the Gene Siskel Film Center in Chicago and in Rome, London, New Orleans and many theaters, museums and libraries in Wisconsin. Currently Davis is at work on *The Brides' Tale*, a steamy novel of medieval Italy, star-crossed lovers, magic realism, court intrigues and the Black Death.

**Heidi Hammond**, Ph.D. has 23 years experience as a school librarian at the elementary, middle and high school levels, and currently coordinates the school library media specialist portion of the MLIS program at St. Catherine University in St. Paul, Minnesota. Hammond served on the 2011 Randolph Caldecott Award Committee (Association for Library Service to Children) that selected *A Sick Day for Amos McGee*. She was a member of the 2013 Margaret A. Edwards Award Committee (Young Adult Library Services Association) that selected *Tamora Pierce*. She has also served on the editorial board of SLR-School Library Research (American Association of School Librarians). She will be serving on the YALSA Award for Excellence in Non-fiction Committee in 2016. Along with Gail Nordstrom, Hammond is the co-author of *Reading the Art in Caldecott Award Books: A Guide to the Illustrations*.

**Kevin Henkes** is the author and illustrator of close to fifty critically acclaimed and award-winning picture books, beginning readers and novels. A Wisconsin native who often visited his local public library and art museum during his childhood, Henkes was encouraged in high school to combine writing with his art. His awards include the Caldecott Medal for *Kitten's First Full Moon* in 2005, the Caldecott Honor Book *Owen* in 1994 and two Newbery Honors for novels—one for his newest novel for young readers, *The Year of Billy Miller*, and the other for *Olive's Ocean*. He lives with his family in Madison, Wisconsin.



**Erin Hoag**, Madison Children's Museum's Local Treasures Manager, earned her B.A. in Theater, B.S. in Textile and Apparel Design in 2005, and MLS from the UW-Madison in 2010. In addition to her work in designing and implementing educational programs with a historical emphasis in the museum's Log Cabin, she has also done place-based education outreach in partnership with a number of local schools and organizations. In 2012, MCM joined the YOUmedia ([youmedia.org](http://youmedia.org)) network and, using the mobile media lab concept, Erin developed digital media-based outreach programs for underserved youth in Madison. Most recently, she has focused her efforts as one of the lead instructors for a new collaborative project between MCM

and Madison Public Library. The Madison Story Project is a digital storytelling project, highlighting the people of Madison's stories of the place they call home.

**Mary Hoddy** (M.S., UW-Madison) is Academic Staff Emerita at UW-Madison and is a Master Trainer for Global Learning Partners. She teaches classes in Coaching Employees and Appreciative Inquiry for the Wisconsin Public Certified Manager Program. In her former position as Staff Education and Training Director for the Wisconsin Union, Mary developed and taught campus classes in communication skills, coaching, management, adult education and workshop design. She also facilitated numerous teams and campus committees. She received an award in 2014 from the Wisconsin Union for her work on campus in creating community and building a diverse and welcoming environment.



**Karen Jensen** is the creator of the Teen Librarian Toolbox (TLT), a professional development website for teens, as well as a part-time Youth Services Librarian at the Betty Warmack Branch Library in Grand Prairie, Texas. She has an undergraduate degree from Mount Vernon Nazarene University in Youth Ministry with a minor in Psychology and received her MLS from Kent State University in 2002. TLT's mission is to help libraries serving teens and to foster a community of professional development and resource sharing by providing quality information, discussions, book reviews and more. Jensen was named a 2014 Library Journal Mover and Shaker and is the co-author of *The Whole Teen Library Handbook*, published in 2014.

**Dasha Kelly** is founder and director of Still Waters Collective, a Milwaukee-based outreach initiative utilizing the transformative power of the written and spoken word. Dasha has performed and delivered workshops to writers, youth, educators, co-eds, executives, inmates and artists throughout the U.S. She is also an HBO Def Poetry alum. Dasha recently traveled to Botswana as a U.S. Embassy Arts Envoy. As a poet and novelist, Dasha's writings have appeared in anthologies, text books, magazines and online. Her latest collection of work is titled *Call it Forth*. Her second novel will be available through Curbside Splendor Publishing in spring 2015.

**Evan Maruszewski** is a part-time melodeon player, full-time multimedia specialist /slash/ jack of all trades. After graduating summa cum laude with a degree in film and video from the University of Wisconsin Milwaukee's Peck School of the Arts in 2005, he became the multimedia director for Byte Studios, a local web and design firm. There he designed and produced interactive media for Snap-on Tools, The Girls Scouts of America and The School of American Ballet, to name a few. In 2007 he co-founded Cream City Media and Polakig Games, two ventures with the combined focus of putting Milwaukee on the map creatively. In 2011 he collaborated with renowned

Midwest rapper Tahrir Tatum (Spade One) and local poetry and publishing magnate Keith Gaustad (The Brümeister) to form The November Criminals - the world's only non-ironic polka/hip hop band. Together they have delighted and confused audiences in pubs and taverns across the Midwest, as well as a few choice cheese markets here and there. He believes firmly in the human race and its potential for good, and one day hopes to make some modicum of difference in this big, crazy world. Failing that, he'd very much like to take his new wife Sarah to France where they can live together on baguettes and brie forever.

**Carrie Mesrobian** is the author of the young adult novels *Sex & Violence* (2013) and *Perfectly Good White Boy* (2014), both of which received starred reviews from *Publishers Weekly*. Her writing has also appeared in the *StarTribune* and *Brain, Child* magazine and she is an instructor at The Loft Literary Center in Minneapolis.



**Dipesh Navsaria**, MPH, MSLIS, MD; Assistant Professor of Pediatrics at the University of Wisconsin School of Medicine and Public Health

A pediatrician, occasional children's librarian, public health professional and child health advocate, Dr. Dipesh Navsaria sees the connections between literacy, education and health from the earliest days of life. He practices primary-care pediatrics at a community health center working with underserved populations. He is also involved in advocacy training for residents, medical students and practicing physicians. His educational interests also include public and population health training for clinicians. Additionally, Dr. Navsaria is strongly engaged with early literacy programs in health care settings, particularly around ideas of early brain and child development, which include neurobiological effects of adversity and poverty upon the developing brain. A dynamic speaker who easily translates basic science and clinical medicine for a wide variety of audiences in order to shape programs and policy, Dr. Navsaria lectures locally, regionally and nationally on early literacy, early brain and child development, child health advocacy and technology.



Dr. Navsaria is a pediatrician at the University of Wisconsin School of Medicine and Public Health who is deeply involved in Reach Out and Read. Reach Out and Read is an innovative program that makes literacy promotion a standard part of pediatric primary care, so that children grow up with books and a love of reading. Reach Out and Read trains doctors and nurses to advise parents about the importance of reading aloud and to give books to children at pediatric checkups from six months through five years of age, with a special focus on children growing up in poverty. By building on the unique relationship between parents and medical providers, Reach Out and Read helps families and communities encourage early literacy skills so that children enter school prepared for success in reading.

# Speakers

**Gail Nordstrom** rediscovered the power and delight of children's books as a youth services librarian for Stillwater Public Library in Minnesota, where she worked with children, teens, and caregivers for nineteen years. She is currently the public library consultant for Viking Library System in west central Minnesota. She continues to share her enthusiasm for children's literature in workshops and conferences in the state. Nordstrom was a member of the 2002 John Newbery Award Committee and has organized local Newbery and Caldecott mock discussions for librarians and teachers since 1997. While serving on the 2011 Randolph Caldecott Committee with Heidi Hammond, the duo first envisioned writing the book *Reading the Art in Caldecott Award Books: A Guide to the Illustrations*, released in September.

**William “Naawacekigize” Quackenbush** became the HO-Chunk Nation Historic Preservation Department (HPD) - Cultural Resources Division Manager (CRD) in 2009. He receives advice and support from the Ho-Chunk Nation Heritage Preservation Board. Their mission reads, “To protect and preserve the HoCak culture and heritage as living forces in the lives of the HoCak Wajic. To nurture our Nation's culture – to strengthen it as a living source of identity and pride for our people.”

William is apprised of native oral traditional practices by the Ho-Chunk National Traditional Courts. His current responsibilities also include the following: Tribal Historic Preservation Officer (THPO); The Native American Graves Protection and Repatriation Act (NAGPRA) Designee Alternate; Ground Penetrating Radar Operator (GPR); Tribal Historian; and Tribal Monitor.



**Jess Riley** is an author from Oshkosh whose first novel, *Driving Sideways*, was published by Random House in 2008. Since her debut she's self-published two novels and a novella. Jess maintains a blog at <http://jessriley.blogspot.com/> and also participates in the Girlfriends Book Club blog at <http://girlfriendsbookclub.org/>.



**Gayle Rosengren** is a children's fiction author who grew up in Chicago. She attended Knox College in Galesburg, Illinois, where she majored in creative writing. She worked as a children's and young adult librarian at a public library for several years. Rosengren eventually moved to Wisconsin and worked at American Girl, first in the reference library and then as a copyeditor. *What*

*the Moon Said* is her first novel, the story of a young girl, Esther, whose family moves from Chicago when her father loses his job during the Great Depression to a farm in Wisconsin to start over.

**Michael Schumacher** grew up in Milwaukee and Kenosha. He started writing for magazines and is a former columnist for *Writer's Digest* who has interviewed Allen Ginsberg, Kurt Vonnegut and Joyce Carol Oates, among others. Schumacher has written several books including *Mighty Fitz: The Sinking of the Edmund Fitzgerald* (2005) and *Wreck of the Carl D.* (2008), and has written scripts for twenty-five documentaries on Great Lakes shipwrecks and lighthouses. His latest book is *November's Fury: The Deadly Great Lakes Hurricane of 1913*, the first complete and fully illustrated account of the deadliest storm in Great Lakes history.



**Juliette Sterkens**, AuD is an audiologist whose efforts have leveraged over 425 hearing loop installations in the Fox Valley and Wisconsin. Hearing loops send the audio or voice signals picked up by microphones wirelessly to hearing aids and cochlear implant users. In Wisconsin libraries stand out as the early adopters of the technology (on service desks and in meeting rooms) as well as the 2,200 seat Fox Cities Performing Arts Center and the Fireside Dinner Theater in Fort Atkinson. Dr. Sterkens recently retired from her audiology practice in Oshkosh Wisconsin to devote her time to promoting the use of hearing loops in behalf of the Hearing Loss Association of America ([www.hearingloss.org](http://www.hearingloss.org)). She is the recipient of the Wisconsin Audiologist of the Year, the UW-Oshkosh 2014 Alumnus of the Year and Arizona School of Health Sciences Humanitarian of the Year award for her advocacy efforts on a local, state and (inter)national level. For more information see [www.loopwisconsin.com](http://www.loopwisconsin.com).

**Stephanie Vance**, also known as the “Advocacy Guru”, is author of five books including *Citizens in Action: A Guide to Influencing Government* and the recently released *The Influence Game*. She's a 25 year veteran of the Washington, D.C. political scene and has held positions as a lobbyist, grassroots consultant and Congressional aide. Stephanie's experiences as a legislative director and Chief of Staff on Capitol Hill led her to found Advocacy Associates, a firm dedicated to helping individuals and organizations be both heard and agreed with in the legislative environment. To achieve that goal she provides in person and online trainings for thousands of advocates around the world.

Ms. Vance holds a Master's Degree in Legislative Affairs from George Washington University and a Master's Degree in Liberal Studies at Georgetown University. She lives and works in Washington, D.C.







**Rebecca Vnuk** is a readers advisory expert who has been with Booklist as the editor for reference and collection management since 2011. She is a former adult services librarian who has received awards for excellence in readers advisory and was named a 2010 *Library Journal* Mover & Shaker. Vnuk has authored three books on women's fiction, including her latest in 2013 with co-author

Nanette Donohue — *Women's Fiction: A Guide to Popular Reading Interests*. In 2014 she teamed up with Thorndike Press, a large print publisher, on a Women's Fiction line for which she selects and reviews two books each month. Vnuk has also served as the chair of Chicago's Adult Reading Round Table and on the board of trustees of the Forest Park Public Library.



**Larry Watson** was born in Rugby, North Dakota. He grew up in Bismarck and married his high school sweetheart, Susan Gibbons. He received his B.A. and M.A. from the University of North Dakota, his Ph.D. from the creative writing program at the University of Utah, and an honorary Doctor of Letters degree from Ripon College. Watson taught writing and literature at the University

of Wisconsin/Stevens Point for 25 years before joining the faculty at Marquette University in 2003 as a Visiting Professor. Watson is the author of the several novels including *Let Him Go*, *Montana 1948*, *White Crosses*, *Laura* and *Orchard*. He has frequently been recognized by the Wisconsin Library Association's Literary Awards Committee, previously winning the 1994 and 2004 Literary Award and celebrated as a Notable Wisconsin Author in 2008. *Let Him Go* has won the 2014 Literary Award and has received starred reviews from *Publishers Weekly*, *Booklist* and *Library Journal*.

**Stu Wilson** is a Principal and lead consultant with Library Strategies Consulting Group. Previously the executive director of the Friends of the Hennepin County Library (Minneapolis), and vice president of The Friends of the Saint Paul Public Library, Stu has over 25 years of senior management experience. As a consultant, Wilson has led numerous strategic planning, fundraising, marketing, board development, and training activities for libraries, Friends and foundations. He currently serves on the board of Coffee House Press and heads a new nonprofit celebrating F. Scott Fitzgerald in Saint Paul. He has published and presented widely on library, nonprofit, and historical topics. He holds an M.A. degree in architectural history from the University of Oregon, and a B.S. from the University of Wisconsin-Madison.

**Christopher Wirth** is a Madison, Wisconsin-based psychotherapist in private practice at Mental Health Solutions, as well as the owner of Northside Mental Health and Consulting. He is a native of southern Wisconsin, and attended the University of Wisconsin-Madison, where he received a B.S. in Psychology. He received an M.S., studying Marriage and Family Therapy, from Edgewood College with an emphasis on systems therapy. He enjoys working with a variety of people, and in his spare time is a volunteer mentor for the UW-Madison chapter of Psi Chi, the international honor society for undergraduate psychology majors.



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

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## PRE-CONFERENCES

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9:30 A.M. – 4:00 P.M.

### **Library Journal's Lead the Change**

Kalahari Convention Center - Suite B

This program will feature speakers and leadership building exercises for all types of library staff; you do not have to be a director or supervisor to attend this event. For more information, please visit Library Journal's website: <http://lj.libraryjournal.com/lead-the-change>.

*Sponsored by WLA WeLead and UW-Milwaukee SOIS*

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1:00 P.M. – 5:00 P.M.

### **Teen Librarian Expo**

Kalahari Convention Center - Suite E/F, Ironwood, Banyan  
Calling all teen, tween or teen-curious librarians! From novice to expert, all are welcome at this Expo. Looking to swap and share practical ideas on teen services? Attend this workshop to experience hands-on Makerspace projects and breakout sessions such as Advocacy, Teen Advisory Groups, Book Parties and Pop Culture Programming, Behavior Management and Technology!

*Sponsored by WLA YSS and DPI*

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1:30 P.M. – 4:00 P.M.

### **System and Resource Library Administrators' Association of Wisconsin (SRLAAW) Meeting**

Marula

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3:00 P.M. – 4:00 P.M.

### **WLA Finance Committee Meeting**

Mahogany

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3:00 P.M. – 7:00 P.M.

### **Registration**

Kalahari Convention Center - North Atrium

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4:00 P.M. – 6:00 P.M.

### **WPLC Meeting**

Bamboo

### **Wisconsin Association of Public Libraries (WAPL) Board Meeting**

Mangrove

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6:00 P.M. – 8:00 P.M.

### **Wisconsin Library Association (WLA) Board Meeting**

Guava

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7:00 P.M. – 9:00 P.M.

### **Early Bird Conference Reception**

Kalahari Convention Center - North Atrium

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





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School of Library &  
Information Studies  
AT UW-MADISON

7:00 A.M. – 7:00 P.M.

## Registration

Kalahari Convention Center - North Atrium

7:00 A.M. – 8:30 A.M.

## Continental Breakfast

Kalahari Convention Center - South Atrium

7:30 A.M. – 8:30 A.M.

## Past Presidents' Breakfast

Empress

## Technical Services Section Membership Meeting

Tamboti

8:45 A.M. – 10:00 A.M.

## Keynote Address: Reclaiming Main Street

Kalahari Convention Center - Suite A/B/G/H



Rich Harwood is founder and president of The Harwood Institute for Public Innovation, a national nonprofit organization that helps people and organizations address community challenges, improve their own effectiveness, and do their work in a way that makes communities stronger. For months now, Rich has been traveling to cities and towns across the country as part of his nationwide Reclaiming Main

Street Campaign to help people address the acrimony and divisiveness that have taken hold of our politics and public life, and get back to the notion that community is a common enterprise. Harwood will focus on the potential for libraries to strengthen their role in communities and civic life during his discussion at the conference. This session will give members from all types of libraries the opportunity to consider the implications for their work as agents of democracy. The Harwood Institute is currently partnering with the ALA on its Libraries Transforming Communities initiative that seeks to strengthen librarians' roles as core community leaders and change-agents. This initiative addresses a critical need within the library field by developing and distributing new tools, resources, and support for librarians to engage with their communities in new ways.

10:00 A.M. – 5:00 P.M.

## Activities in the Exhibits Hall

Kalahari Convention Center - Exhibit Hall



## Makerspace...

Visit the WLA Makerspace in the exhibit hall for tons of hands-on activities that let you experience the maker movement and learn how it could apply to your library. The Maker movement combines creativity, collaboration, literacy development and STEM/STEAM education in a participatory learning environment. The Makerspace team has lots of fun activities planned for this year's conference.

Check out page 15 of this booklet for a complete listing of our planned activities.

## Make a Video Game with Paper and an iPad

Make a game with graph paper, an iPad (provided or use your own) and the PixelPress Floors app.

## Cereal Box Book Making

Make a hand-stitched notebook out of a cereal box.

## Lego Mindstorm Robots

Program and play with Lego Mindstorm Robots.

## Squishy Circuits

Learn to teach electronics without soldering or wires with homemade conductive dough.

## WLA Foundation Silent Auction & Crafty Gift Fair

Your chance to bid on the many donated items, including artwork, tasty food, valuable services and more, while benefiting the WLA Foundation! All bids close at 3:30 P.M. on Thursday.

10:00 A.M. – 10:45 A.M.

**Grand Opening and No Conflict Time in Exhibit Hall**

Kalahari Convention Center - Exhibit Hall

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

**Engage Stage**

Kalahari Convention Center - Exhibit Hall

**Wiscon-Sing**

*David HB Drake, Organic Arts, Milwaukee*

Wiscon-Sing has been seen throughout our state as a sing-along song and slide portrait of the state of Wisconsin. The program presents songs that introduce Wisconsin, from the original inhabitants through the European immigrants up to our present day farmers and Great Lakes sailors.

David plays a variety of handmade and historic instruments, including the Indian Courting Flute, Mountain Banjo, Dulcimer and Concertina, in addition to the Guitar.

11:00 A.M. – 11:20 A.M.

**Engage Stage**

Kalahari Convention Center - Exhibit Hall

**BadgerLink's College, Career, Health & Computer Skills Resource Demo**

*Kara Ripley, Department of Public Instruction, Madison*

Familiar with BadgerLink but need a refresher? Or new to the field and want to learn more? Highlighting just a few of our trusted resources, see how you can help patrons advance their careers with popular software and computer skills training modules; teach students how to get ahead with GED, ACT and ASVAB practice tests; and improve the well-being of your community with accurate health information. Walk away with the knowledge and tools you need!

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- Board and Leadership Development
- And so much more...

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

Stop by the Library Strategies booth to chat about your needs, or visit us online at [www.librarystrategiesconsulting.org](http://www.librarystrategiesconsulting.org)

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

11:00 A.M. – 11:45 A.M.

## **ALS' Mobile Makerspace: Bringing Makerspaces to Our Libraries**

Track: Technology & Digital Services

Cypress

*Melody Clair, Automated System Administrator, Arrowhead Library System, Janesville; Laura Damon-Moore, Assistant Director, Eager Free Public Library, Evansville*

Through an LSTA grant, Arrowhead Library System created a mobile makerspace for use by ALS libraries to provide access to materials, equipment, software and space that ALS patrons would otherwise not be able to use or purchase on their own. This presentation will show how we created, schedule and share the makerspace with our libraries as well as how some of our libraries use and integrate the equipment.

## **Book Festivals Spark Community Engagement**

Track: Engaging People

Mangrove

*Tana Elias, Digital Services & Marketing Manager, Madison Public Library; Conor Moran, Wisconsin Book Festival Director, Madison Public Library*

Libraries big and small are using book festival events as a way to connect to their core audience of readers. Join Madison Public Library as they share lessons learned from their first two years of organizing the Wisconsin Book Festival.

## **Front Line Challenges: Materials, Privacy and Policy**

Track: Library Issues & Challenges

Tamarind

*Sarah Cournoyer, Assistant Director and Children's Librarian, Horicon Public Library; Dawn Haggerty, Librarian, Herzog University, Kenosha*

Whether in public or academic libraries, challenges to intellectual freedom take many forms. This panel discussion will focus on privacy, censorship, collection management, gifts, reference transactions and electronic storage, labeling, materials challenges and academic freedom on campus. Panelists will share best practices, research on current issues and policy examples with ample time for discussion.

## **The Neurodiverse Library: Preventing Sensory Overload**

Track: Mix-It-Up

Portia

*Nicole Jenks May, Ph.D. student, UW-Milwaukee SOIS*

Students who have autism, ADHD, sensory processing disorders and other challenges may struggle with the modern library concept. As libraries become more hands-on places to learn and to have fun, they pose new challenges to those for whom extra sights, sounds and smells can be distractions. While collaboration tables, coffee shops and playrooms are welcoming to the average patron, they are often located in high traffic areas and cause challenges to other patrons who just want to come to study or pick up a few books. Someone with a sensory processing disorder or ADHD must walk through a virtual minefield of sights, sounds and smells to get to the quiet study spaces located somewhere in the library. This presentation will help you learn some Neurodiverse lingo and ways to make your easily overwhelmed patrons feel at home and even love your library, addressing steps all libraries can take whether they serve primarily children, adults or the public at large.

## **Partnerships for Success in Summer Reading**

Track: Advocacy & Promotion

Aloeswood

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

Do you want your Summer Reading Program to reach kids beyond traditional library users? Do you want to get the word out to your community about the power of summer reading? And do you need to find money to do it? Find out how Madison Public Library is tackling all of these issues and learn about their Group Summer Reading Club, their new pilot program, Read Up! at the Madison Public Library and the grants that made it all happen.

## **Thrown to the Wolves: Building Trust, Encouraging Independence & Creating an Unstoppable Team**

Track: Leadership/Professional Development

Guava

*Kati Tvaruzka, Head of Access Services, UW-Eau Claire McIntyre Library*

Leadership isn't always what you know, but how you successfully communicate with and advocate for your employees. The presenter, a reference librarian who was appointed Head of Access Services (Circulation, Interlibrary Loan/Universal Borrowing, Stacks Maintenance and Student Equipment Checkout) in 2011, will share how communication, humility, participation, advocacy and trust helped lessen employee skepticism, allowing for realignment of services and priorities, all while building a strong team.

**OverDrive**

Sponsor of the Technology and Digital Services track



**Understanding Your Preservation Needs: An Introduction to the Preservation Self-Assessment Tool**

Marula

*Sarah Hopley, Grant Coordinator Connecting to Collections, Wisconsin Historical Society Library-Archives, Madison*

This program provides an introduction to the newly-created IMLS-funded Wisconsin Connecting to Collections preservation self-assessment tool. This presentation will guide you through using the self-assessment tool in order to review the preservation conditions in your institution and determine critical preservation needs. We will also discuss how to make improvements and acquire project funding. The self-assessment tool is simple, self-paced and pertinent to all types of libraries.

**We Are All Special Librarians! What Public and Academic Librarians Have in Common with Special Librarians**

Track: Collaborations & Innovations

Aralia

*Kris Turner, Reference and Technology Services Librarian, UW-Madison; Jennifer Edmonds, Knowledge and Resource Manager, ERDMAN, Madison*

Many librarians who end up in special libraries do not intend on working there. These accidental librarians often start in the public or academic realm and transition to law, business, medical or another special library. How can these special librarians help you? Find out what topics special librarians can help with, ranging from tricky legal questions to business operations to a medical question with this panel discussion.

11:00 A.M. – 1:00 P.M.

**Career Center**

Kalahari Convention Center - Exhibit Hall

*Sponsored by UW-Madison, UW-Milwaukee, WLA*

**Résumé Review Drop Off**

Looking for a first job or applying for a new position and need a second opinion of your résumé? Drop it off at the Career Center and have it reviewed by a librarian. Come back to the Career Center between 4:00 P.M. and 5:00 P.M. to meet up and chat about it.

11:25 A.M. – 11:45 A.M.

**Engage Stage**

Kalahari Convention Center - Exhibit Hall

**An Overview of EBSCO eBooks**

*Paula Brewster, EBSCO*

Maximize your library's eBooks collection! Come learn how EBSCO eBooks offers hundreds of thousands of high-quality eBook and Audiobook titles from leading publishers. You can select individual titles, subject sets or featured collections. Also, learn more about our free EBSCOhost® Collection Manager (ECM) service. ECM is a powerful tool that helps you acquire eBooks and Audiobooks that can be delivered on the EBSCOhost® platform.

12:00 P.M. – 1:30 P.M.

**Association of Wisconsin Special Librarians (AWSL) Business Meeting**

Wisconsin Brew Pub – Skybox

**YSS Luncheon: Teen Librarian Toolbox**

Kalahari Convention Center - Suite A/H

*Karen Jensen, Creator and Administrator, Teen Librarian Toolbox; Youth Services Librarian, Betty Warmack Branch Library, Grand Prairie, TX*

Karen will be speaking about the importance and value of teens in libraries, her work with Teen Librarian Toolbox as well as the #SVY-ALit Project, which uses young adult literature to talk with teens about sexual violence and consent.



1:45 P.M. – 2:05 P.M.

**Engage Stage**

Kalahari Convention Center - Exhibit Hall

**Wisconsin's Patent & Trademark Resource Centers**

*Kristina Gomez, Milwaukee Public Library*



1:45 P.M. – 2:30 P.M.

## Broadening Your Patron Base

Track: Collaborations & Innovations

Aralia

**Marc Boucher**, Director, UW-Barabool/Sauk County Library; **Meg Allen**, Director, Baraboo Public Library; **Katrina Collins**, Youth Services Manager, Neenah Public Library

Discover how you can broaden your patron base by seeking partnerships with organizations in your community. Marc and Meg will discuss their collaboration on an integrated library card, with which library cardholders are given borrowing privileges for both locations and their respective library systems with a single card, as well as the benefits of cooperative outreach programming. Katrina will discuss her partnerships with the local high school, food pantry and community organizations as she seeks to connect with a previously hidden patron population.

## Creating School / Public Library Partnerships Within Your Community: Second Chance Book Club for High School Reluctant Readers

Track: Advocacy & Promotion

Aloeswood

**Toni Streckert**, Information Coordinator, Monona Public Library; **Rebecca Fox-Blair**, Executive Director and Teacher, Monona Grove Liberal Arts Charter School for the 21st Century  
Since 2010, Monona Grove Liberal Arts Charter School for the 21st Century and the Monona Public Library have collaborated on a book club for reluctant teen readers. The MG21 school is designed to meet the needs of students in danger of not graduating. The book club has strengthened the students' love of reading and their connection to the public library and offered additional collaboration. Establishing and sustaining the partnership, funding and a Q & A with a panel of past and current student book club participants will be featured.

## Internal Conflicts in Public Library Adult Literacy Programs

Track: Library Issues & Challenges

Tamarind

**Rachel Wedeward**, Graduate Student, Waterloo

Adult literacy programs and public libraries go hand in hand. The mission of many public libraries is to provide lifelong learning by creating more able learners and researchers, while adult literacy programs strive to create accessible, quality instruction that develops life, work and literacy skills. In order for an adult literacy program to be successful in a public library, the program must be based in the institutionalization of public libraries by integrating the mission, goals and programs of the library. Adult literacy programs in public libraries can be improved by addressing confidentiality issues and implementing social service programs as part of creating flexibility within the program and creating applicable policies that will meet the needs of both the adult literacy program and the public library.

## Navigating the Wisconsin Administrative Code Online

Track: Technology & Digital Services

Mangrove

**Bruce Hoesly**, Senior Revising Attorney, Wisconsin Legislative Reference Bureau, Madison

Beginning in January 2015 the Wisconsin Administrative Code will no longer be issued in print. This program will demonstrate how to use the electronic version of the code.

## Notable Books Marathon

Track: Building Collections

Cypress

**Helene Androski**, Retired UW-Madison Librarian; **Jean Anderson**, Continuing Education Consultant, South Central Library System, Madison; **Eliot Finkelstein**, Academic Librarian, UW-Madison College Library; **Kirsten Houtman**, Librarian, Madison  
The annual Notable Books Marathon is once again hosted by the READ Section. Librarians from across the state will be discussing books from ALA's Notable Books List as well as titles from the current WLA Literary Awards Committee's list of Outstanding Achievement winners. This will be a fun and fast-paced program!

## BANNED BOOKS READ-IN

Wednesday, November 5, 6:30 P.M. – 7:30 P.M.

Tamboti

**Kristina Gomez**, Librarian, Milwaukee Public Library

Hang out with fellow intellectual freedom fighters and read some of your favorite banned books at this informal read-in.

## Saving Your Nos

Track: Mix-It-Up

Portia

*Darla Allen, Librarian, Charles and JoAnn Lester Library, Nekoosa*

The Library is filled with a lot of rules .... no food, no loud talking, no checking out books if you have fines. Finding the “yes” in daily situations can be difficult to identify. This session will focus on how small libraries were able to build community relationships, connect generations and turn our libraries into the community living room all by finding the “yes” in sometimes surprising situations.

## Shake It Up! Best Outside-the-Box School-Age Programs

Track: Engaging People

Marula

*Terry Ehle, Youth Services Coordinator, Lester Public Library, Two Rivers; Cate Levinson, KidSpace Librarian, Niles Public Library District, Niles, IL; Cole Zrostlik, Youth Services Librarian, St. Croix Public Library*

Feeling less than energized by your school-age offerings? Shake up your community and your creativity with great ideas you can use immediately! From Armchair Astronomy to Banana Pianos, from Swiffer Shuffleboard to Nonfiction Explosions, these elementary programs from all sizes of libraries will leave your kid patrons clamoring for more. Return to your library with an armful of elementary ideas that pack a big punch, and come prepared to share!

## Transform Your Career

Track: Leadership/Professional Development

Guava

*Leah Ujda, Research Specialist, Design Concepts, Madison; Jessica Hutchings, Learning Technology Consultant, UW-Milwaukee; Erin Hoag, Local Treasures Manager, Madison Children's Museum*

Not all librarians end up working in libraries. In this panel discussion, three degreed librarians who work in non-traditional settings will share what they do, why they were interested in their work and how their skills as librarians are assets in these positions.

2:00 P.M. – 3:00 P.M.

## Career Center

Kalahari Convention Center - Exhibit Hall

*Sponsored by UW-Madison, UW-Milwaukee, WLA*

## How To Do a Skype Interview

Don't let this type of interview intimidate...get tips and tricks from fellow librarians who have survived this type of hiring conversation. Laptops and headsets will be on hand for some live demos of how to be a successful Skype candidate.

2:10 P.M. – 2:30 P.M.

## Engage Stage

Kalahari Convention Center - Exhibit Hall

## ProQuest Research Companion

*Ed McCullough, ProQuest*



## BOOKGIE NIGHTS GOTTA HAVE THE FUNK! WLA Foundation Fundraiser

Wednesday, November 5, 8:00 P.M. – 11:00 P.M.

Kalahari Convention Center - Suite A/B/G/H

Join the area's favorite live cover band, VO5, for a fun night of dancing to the hits of '70s and '80s! We'll take you back to when librarians wore platform shoes while programming with punch cards, and at the same time you'll be making a pain-free contribution to the WLA Foundation. Disco-appropriate attire encouraged, but not required. The exciting night includes...



Photo Credit: Paula A. White

- Dance contest
- 50/50 Raffle
- Prize for best costume

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

2:45 P.M. – 3:30 P.M.

## **Caldecott Crash Course: Evaluation of the Art in Picture Books**

Track: Building Collections

Marula

**Gail Nordstrom**, *Public Library Consultant, Viking Library System, Fergus Falls, MN*; **Heidi Hammond**, *Assistant Professor/SLMS Coordinator, Master of Library and Information Science Program, St. Catherine University, St. Paul, MN*

Two 2011 Caldecott Committee members will describe how the most distinguished picture book for children is chosen. Participants will see how the duo evaluates the art in picture books using recent award books, then apply their newfound skills in groups to evaluate possible 2015 Caldecott contenders. The program will transform the way that participants present picture books to children and provide tools to help them connect children more effectively to picture books through the illustrations.

## **Collaborative Negotiation: When Relationships Are as Important as Solutions**

Track: Collaborations & Innovations

Aralia

**Bruce Smith**, *Community Liaison & Service Specialist, WiLS, Madison*

How do you get from thinking it would be great to collaborate on a project with another library or community partner to forming a working agreement that all parties feel is fair? The collaborative approach to negotiation seeks to convert individual wants into a single problem and to bring all parties together to work on solving this problem. Learn about processes that can bring about both transparency and trust when you negotiate to collaborate.

## **Design It! Developing a Graphic Design Process for Diversity Resources**

Track: Advocacy & Promotion

Aloeswood

**Miguel Ruiz**, *Resident Librarian, UW-Madison College and Steenbock Libraries*

Providing successful library services requires effective communication with users, therefore, it is important that content creators who develop visual materials understand key components of design and, specifically, develop a holistic graphic design process. In many cases, this process is an integral component of the library's broader marketing and diversity plans and serves as a reflection of the values of a library institution. This session outlines the design planning and development process for creating visual content, including best practices, identifying message and audience, developing form and function, and methods of production.

## **Developmentally Age-Appropriate Storytimes**

Track: Mix-It-Up

Portia

**Ashley Thiem-Manning**, *Youth Services Librarian, Kaukauna Public Library*

Libraries today often bundle their youngsters into storytime groups such as "birth to two years old" or have one generic "preschool" storytime. What we sometimes fail to remember in times of limited funds and limited staffing is that we may be failing to meet children's developmental needs in these bundled storytimes. Brain studies consistently reveal the importance of the first two years of life, even referring to the period as "critical." As literacy professionals, it is necessary to offer a program that is developmentally accurate, not only as a teaching tool, but to be certain that families are not turned off by a program that is either too far below or above their child's developmental abilities. This program will teach you how to format a baby/pre-walker program, a one-year-old program, a two-year-old program and how you can still "bundle" a storytime for all ages.

## **Dispel the Myths, Part 1: Unlock the Keys to Staff Motivation**

Track: Library Issues & Challenges

Tamarind

**Brian Simons**, *Director, Verona Public Library*; **Laura V. Page**, *Management Consultant, Library Development Resource Alliance, Madison*

We know a motivated and engaged staff is critically important, but we have little discretionary money for carrots and we know sticks don't work. So what's a Library Leader to do? Come to this interactive and content-rich session where expert guides will dispel the myths of motivation and show you what works by focusing on the three proven keys. Gain practical steps, tools and techniques you can successfully use in your setting.

**GeoData at UW-Madison:  
Online Access to GIS Data Using  
OpenGeoportal**

Track: Technology & Digital Services

Mangrove

*Jaime Stoltenberg, Map and Geospatial Data Librarian, UW-Madison Arthur H. Robinson Map Library; Rebecca Lin, Student Assistant, UW-Madison Arthur H. Robinson Map Library*

The method for disseminating Geographic Information Systems (GIS) data for educational use on the UW-Madison campus has recently been updated to enhance efficiency. Since 2005 the Robinson Map Library has been archiving Wisconsin geospatial data for use in research and teaching, resulting in nearly one terabyte of data accessible to students and researchers. With demand steadily increasing, manually handling individual data requests is an unsustainable service model. In a collaborative effort between the State Cartographer's Office and the Robinson Map Library, we have implemented OpenGeoportal as an online solution for more efficient data sharing. In this presentation we will share the details of the project, including: authoring metadata for Wisconsin datasets, how OpenGeoportal works and future plans for expanding the data archive.

**Homegrown Leadership for Youth  
Services Librarians: Cultivating  
Your Inner Leader**

Track: Leadership/Professional Development

Guava

*Shawn Brommer, Youth Services & Outreach Consultant, South Central Library System, Madison; Laura Damon-Moore, Assistant Director, Eager Free Public Library, Evansville; Marge Loch-Wouters, Youth Services Coordinator, La Crosse Public Library*

From establishing seminal outreach programs to creating the first statewide summer library program, Wisconsin's youth services librarians are long recognized as passionate leaders. Innovation requires reflection and in this session youth services librarians from diverse regions and career stages will discuss ways to nurture personal leadership, embrace opportunities and create professional networks. Together we'll sow the seeds of professional development and become leadership stewards — let's look beyond making moments and focus on making differences.

**Making It Real**  
Track: Engaging People

Cypress

*Rebecca Behrens, Author; Gayle Rosengren, Author*

Two Wisconsin authors of middle grade historical fiction will suggest ways for libraries to help educators and parents bring history to life as they prepare students to meet Common Core standards. The use of fiction to make history personal is the first step. Learn why and hear creative suggestions that build on and supplement this premise.



*Rebecca Behrens, Gayle Rosengren*

Book signing immediately following program: *When Audrey Met Alice*, Rebecca Behrens; *What the Moon Said*, Gayle Rosengren

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2:45 P.M. – 3:30 P.M.

**Engage Stage**

Kalahari Convention Center - Exhibit Hall

**Digital Public Library of America**

*Amy Rudersdorf, Digital Public Library of America*

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3:30 P.M. – 4:15 P.M.

**No Conflict Time in Exhibit Hall**

Kalahari Convention Center - Exhibit Hall

**Engage Stage**

Kalahari Convention Center - Exhibit Hall

**Speed Networking with the WLA Career Center**

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

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4:00 P.M. – 5:00 P.M.

**Career Center**

Kalahari Convention Center - Exhibit Hall

*Sponsored by UW-Madison, UW-Milwaukee, WLA*

**Résumé Pick-Up and Discussions**



4:30 P.M. – 5:15 P.M.

## Choose Your Future: Strategic Planning Makes It Happen

Track: Mix-It-Up

Portia

**Paula Ganyard**, Director, UW-Green Bay Cofrin Library; **Ewa Barczyk**, Director of Libraries, UW-Milwaukee; **Valerie Malzacher**, Director, UW-River Falls Chalmer Davee Library; **Jean Zaroni**, Associate Dean, Marquette University Libraries, Milwaukee

As libraries respond to changes in the information landscape, strategic planning is key to redefining their role. This session will explore the strategic planning process including conducting an environment scan, developing a vision statement, setting strategic initiatives and putting the plan into action while involving staff and engaging stakeholders along the way. Join a panel of academic library strategists who will share their unique experiences and get ready to choose your library's future.

## Dispel the Myths, Part 2: The Three Keys to Meaningful Staff Motivation & Engagement: Purpose – Mastery – Autonomy

Track: Leadership/Professional Development

Tamarind

**Brian Simons**, Director, Verona Public Library; **Laura V. Page**, Management Consultant, Library Development Resource Alliance, Madison

Building on the foundation laid in Part 1, gain practical steps, tools, techniques and resources you can successfully use to motivate staff in your library. Attendance to Part 1 is recommended but not required. This is not a panel discussion, but rather a fast-paced and interactive session with the goal of helping attendees learn what really works to increase employee engagement.

## Free and Affordable Apps for Accessibility

Track: Mix-It-Up

Aloeswood

**Rhonda Gould**, Gould Library Consulting, Tacoma, WA; **Nancy Fletcher**, Sageweaver Consulting, Milwaukee

Library personnel are the greatest resource in providing outreach services to those with special needs or underserved populations. Free and low cost applications for smart phones and tablets have gone beyond simply games and utility functions and can be used to increase accessibility for library patrons of all ages. These apps and how to implement them in the library's existing outreach resources will be discussed and demonstrated, and a go-to list of additional resources will be provided.

## Good Girls, Bad Girls, Real Girls: Teen Girls in YA Lit & in Your Library

Track: Engaging People

Marula

**Kelly Jensen**, Associate Editor and Community Manager at Book Riot; **Carrie Mesrobian**, Writer/Author, Columbia Heights, MN



**Carrie Mesrobian**

Everyone's a critic when it comes to girls in YA fiction. Girls are either good or bad, likable or unlikable, heroines or damsels. These divisive terms do disservice to YA fiction and its readers. This session will discuss girl characters in YA fiction and the tough issues they face, reader responses to their depiction, and where and how today's teens shape their perspectives and expectations of girls both in the books they read and beyond.

Book signing immediately following program: *Sex and Violence: a Novel*, Carrie Mesrobian

## Libraries Transforming Communities: The Columbus Public Library Experience So Far

Track: Collaborations & Innovations

Aralia

**Cindy Fesemyer**, Director, Columbus Public Library; **Katrina Dombrowsky**, Youth Services Librarian, Columbus Public Library; **Bruce Smith**, Community Liaison & Service Specialist, WiLS, Madison; **Shawn Brommer**, Youth Services & Outreach Consultant, South Central Library System, Madison; **Mary Lou Sharpee**, Library Board of Trustees, Columbus Public Library

The Columbus Public Library is transforming its community based on the principles taught by the Harwood Institute. As one of ten recipients nationally of the ALA Libraries Transforming Communities grant, the Columbus team is being trained to turn outward to better reflect the true needs of the community. This panel discussion will be a Wisconsin-specific continuation of the Rich Harwood keynote address and will showcase ideas you can try in your library.

## Literary Award Winner

Track: Building Collections

Cypress

**Larry Watson**, Author

The Wisconsin Library Association has chosen *Let Him Go* by Larry Watson, who taught at the University of Wisconsin-Stevens Point for 25 years before joining the faculty at Marquette University, as the winner of the 2014 Wisconsin Library Association Literary Award, given for the highest literary achievement by a Wisconsin author for a book published in 2013.



Book signing immediately following program: *Let Him Go; Montana 1948; Orchard*



## Pointing the Way: Making Signage in Your Library Clear, Concise and Useful

Track: Library Issues & Challenges

Guava

**Kris Turner**, Reference and Technology Services Librarian, UW-Madison; **Liz Zimdars**, Public Services Librarian, Sun Prairie Public Library

One of the many challenges libraries face is disseminating information to its users. Once they are in the building, where do they go? What services do we offer and what resources are here? Creating signage can help make the library environment less stressful, more positive and perhaps even a little more fun. Join AWSL as we explore great (and not-so-great) signage.

## What About Privacy Literacy? Libraries and Privacy Education in the Digital Age

Track: Technology & Digital Services

Mangrove

**Jim Jonas**, Information and Instructional Services Librarian, UW-Madison MERIT

Librarians provide needed instruction for users navigating the increasingly complex information environment. Yet we could be doing more to inform public notions of privacy. Our society remains full of threats to personal privacy as well as opportunities to leverage shared information. Whether the topic is Facebook, Google, Amazon or the NSA, people need help protecting and using their personal information. This presentation will discuss privacy literacy and examine a model for teaching "Personal Privacy in the Digital Age."



*Come learn how you can maximize the value of your library's eBook and audiobook collections with EBSCO eBooks!*

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- Flexible and affordable acquisition options

Presenter: **Paula Brewster**  
Location: **"Engage Stage"**  
Date: **Wednesday, November 5, 2014**  
Time: **11:25 AM – 11:45 AM**

*Visit EBSCO at Booth #201*

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5:30 P.M. – 6:30 P.M.

## **WLA/WLAF Annual Business Meeting**

Guava

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5:45 P.M. – 7:00 P.M.

## **Association of Wisconsin Special Librarians (AWSL) Social**

Ivory Coast

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6:00 P.M. – 6:30 P.M.

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

Portia

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6:30 P.M. – 7:00 P.M.

## **Wisconsin Small Libraries Section (WISL) Business Meeting**

Portia

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6:30 P.M. – 7:30 P.M.

## **Banned Books Read-In**

Tamboti

*Kristina Gomez, Librarian, Milwaukee Public Library*

Hang out with fellow intellectual freedom fighters and read some of your favorite banned books at this informal read-in.

## **UW-Madison SLIS Alumni Reunion**

Wisteria

## **UW-Milwaukee SOIS Alumni Reunion**

Kalahari Convention Center - Suite E

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7:00 P.M. – 8:00 P.M.

## **Cards Against Librarianship**

Portia

*Sherry Machones, Director, Edgerton Public Library*

This get-together will pit librarians against each other in a battle to create the most outrageous sentences with cards related to libraries and librarianship.

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8:00 P.M. – 11:00 P.M.

## **WLA Foundation Fundraiser: BOOKIE NIGHTS Gotta Have The Funk!**

Kalahari Convention Center - Suite A/B/G/H

Join the area's favorite live cover band, VO5, for a fun night of dancing to the hits of the '70s and '80s. We'll take you back to when librarians wore platform shoes while programming with punch cards, and at the same time you'll be making a pain-free contribution to the Foundation.



Photo Credit: Paula A. White

## **YOGA FOR LIBRARIANS**

Thursday, November 6, 7:00 A.M. – 8:00 A.M.

Kalahari Convention Center - Suite F

Gentle Yoga exercises to stretch, rejuvenate and start your day right. Suitable for all ages and abilities.

# 2014 WLA and WLAF Annual Meeting

## **WISCONSIN LIBRARY ASSOCIATION AND WISCONSIN LIBRARY ASSOCIATION FOUNDATION ANNUAL MEMBERSHIP MEETING**

Wednesday, November 5, 2014

Guava

5:30 – 6:30 PM

### **AGENDA**

- I. Call to Order, Krista Ross, President
- II. Report of the Secretary, Shawn Brommer  
Approval of the minutes of the 2013 Annual Business Meeting
- III. Report of the President, Krista Ross
- IV. Report of the Treasurer, Jen Gerber
- V. Report of the Foundation President, Cheryl Becker  
Approval of 2013 WLAF Business Meeting minutes  
2014 Activities  
“Campaign for Wisconsin Libraries”  
Scholarship Committee  
Wisconsin Library Heritage Center Steering Committee  
Fund Development Committee
- VI. Report of the Executive Director, Plumer Lovelace
- VII. Report of the American Library Association Councilor, Marge Loch-Wouters
- VIII. Committee & Task Force Reports  
Nominations & Elections, Pamela O’Donnell, Chair  
Leadership Task Force, Heather Weltin, Chair  
Membership Task Force, Kathy Michaelis, Chair  
Library Development and Leadership, Kathy Pletcher & Kris Adams Wendt
- IX. Resolutions, Peter Gilbert
- X. Vice President’s Report, John Pollitz
- XI. New Business
- XII. Adjournment

7:00 A.M. – 5:30 P.M.

## Registration

Kalahari Convention Center - North Atrium

7:00 A.M. – 8:00 A.M.

## YOGA for Librarians

Kalahari Convention Center - Suite F

*Kris Houtler, Youth Services Librarian, Reedsburg Public Library*

Gentle Yoga exercises to stretch, rejuvenate and start your day right. Suitable for all ages and abilities.

7:00 A.M. – 8:30 A.M.

## Hot Breakfast Buffet

Kalahari Convention Center - Suite A/B/G/H

## SUPPORT THE CENTRAL WISCONSIN COMMUNITY ACTION COUNCIL

Libraries love to share, so in that spirit of sharing please consider donating to the Central Wisconsin Community Action Council, located in Wisconsin Dells. The primary mission of CWCAC is to help families and individuals who subsist in poverty by providing a variety of services and programs to help them achieve independence and increased levels of prosperity. As they have an ability to stretch a dollar working with local stores and suppliers, cash donations are most welcome. Help us make a difference in our conference host-community! Donation boxes will be set up Tuesday through Friday by Registration. Help us make a difference in our conference host-community!

<http://cwac.org/>

## AWARDS & HONORS RECEPTION

Thursday, November 5, 5:30 P.M. – 7:00 P.M.

Kalahari Convention Center - Suite A/H

*Sponsored by EBSCO*

This informal and free event will give everyone attending the conference the chance to personally thank and interact with award winners. There will be a formal presentation of awards during the reception. It's a chance to celebrate with the winners and raise a glass in their honor. Entertainment provided by members of the Reedsburg area Brass Ensemble.

7:30 A.M. – 8:30 A.M.

## COLAND Forum: A Strategic Vision for Library Systems in the 21st Century

Mangrove

With the encouragement of Superintendent Tony Evers, COLAND has assumed a leadership role in developing a strategic vision and strategic directions for library systems in the 21st century. COLAND will present recommendations to the State Superintendent of Public Instruction by January 2015. The COLAND work group is developing draft recommendations and welcomes feedback from the library community during the WLA Conference.

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

Empress

## Intellectual Freedom Round Table (IFRT) Business Meeting

Desert Rose

## New Members Round Table (NMRT) Business Meeting

Kalahari Convention Center - Suite E

## Outreach Services Round Table (OSRT) Business Meeting

Aralia

## Resource Sharing Round Table (RSRT) Business Meeting

Tamboti

## Support Staff & Circulation Services Section (SSCS) Business Meeting

Aloeswood

## Youth Services Section (YSS) Board/Business Meeting

Marula

8:30 A.M. – 4:30 P.M.

**Activities in the Exhibit Hall**

Kalahari Convention Center - Exhibit Hall



**Makerspace**

Visit the WLA Makerspace in the exhibit hall for tons of hands-on activities that let you experience the maker movement and learn how it could apply to your library. The Maker movement combines creativity, collaboration, literacy development and STEM/STEAM education in a participatory learning environment. The Makerspace team has lots of fun activities planned for this year’s conference.

Check out page 15 of this booklet for a complete listing of our planned activities.

**Board Game Creation**

Materials and inspiration for creating board games will be available. Hopefully, the games will take only 5–10 minutes to be created. Packets with materials will be available for attendees to make the games on their own time.

**3D Printing**

See a real life 3D Printer and make something awesome!

**Lego Mindstorm Robots**

Program and play with Lego Mindstorm Robots.

**Art Bots / Scribble Bots**

Play with Art Bots and explore ways to use them in your library programs.

**Build-a-Poem Blocks**

Build a poem using blocks in this engineering-meets-art activity.

**MaKey-MaKey**

Play with a MaKey-MaKey and explore ways to use them in your library programs.

**WLA Foundation Silent Auction & Crafty Gift Fair**

Here is the perfect opportunity to find gifts for your loved ones and yourself! Look for scarves, jewelry, books, gift baskets, beer :) and much more. Stop by to admire the handiwork of your fellow librarians and shop for a good cause. All proceeds go to the Wisconsin Library Association Foundation (WLAF).

The WLAF Crafty Gift Fair & Silent Auction will be open for business until 3:30 P.M. today, at which time you can check to see if you won your bid and, if you’re the lucky winner, pick up and pay!

8:45 A.M. – 10:00 A.M.

**Keynote Address: Philanthropy and Giving**

Kalahari Convention Center - Suite A/B/G/H

Join Michael Johnson, CEO of the Boys and Girls Club of Dane County, and Tim Metcalfe, President of Metcalfe’s Market and World’s Largest Brat Fest “Brat Man,” as they team



up to discuss philanthropy and giving in our community.

Most recently, Brat Fest’s one-day mini event, held at Metcalfe’s West Towne in August, raised \$70,000 for a family in need (\$1.5 million for local charities since 1983). This summer’s 2014 Bike for Boys and Girls Club event raised more than \$430,000 in a matter of weeks.

From partnerships and fundraising events to personal life experiences, Michael and Tim will share their philanthropic journey and the insights they have learned along the way to help libraries engage with and connect to the communities they serve.

9:30 A.M. – 11:45 P.M.



**Aldo Leopold Legacy Center Tour**

Bus loads at front of Kalahari Convention Center at 9:30 A.M. Located on the land that inspired *A Sand County Almanac*, the Leopold Center boasts Platinum LEED® Certification from the U.S. Green Building Council. Enjoy the Southern Wisconsin countryside on your brief trip to the Center, where you will learn the history of the site and the green features of the building, known as the greenest of its kind in the United States. Whether you are interested in building better libraries or learning how Aldo Leopold’s legacy is being applied today and adapted for the future, this will be a great tour.

**Breaks in Exhibit Hall**

Wednesday: 10:00 – 10:45 A.M., 3:30 – 4:15 P.M.

Thursday: 10:00 – 10:45 A.M., 3:30 – 4:15 P.M.



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10:00 A.M. – 10:45 A.M.

## No Conflict Time in Exhibit Hall

Kalahari Convention Center - Exhibit Hall

### Engage Stage

Kalahari Convention Center - Exhibit Hall

#### Guerilla Storytime: Share Your Awesome

**Monica LaVold**, Youth Services Librarian, River Falls Public Library

Do you present storytimes? Do you work in a library that has storytimes? Do you wonder what the fuss is all about? Take part in the movement that is changing the way that storytimes are seen across this country. This is your chance to explore storytime challenges, try out some wiggle dances, learn how to add scarves or puppets to your storytimes and share your own ninja storytime skills. Called by one of Guerrilla Storytime's founders a "mad magical brainstorming session," this is an event where presenters and participants alike will step up to add insight to real-life questions librarians struggle with every day. Even better, this session will take those challenges and turn them into FREE and tangible ideas, songs, techniques and rhymes that you can take back to your library and use to make your storytimes EVEN MORE AWESOME.

Join the revolution and spread the word. Check out the origins of this movement at Storytime Underground (<http://storytimeunderground.org/>).

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10:45 A.M. – 11:45 A.M.

## WLA Foundation Board Meeting

Empress

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11:00 A.M. – 11:20 A.M.

### Engage Stage

Kalahari Convention Center - Exhibit Hall

#### Engaging Parents in Early Literacy Through Storytime

**Liz Bowie**, Demco, Madison

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

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11:00 A.M. – 11:45 A.M.

## Answering Government Information Questions: Secrets Revealed!

Track: Mix-It-Up

Marula

**Nancy Mulhern**, Depository Librarian, Wisconsin Historical Society, Madison; **Beth Harper**, Government Documents Reference Librarian, UW-Madison

Veteran government information specialists reveal the secrets, tips, and solutions to navigating the government information universe.

## Building Campaigns — Keys to Fundraising Success

Track: Advocacy & Promotion

Tamboti

**Jennifer J. Collins**, Madison Public Library Foundation

Are you thinking of building or renovating a library? Do you need private funds to make it happen? Jenni Collins, who has 20 years of professional fundraising experience, will share her expertise on capital campaigns. Where do you start? How do you set a goal? Who do you involve? How do you find donors? How do you stay connected to donors? How can you keep volunteers motivated? And when can we celebrate?

## Genealogy Roadshow II, Who In The WLA Do You Think You Are: Mom's Side!

Track: Leadership/Professional Development

Mangrove

**Don Litzer**, Assistant Director, T.B. Scott Free Library, Merrill; **Nyama Marsh**, Director, Whitefish Bay Public Library; **Anne Kasuboski**, Distance Education & Reference Librarian, UW-Green Bay Cofrin Library; **Tony La Luzerne**, Cataloging Assistant/Associate Academic Librarian, UW-Green Bay Cofrin Library

Didn't get to WAPL 2014 where WIGLHR's Genealogy Roadshow crew revealed the paternal ancestry of Desiree Bongers, Mark Arend and Plumer Lovelace? You get a second chance! Genealogy Roadshow returns to present the mother's side of each of these WLA leading lights. Not only will Plumer's, Mark's and Desiree's pedigrees entertain, they'll also inform—serving as great case studies to show what you can do from scratch with your own family history-interested patrons!

## It's Not a Tour — It's a FIELD TRIP ADVENTURE!

Track: Engaging People

Aralia

*Sara Bryce*, School Services Librarian, La Crosse Public Library; *Linda Jerome*, Teen Librarian, La Crosse Public Library; *Brooke Rasche*, Early Literacy Librarian, La Crosse Public Library

Chuck Norris doesn't go on tours of the library; he goes on FIELD TRIP ADVENTURES! Be more like Chuck Norris. Join members of the YS team at La Crosse Public Library as we break down the hows and whys of our successful field trips for grades K, 2 and 7. The kids WILL come back! Take away possibilities you can use immediately in your library to provide low-cost, high-yield field trips for your local schools.

## The Midwestern Hurricane of 1913

Track: Building Collections

Aloeswood

*Michael Schumacher*, Author

In November 1913 a perfect storm developed in the upper Midwest creating three hellish days for ships on the Great Lakes. Michael Schumacher, biographer and regional historian, relates the tale of this incredible natural disaster as described in his book

*November's Fury: The Deadly Great Lakes Hurricane of 1913.*

Book signing immediately following program: *November's Fury*



## Now That It's Digitized, What Do I Do with It?

Track: Technology & Digital Services

Tamarind

*Amy Lutzke*, Adult Services Librarian, Dwight Foster Public Library, Fort Atkinson; *John Sarnowski*, Director, The ResCarta Foundation, La Crosse

Thinking about digitizing your local history and building a website? You might do better by thinking about building an archive of materials that can be sustained over time and hosting the archive on the web. Come see how we did it without breaking the budget or extensive research. You will hear about our missteps and victories and see how you can start gathering local materials into a successful digital archive.

**OverDrive**

Sponsor of the Technology and Digital Services track

## Preparing for the Future: Broadband in Public Libraries

Track: Library Issues & Challenges

Guava

*David Cagigal*, Chief Information Officer, Wisconsin Department of Administration, Madison; *Kurt Kiefer*, Assistant State Superintendent, Wisconsin Department of Public Instruction, Madison; *Bob Bocher*, E-rate and Broadband Consultant, Madison; *Matt Yeakey*, TEACH Administrator, Division of Enterprise Technology, Wisconsin Department of Administration, Madison

In 2014, the DOA's TEACH program upgraded over 350 Wisconsin public libraries to fiber connections, providing 10 Mbps at just \$100/month. Still, only 8.5% of libraries in Wisconsin have connections over 10Mbps. The project, especially the fiber installations, is a great start in addressing the many needs people have for public library Internet access. It is essential that we continue working to address library bandwidth needs. Join the three speakers as they review the Library Fiber Project and the importance this project has in preparing for the future bandwidth needs of our libraries.

## Reach Out and Read: From Inspiration to Reality

Track: Collaborations & Innovations

Cypress

*Dr. Dipesh Navsaria*, Assistant Professor of Pediatrics, UW-Madison School of Medicine; *Karin Mahony*, Reach Out and Read Project Manager, Children's Health Alliance of Wisconsin, Madison; *Heidi Feller*, Volunteer Coordinator for the Reedsburg School District; *Kris Houtler*, Youth Services Librarian, Reedsburg Public Library

The inspiration to bring Reach Out and Read to the Reedsburg community began at the 2012 WLA Conference when Dr. Navsaria presented the evidence for the benefits of early literacy education from health care providers to parents at well baby checkups. Be inspired to make Reach Out and Read a reality in your community by creating partnerships with schools, clinics, hospitals and service organizations. This will be a time for sharing ideas on how to inform the community about the importance of early literacy in the home and for finding funding for Reach Out and Read in your area.



11:00 A.M. – 2:00 P.M.

## Career Center

Kalahari Convention Center - Exhibit Hall

*Sponsored by UW-Madison, UW-Milwaukee, WLA*

### Résumé Review Drop Off

Looking for a first job or applying for a new position and need a second opinion of your résumé? Drop it off at the Career Center and have it reviewed by a librarian. Marked-up résumés with notes will be emailed back to you.

11:25 A.M. – 11:45 A.M.

## Engage Stage

Kalahari Convention Center - Exhibit Hall

### Next Generation Libraries

*Kate Beihl, Marketing Director OPN Architects, Madison*

To the average adult, libraries are indelibly associated with books. But in the age of digital media, this association is rapidly changing. Future generations will associate the library more with community, technology, creativity and collaboration. Librarians are at the forefront of this change and are well-equipped to lead the discussion about next generation libraries. For designers, it is important that we recognize these changes are occurring at an extraordinary speed and that we design to maximize the flexibility of spaces while incorporating best practices for today's libraries. Join designers as we discuss characteristics of next generation libraries and what you can do today to maximize your library's flexibility and community space.



### PARTICIPATE IN THE MAKER EXPERIENCE!

Visit the WLA Makerspace in the exhibit hall for tons of hands-on activities that let you experience the maker movement and learn how it could apply to your library. The Maker movement combines creativity, collaboration, literacy development, and STEM/STEAM education in a participatory learning environment. The Makerspace team has lots of fun activities planned for this year's conference.

Check out page 15 of this booklet for a complete listing of our planned activities.

12:00 P.M. – 1:30 P.M.

## WLTF Luncheon: Listen up, Legislators! Moving Your Representatives from Information to Action

Track: Advocacy & Promotion

Kalahari Convention Center - Suite C/D

*Stephanie Vance, Advocacy Guru, Advocacy Associates, Washington D.C.*

What happens in Madison and Washington, D.C., does not stay there — especially after the recent elections. From net-neutrality and LSTA appropriations to BadgerLink and library system funding to access to attrition among school library media specialists, policy decisions impact the library community every day and in every way. Stephanie Vance, the Advocacy Guru, will show you how to influence these decisions for good (not evil!) by sharing her insider secrets for effective advocacy. We'll look at the four key steps to developing and delivering a winning message as well as how to build long term relationships that will get your legislators to "Yes!" And you'll learn the top ten things you should NOT say, as well as the number one tool in the effective advocate's arsenal (shhh..., it's a secret). Join us for an informative and entertaining presentation that will give you tangible take-aways. Oh, and did we mention there will be fabulous prizes? WLTF Business Meeting to follow luncheon.



## Luncheon with Avi

Kalahari Convention Center - Suite A/H

The WLA Children's Book Award Committee named Avi as the 2014 Notable Wisconsin Author/Illustrator for his remarkable contribution to the world of children's literature. Avi is a graduate of UW-Madison.

Book signing immediately following luncheon:  
*City of Orphans; Crispin; Poppy; Sophia's War*



1:00 P.M. – 3:00 P.M.

### Career Center

Kalahari Convention Center - Exhibit Hall

*Sponsored by UW-Madison, UW-Milwaukee*

### FREE Professional Headshots

*Kelly Doering, Stick People Productions, Madison*

1:45 P.M. – 2:05 P.M.

### Engage Stage

Kalahari Convention Center - Exhibit Hall

### Local Content Lab with Wisconsin Library Services (WiLS)

1:30 P.M. – 4:00 P.M.



### H.H. Bennett Studio Tour

Bus loads at front of Kalahari Convention Center at 1:30 P.M. The Henry Hamilton Bennett Studio, opened in 1865, is the oldest operating business in Wisconsin Dells. The current studio has been in operation since 1875 and was operated by Bennett's family until they donated the property to the Wisconsin Historical Society in 1998. On this guided tour of the museum and studio visitors will see many of Bennett's printed photographic works, cameras and other innovations in photography and learn about Bennett's roles in the advancement of photography, preservation of local history and the growth of Wisconsin's tourism industry.

## Support Staff and Circulation Services

**Do you work in a public, academic, school or special library performing a wide variety of roles and responsibilities?**

SSCS provides continuing education opportunities through our yearly conference.



SSCS also administers the Paralibrarian of the Year award which includes a full scholarship to the UW-Milwaukee's School of Information Studies.

**Come to the business meeting  
Thursday at 7:30 a.m. in Aloeswood.**

**Be part of our organized voice  
and join the Support Staff and  
Circulation Services Section of WLA.**



1:45 P.M. – 2:30 P.M.

## “Appy” Hour

Track: Technology & Digital Services

Tamarind

**Lynne Blinkenberg**, *Director of Community Engagement, Wisconsin Public Television, Madison*

Screens, including TVs, iPads, computers and smart phones... we all have them, we all use them, we all either love them or hate them. Join us for a basic overview of some mobile technology tools, learn about the best of the best (and worst of the worst) applications for education, parenting and kids and explore some ideas for making the best choices. Attendees are encouraged to bring their own mobile devices and to share their favorite apps.

## Combating Stress in the Workplace: Tips for Stressed out Librarians

Track: Leadership/Professional Development

Mangrove



**Christopher Wirth**, *Licensed Marriage and Family Therapist, Madison*

Everyone can use a bit of help managing the stress of budgets, schedules, demanding patrons and exhausting employees. How do we manage ourselves in the midst of managing everything else? Christopher Wirth, licensed psychotherapist, will share some

simple techniques sure to help you figure out how to handle the stress of the librarian life.

## LET'S ROLL! FALL CLASSIC LIBRARIANS V. VENDORS BOWLING TOURNAMENT

Thursday, 8:30 P.M. – 10:30 P.M.

Kalahari Indoor Theme Park

*Sponsored by WiLS*

Join us for the first annual Fall Classic Librarians v. Vendors Bowling Tournament at the Kalahari Lanes, hosted by WiLS! In the first hour we'll pit teams of librarians against teams of vendors. Beat them and make them buy you drinks. Let them beat you and make them buy you drinks. It's win-win! The second hour you can make it up to them as we have mixed teams of librarians and vendors, and, who knows, perhaps you'll build some valuable relationships.

## The Division of Vocational Rehabilitation and Public Libraries: Transforming Partnership Opportunities

Track: Collaborations & Innovations

Tamboti

**Kate Martin**, *DVR State LTE Internship Coordinator, Division of Vocational Rehabilitation, Department of Workforce Development, Madison*

What do Wisconsin libraries and the Division of Vocational Rehabilitation (DVR) have in common? They both help Wisconsin residents find meaningful careers and now is the ideal time for both organizations to work together to reach shared goals. Attend this session to learn more about the Division of Vocational Rehabilitation, a division of the Department of Workforce Development, and to explore opportunities for collaboration.

## Dollars and Sense: Money Smart Week Programming in Wisconsin

Track: Engaging People

Aralia

**David Mancl**, *Director, Office of Financial Literacy, Wisconsin Department of Financial Institutions, Madison*; **Lori Burgess**, *Support Services Coordinator, Fond du Lac Public Library*

Wisconsin libraries are national leaders when it comes to financial literacy programs in libraries, from Big Read storytimes to budgeting to retirement and funeral pre-planning. Are you participating? Join David and Lori as they lead a discussion about programming ideas and the future of financial literacy programming in libraries. Be prepared to share your ideas!

## The Gender and Women's Studies Librarian: Past, Present, Future

Track: Mix-It-Up

Marula

**Karla Strand**, *The Gender & Women's Studies Librarian, UW-Madison Memorial Library*

The Office of the UW Women's Studies Librarian was created in 1977 to serve students, faculty and librarians across the UW System. The Office, which recently added "Gender" to its title, has become one of the premier resources for support of gender and women's studies scholarship and librarianship. In this session the current Gender & Women's Studies Librarian will describe the history of the office, the services it currently provides and some exciting new initiatives.



## Librarian as Enzyme: Access, Intellectual Freedom, and Creative Library Spaces/Makerspaces

Track: Library Issues & Challenges

Guava

**Shannon Crawford Barniskis**, Student, UW-Milwaukee SOIS  
Creative library spaces such as makerspaces are touted as a way to increase access to technological tools and literacies and to rejuvenate the library brand in the minds of non-users. This program examines emerging research on how these spaces do (or do not) support the access and intellectual freedom. The role of librarian-as-enzyme is critical to the success of library creative spaces, as is the focus on social making and collaboration.

## Listen Up, Library Advocates! 12 Advocacy Actions You Can Take to Save Money, Time — and Your Library!

Track: Advocacy & Promotion

Cypress



**Stephanie Vance**, Advocacy Guru, Advocacy Associates, Washington D.C.

Can you commit 10 to 15 minutes per week to advocate for your library? How about one day per year? If the answer is yes, this is the session for you. Building on the concepts outlined in her keynote address, Stephanie Vance, known as the Advocacy Guru, will provide twelve more specific techniques (just one per month!) that will help you not only be heard – but agreed with. In this fast-paced session, we'll look at how to use social media in the advocacy environment, strategies for arranging a library visit, resources for learning about new and returning legislators, as well as key local decision makers and much more! Attendees will walk away from this workshop with a step-by-step “effective influence” plan — all while having fun and perhaps even winning a prize. If you want to improve your persuasion powers, without feeling uncomfortable about how to do it, this is the session for you.

## What's New in Women's Fiction?

Track: Building Collections

Aloeswood

**Rebecca Vnuk**, Editor, Reference and Collection Management, Booklist, Chicago



Women's fiction is an extremely popular genre in libraries, but it can be hard to define: How is it different from romance? What are the trends? *Booklist* editor and librarian Rebecca Vnuk, author of three books on the topic, will give an overview of the genre, discussing the trends and sub-categories. Attendees will leave with a better understanding of why readers love women's fiction and a list of authors and titles to know.

2:10 P.M. – 2:30 P.M.

### Engage Stage

Kalahari Convention Center - Exhibit Hall

### TeachingBooks.net

**Nick Glass**, TeachingBooks.net

## WLAFF Silent Auction & Crafty Gift Fair

Kalahari Convention Center - Exhibit Hall

Wednesday, 10:00 A.M. – 5:00 P.M.

Thursday, 8:30 A.M. – 3:30 P.M.

Thursday, 3:30 P.M. pick up and pay

The Silent Auction is a great way to support the WLA Foundation and continues to be a popular feature of the conference. Be sure to stop by and browse for gifts, while admiring the creative talents of your peers. New this year: A 'buy-now' option for those who will not be there on Thursday (or who just prefer immediate gratification).



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2:45 P.M. – 3:30 P.M.

## Adult Program Swap

Track: Engaging People

Aralia

**Melissa Carollo**, *Reference & Programming Librarian, Hedberg Public Library, Janesville*; **Rene Bue**, *Programming and Outreach Coordinator, Hedberg Public Library, Janesville*; **Peg Burington**, *Library Director/Adult Program Coordinator, Waupaca Area Public Library*

Running out of ideas for adult programming? Join us for an Adult Program Swap! Be ready to talk about a successful program you have hosted, bring a question or problem for us to solve and share the name and contact information of a presenter you recommend. Attendees will leave with a new set of ideas for programming that will entertain and educate.

## Booked for Lunch: Collaboration Between Schools and Public Libraries

Track: Collaborations & Innovations

Aloeswood

**Kelsey Johnson-Kaiser**, *Youth Services Librarian, La Crosse Public Library*; **Maria Jaszewski**, *Media Specialist, Columbus High School*

Collaboration is key in Booked for Lunch, a monthly book club for Columbus High School students that focuses on in-depth discussion and analysis. Find out how we make this program thrive and how collaboration between the school and public library has created much more success than going it alone. We'll discuss the ways the school and public library work together to create meaningful programs that actually attract teens (food is fundamental).

## Burr/Worzalla Children's Book Award Winner

Track: Building Collections

Cypress

**Kevin Henkes**, *Author*

Mr. Henkes is the 2014 Elizabeth Burr/Worzalla winner for his chapter book, *The Year of Billy Miller*.

Book signing immediately following program: *The Year of Billy Miller*; *Kitten's First Full Moon*; *Penny and Her Marble*; *Lilly's Purple Plastic Purse*



## COLAND Forum: A Strategic Vision for Library Systems in the 21st Century

Kalahari Convention Center - Suite C/D

With the encouragement of Superintendent Tony Evers, COLAND has assumed a leadership role in developing a strategic vision and strategic directions for library systems in the 21st century. COLAND will present recommendations to the State Superintendent of Public Instruction by January 2015. The COLAND work group is developing draft recommendations and welcomes feedback from the library community during the WLA Conference.

## The Great Outdoors @ Your Library!

Track: Advocacy & Promotion

Tamboti

**Martha Gammons**, *Public Information Coordinator, Arrowhead Library System, Janesville*; **Steve Platteter**, *Director, Arrowhead Library System, Janesville*; **Steve Obs**, *Director, Lakeshores Library System, Waterford*; **Jim Novy**, *System Services Technician, Lakeshores Library System, Waterford*

This presentation will describe Arrowhead Library System's "The Great Outdoors @ your library" special library promotion project which took place from April–October 2014. It will focus on its purpose, how it came into being, the costs and implementation. It will also describe how partnerships with agencies, businesses, organizations and individuals have been developed and nurtured. Promotion of the project, including the website, programming and PR materials, will be featured.

## The Management Side Sucks My Soul

Track: Leadership/Professional Development

Mangrove

**Ann Hardginski**, *Youth Services Librarian, Kimberly-Little Chute Public Library*; **Luci Bledsoe**, *Director, Johnson Creek Public Library*; **Marge Loch-Wouters**, *Youth Services Coordinator, La Crosse Public Library*

If that's the way you feel about the management side of youth library work, it's time to embrace the magic of balance. Join youth managers (and a director) for a fast paced "Top 20 Tips" on how decisions are made to juggle ALL.THE.THINGS. Discover time-saving, labor-saving and sanity-saving tricks that put the fun into management of your youth area and enhance your effectiveness as a leader.

## Streaming Video in the Academic Setting

Track: Technology & Digital Services

Tamarind

*Mary Prochniak, Senior Special Librarian, UW-Madison Learning Support Services; Brian Deith, Senior Information Consultant, UW-Madison Learning Support Services*

Learning Support Services, a special campus library and instructional technology support unit within the UW-Madison College of Letters and Sciences, has been streaming video for the last five years as part of course support. Presenters will share their experiences with the needs and uses, legal issues, technical processes, instructor and student perspectives, challenges and future directions.

## Tales from the WiLS (un)Office: Tools and Tips for Working Together While Sometimes Apart

Track: Library Issues & Challenges

Guava

*Jeff Brunner, Andi Coffin, Sara Gold, Lisa Marten, Stef Morrill, Emily Pfothenbauer, Bruce Smith, WiLS, Madison*

For over a year WiLS staff has been working in a virtual office environment, working as a team while not sharing the same office space. This “(un)office” changes the way the team interacts and creates new strategies for working together. While the (un)office is the extreme example, we all work with people we don’t see every day whether it’s other library staff, community partners or even co-workers. WiLS staff will share their strategies and tools for communication, team building, time management and other challenges of working with people you don’t see every day. Audience participation will be encouraged: come with your own tips and tricks!

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2:45 P.M. – 3:30 P.M.

### Engage Stage

Kalahari Convention Center - Exhibit Hall

### Offering a Summer Food Service Program in Your Community with Wisconsin Librarians

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2:45 P.M. – 4:45 P.M.

## Genealogy Lessons Learned from WHS Webinars & WIGLHR’s Genealogy Roadshow

Track: Mix-It-Up

Marula

*Lori Bessler, Microforms Reference Librarian, Wisconsin Historical Society Library Archives, Madison; Don Litzler, Assistant Director, T.B. Scott Free Library, Merrill; Nyama Marsh, Director, Whitefish Bay Public Library; Anne Kasuboski, Distance Education & Reference Librarian, UW-Green Bay Cofrin Library; Tony La Luzerne, Cataloging Assistant/Associate Academic Librarian, UW-Green Bay Cofrin Library*

Genealogy patrons are out there ... what resources are in your reference toolbox? You’ll get real-life advice from genealogy librarians. Wisconsin Historical Society staff share what they’ve learned through presenting their popular genealogy webinars, including participant feedback from as far away as Australia. Then WIGLHR’s Genealogy Roadshow crew uses the WLA member genealogies they created from scratch — using tools available to every librarian — as case studies to prepare you for your next family history challenge!

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3:30 P.M. – 4:15 P.M.

## No Conflict Time in Exhibit Hall

Kalahari Convention Center - Exhibit Hall

### Career Center

Kalahari Convention Center - Exhibit Hall

### Fashion Show on the Engage Stage

## Reference & Adult Services Section (RASS) Board Meeting

Empress

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3:30 P.M. – 4:30 P.M.

## WLA Silent Auction & Crafty Gift Fair Pick Up and Pay

Kalahari Convention Center - Exhibit Hall

Check to see if you won your bid! If yes, pick up and pay for items!

4:30 P.M. – 5:15 P.M.

## Accountability Conversations

Track: Leadership/Professional Development  
Mangrove

*Nancy Graff Schultz*, Associate Director for Administration, UW-Madison General Library System; *Mary Hoddy*, Emerita Academic Staff, UW-Madison

As busy professionals, we need to ensure that our conversations with employees are specific and helpful, especially when these conversations deal with difficult topics or correcting behavior. In this session, we will provide useful tips to move away from blaming employees when things go wrong to creating a climate of professional accountability.

## At the Movies with Librarians III

Track: Engaging People  
Cypress

*Rachel Arndt*, Librarian II, Milwaukee Public Library; *Annie Bahringer*, Adult Services, W.J. Niederkorn Library, Port Washington; *Sherry Machones*, Director, Edgerton Public Library; *Stephanie Reister*, Children's Librarian, Germantown Community Library; *Brett Rohlwing*, Librarian II, Milwaukee Public Library; *Clairellyn Sommersmith*, Director, Princeton Public Library

Back by popular demand! A group of speakers will talk about upcoming movies based on books, and how librarians might incorporate them into their programming. The presentation will include book reviews, movie trailers, witty commentary and free popcorn.

## The BONK! Performance Series: Turning Local Weirdos Into Artistic Powerhouses One Library Program at a Time

Track: Collaborations & Innovations  
Aralia

*Dasha Kelly*, Poet; *Marco Jaimez*, Musician, Madison; *Ching-In Chen*, Poet/Editor-in-Chief at Cream City Review, UW-Madison Department of English; *Evan Maruszewski*, Musician, Madison; *Nick Demske*, Racine Public Library

The Racine Library's BONK! is a radical performance series. It mainly hosts poets and musicians, and has featured dance crews, comedians, videographers, visual artists and more. Now in its sixth year, BONK! is completely grant-driven, has seven sponsors and a grassroots team of eight community volunteers. In this presentation the librarian who co-founded BONK! will discuss the series and how it transformed Racine's community. BONK! alumni performers will also give mind-blowing, heart-breaking guest performances.

## Expect the Best, Prepare for the Worst

Track: Library Issues & Challenges  
Guava

*Michelle Dennis*, Hedberg Public Library, Janesville; *Jill Osmond-Groell*, Hedberg Public Library, Janesville

How well is your staff trained for 'the worst'? If someone came in armed, intending to hurt or kill people, how would your staff respond? Do you have an Emergency Response Plan? How can you prepare your staff to think about the unthinkable? If library literature is to be believed, Hedberg Public Library is one of the first in the country to present such a training for library staff, and to have a Response Plan in place. Jill and Michelle will talk through their planning process, discuss their rationale, share how this and subsequent trainings have gone, and offer ideas for implementation at your library.

## How to Use Badges and Interactive Online Tools

Track: Technology & Digital Services  
Tamarind

*David McHugh*, Education Consultant for Digital Resources, Innovation & Professional Learning, Instructional Media & Technology, Department of Public Instruction, Madison

See how BadgerLink has experimented with badges, quizzes and interactive features and how you can use the underlying tools for your library. Learn how to apply these innovative techniques and resources to deal with the challenge of engaging patrons.

## New Publishing, and Why it's a Great Time to Be a Writer

Track: Mix-it-Up  
Aloeswood

*Jess Riley*, Author

The author's debut novel, *Driving Sideways*, was released by a Random House imprint in 2008. Since then she's self-published two novels and a novella. Join her for a candid chat about the opportunities, pitfalls and evolving landscape of today's publishing world. Is it better to sign a contract with a large publishing house? What about small presses and "indie-publishing?" Find out how libraries can reach fans of "indie authors" and connect with the authors themselves.

Book signing immediately following program: *Driving Sideways*





**The Power of PR:  
Build Your Advocacy Program  
with Targeted Marketing**

Track: Advocacy & Promotion

Tamboti

*Stu Wilson, Coordinator/Lead Consultant, Library Strategies, The Friends of the Saint Paul Public Library; Slade Kemmet, Marketing and Design Associate and Multimedia Specialist, The Friends of the St. Paul Public Library*

Advocacy efforts to increase, or maintain, public funding are essential to the operation of successful libraries today. Ongoing marketing is a critical component of effective advocacy. Learn tools and strategies, many of them simple and affordable, to boost your marketing activities with an end goal of enhancing public support. The presentation is based on the experiences of The Friends of the Saint Paul Public Library (MN) and its work with small libraries in western Wisconsin.

5:30 P.M. – 7:00 P.M.

**Awards & Honors Reception**

Kalahari Convention Center - Suite A/H

*Sponsored by EBSCO*

This is your opportunity to personally thank and interact with our award winners. Entertainment provided by Entertainment provided by members of the Reedsburg area Brass Ensemble.

6:30 P.M. – 7:30 P.M.

**New Members Meet-Up**

Ivory Coast

Relax and have fun, the day is almost over! NMRT meet-up is a casual event to connect new WLA attendees. Discuss programs with colleagues and new friends. The meet-up is a great time to talk with an NMRT representative about what WLA has to offer you. We guarantee you'll crack a smile and anyone who attends will be placed in a door prize drawing.

8:30 P.M. – 10:30 P.M.

**Let's Roll! Fall Classic Librarians v. Vendors Bowling Tournament**

Kalahari Indoor Theme Park

*Sponsored by WiLS*

Join us for the first annual Fall Classic Librarians v. Vendors Bowling Tournament at the Kalahari Lanes, hosted by WiLS! In the first hour we'll pit teams of librarians against teams of vendors. Beat them and make them buy you drinks. Let them beat you and make them buy you drinks. It's win-win! The second hour you can make it up to them as we have mixed teams of librarians and vendors, and, who knows, perhaps you'll build some valuable relationships. Plus, you look great in bowling shoes.

**ZUMBA WITH ERIKA GERHARDT**

Friday, November 7, 7:00 A.M. – 8:00 A.M.

Kalahari Convention Center - Suite 3



**CIRCUS WORLD LIBRARY  
RESEARCH CENTER AND  
ARCHIVES TOUR**

Friday, November 7

Leave Kalahari Convention Center at 8:00 A.M.

Return to Kalahari Convention Center at 10:45 A.M.

*Sponsored by AWSL*

Step into three-ring history! Ask questions of the resident librarian and archivist, see their special exhibits and rare artifacts, and go behind the scenes to see how the research library is run! This 1½ hour tour of Circus World's Robert L. Parkinson Library & Research Center will be led by Peter Shrake, Archivist. Transportation provided.

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## Honoring Award Winners



WISCONSIN  
LIBRARY  
ASSOCIATION



### **Celebrate at the Awards & Honors Reception**

Thursday, November 6, 5:30 – 7:00 pm  
Kalahari Convention Center — Suite A/H

#### **Library of the Year**

Wisconsin Resource Center Library, Winnebago

#### **Muriel Fuller Award**

Martha Gammons  
Arrowhead Library System, Janesville

#### **Citation of Merit**

Allen Buechel  
Fond du Lac County Executive

#### **Librarian of the Year**

Tessa Michaelson Schmidt  
Youth and Special Services Consultant,  
Public Library Development Team,  
Department of Public Instruction

#### **Trustee of the Year**

Cari Schaeffer  
Schreiner Memorial Library, Lancaster and Potosi

#### **WLA Literary Award**

Larry Watson  
*Let Him Go*

#### **Elizabeth Burr/Worzalla Award**

Kevin Henkes  
*The Year of Billy Miller*

#### **Children's Book Award Notable Author**

Avi

#### **Intellectual Freedom Award**

Megan Schliesman  
Cooperative Children's Book Center  
UW-Madison School of Education

#### **Paralibrarian of the Year**

Terry Ehle  
Youth Services Coordinator  
Lester Public Library, Two Rivers

#### **Rising Star**

Kris Turner  
Reference & Technology Services Librarian  
UW-Madison Law Library  
Wisconsin Heritage Library Center

#### **Hall of Fame Inductees**

Gilbert Harry Deane  
Peter Hamon  
Nolan I. Neds  
Wilbur Lyle Eberhart  
Gertrude Thurow

This event is being generously sponsored by EBSCO. Be sure to stop by their booth in the Exhibit Hall to thank them.

# 2014 Book Awards

## Literary Awards Committee Honors

### **WLA Literary Award**

Larry Watson  
*Let Him Go*

### **Notable Authors**

Norbert Blei

Margaret George

Aldo Leopold

### **Outstanding Achievement**

Alex Bledsoe  
*Wisp of a Thing*

Barbara Miner  
*Lessons from the Heartland:  
A Turbulent Half-Century of Public  
Education in an Iconic American City*

Richard Rashke  
*Useful Enemies: John Demjanjuk  
and America's Open-Door Policy  
for Nazi War Criminals*

Susanna Daniel  
*Sea Creatures*

Kelly Harms  
*The Girls of Shipwreck Lane*

Jesse Lee Kercheval  
*My Life as a Silent Movie*

Stuart Nadler  
*Wise Men*

Benjamin Percy  
*Red Moon*

David Rhodes  
*Jewelweed*

Christina Schwarz  
*The Edge of the Earth*

### **Outstanding Achievement in Poetry**

B. J. Best  
*But Our Princess Is in Another Castle*

Rebecca Dunham  
*Glass Armonica*

Karla Huston  
*A Theory of Lipstick*

Charles P. Ries  
*Girl Friend & Other Mysteries of Love*

Chuck Rybak  
*War*

## Children's Book Award Committee Honors

### **Elizabeth Burr/Worzalla Award**

Kevin Henkes, Writer and Illustrator  
*The Year of Billy Miller*

### **Notable Author**

Avi

### **Outstanding Achievement**

Ilsa J. Bick  
*The Sin-Eater's Confession*

Tom Lichtenheld, Illustrator  
*Exclamation Mark*

Amy Timberlake  
*One Came Home*

Geoff Herbach  
*I'm With Stupid*

Pat Zietlow Miller  
*Sophie's Squash*

Bridget Zinn  
*Poison*

7:00 A.M. – 11:00 A.M.

**Registration**

Kalahari Convention Center - North Atrium

7:00 A.M. – 8:00 A.M.

**ZUMBA with Erika Gerhardt**

Kalahari Convention Center - Suite 3

7:00 A.M. – 8:30 A.M.

**Continental Breakfast**

Kalahari Convention Center - Suite 2/7

8:00 A.M. – 10:45 A.M.



**Circus World Library Research Center and Archives Tour**

Bus departs from front of Kalahari Convention Center at 8:00 A.M.

*Pete Shrake, Archivist, Robert L. Parkinson Library & Research Center, Circus World Museum, Baraboo*

Don't miss your chance to step into three-ring history! Ask questions of the resident librarian and archivist, see their special exhibits and rare artifacts, and go behind the scenes to see how the research library is run! Note: We will just be touring the library and archives, not the full Circus World grounds.

8:30 A.M. – 9:15 A.M.

**Beyond Fart Jokes: What Boys Want and Need from the Library**

Track: Engaging People

Guava

*Jenny Wegener, Head of Children's and Young Adult Services, Pewaukee Public Library; Betsy Bromley, Children's and Young Adult Librarian, Oconomowoc Public Library*

Boys. They bring energy and life to your library — and present a special set of challenges and opportunities for staff, collections and policies. Hear what the latest research says about boys' development and leave with some new ideas on how to support and engage boys in your library and community.

**The Book Cycle: Delivering Books on Bikes**

Track: Collaborations & Innovations

Aralia

*Amber Garbe, Madison Elementary Reading Specialist, Stevens Point Area Public Schools*

The Book Cycle requires no gas. Instead, this bicycle bookmobile simply fuels children's love of reading. Each summer volunteers pedal three-wheel bicycles through Stevens Point neighborhoods. The bikes carry 300 books that children borrow on the honor system. Started in 2009 to combat summer reading regression, The Book Cycle continues to flourish. This presentation will feature the latest research on the summer slide and how The Book Cycle addresses that problem.

**Dear Con-Anne: Prickly Questions Get Answered by Con-Anne the Librarian**

Track: Leadership/Professional Development

Cypress

*Diana Skalitzky, Director, Marshall Public Library*

This program is based on a previous WLA program during which WISL members did their best to answer tough questions posed by the audience and ran out of time! Topics include working with difficult board members, dealing with patron behaviors, issues with staff and more.

SAVE THE DATE

**2015**

WLA Annual Conference  
Madison, WI  
**NOVEMBER 3-6**

## Leading the Way to Yes: Building Good Will through Policy and Practice

Track: Library Issues & Challenges

Mangrove

**Heather Jett**, Access Services Librarian, UW-La Crosse Murphy Library

The 21st century library opens doors to information and resources and those doors are unlocked and held open through access services. Libraries must maintain resources through policy and practice so that they can be used by the broadest constituency. Come hear ideas and tips to increase good will in your library using written and applied policies and practices to eliminate both real and perceived barriers to the access and sharing of information resources and services.

## Making Academia

Track: Building Collections

Marula

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

Follow the journey from conception to present of a makers program at a small academic library. Gain insight into implementing a makers program at your institution. You'll get practical ideas and advice from someone in the trenches of this exciting adventure in academia.

## Tactics: How to Shamelessly Promote Library Programs

Track: Advocacy & Promotion

Aloeswood

**Scott Lenski**, Community and Adult Services Librarian, Whitefish Bay Public Library; **Emily Weiss**, Adult Reference Librarian, Whitefish Bay Public Library

Library programming adds to the vibrancy and energy of any library. This program will cover choosing programs, promoting and hosting. Special emphasis will be on technical promotion through the use of public access monitors, social media and web site.

9:30 A.M. – 10:15 A.M.

## Books Across Cultures: An Established Multicultural Children's Literature Event Transforms Itself with Unimaginable Results by Connecting with a New Public

Track: Collaborations & Innovations

Aralia

**Teri Holford-Talpe**, Academic Engagement & Curriculum Librarian, UW-La Crosse Murphy Library; **Marc Manke**, Library Outreach Assistant, UW-La Crosse Murphy Library; **Rick Stewart**, Professional Development and Outreach Coordinator, UW-La Crosse School of Education; **Karen Lange**, Curriculum Collection Assistant, UW-La Crosse Murphy Library

In 2014, UW-La Crosse Murphy Library's organizing team chose to leave the beaten path of its traditional multicultural children's literature event programming and connect directly with a new population. A local elementary school and UW-La Crosse teacher candidates were targeted. Participation directly benefited the school, students, teachers, curriculum and the teacher candidates. The organizing team has a beautiful tale to tell of how creative collaboration, innovation and transformation led to unimaginable results with a promising future.

## Let's Loop Wisconsin Libraries

Track: Library Issues & Challenges

Cypress

**Juliette Sterkens**, AuD, HLAA Consumer & Hearing Loop Advocate, Oshkosh; **Bradley Shipp**, Librarian, Outagamie Waupaca Library System (OWLS), Appleton

Libraries all over Wisconsin have installed hearing loops to improve access for hearing aid users. Audiologist Sterkens will share the benefits of hearing loops, demonstrate best practices for library staff and explain how we can all work together to loop Wisconsin. Bradley will share how, through LSTA grants and with Juliette's help, OWLS has looped service desks at all of their member libraries and looped meeting rooms at six libraries.

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

## Libraries and Information Inequality in South Africa

Track: Advocacy & Promotion

Aloeswood

**Karla Strand**, *The Gender & Women's Studies Librarian, UW-Madison Memorial Library*

Karla began her doctoral research on information inequality and libraries in South Africa in 2009. Since then she has traveled to this stunning country five times, conducted numerous site visits and interviews with librarians, staff and users to explore how librarians in South Africa can help alleviate information poverty. In this session Karla will describe her experiences, her research and her findings through a lens of an integrative theory of information inequality.

## Secret Life, Secret Death: A Story of Family History, Big City Chicago, Small Town Wisconsin and Personal Transformation

Track: Building Collections

Marula

**Genevieve Davis**, *Author and Artist*

Genevieve Davis tells how she conducted her exciting, often miraculous ten-year research project, which resulted in the publication of *Secret Life, Secret Death*. Her book reveals the story of hunting down the mystery of a single mother's life in crime, in Gangland Chicago in the Roaring Twenties and in rural Wisconsin during the Depression. With themes of genealogy, Chicago mafia, Wisconsin lawlessness, trafficking, alcoholism, women's history and the burden of family secrets, Ms. Davis seeks to educate and provoke. Ms. Davis tells how she researched in libraries, archives and historical societies and through travel to specific locations and personal interviews.

**WIGLHR input:** Genealogy is an ever-growing popular topic, with television hits such as: *Who Do You Think You Are* (The Learning Channel); *Finding Your Roots* with Henry Louis Gates (Public Broadcasting Station) and *Genealogy Roadshow* (Public Broadcasting Station). Further, there is a plethora of genealogy websites and books, and troves of local records, that patrons can dig through to piece together their family histories. Ms. Davis' experience with conducting such research, plus the fascinating story she unearthed involving her grandmother, Minnie, will provide an excellent opportunity for library personnel to learn how genealogy can help them Connect, Engage and experience Transformation with their patrons.

## UnStorytime: Programming for Preschoolers

Track: Engaging People

Guava

**Ann Hardginski**, *Youth Services Librarian, Kimberly-Little Chute Public Library*; **Brooke Rasche**, *Early Literacy Librarian, La Crosse Public Library*; **Tiffany Meyer**, *Director, Dresser Village Library*

Patrons love our storytimes! What else can we offer the pre-school crowd? "Read, Talk, Sing, Play and Write" are calls to fun and action in easy-to-implement early literacy programs like Artsy Smartsy, Book Boogie, Book Festivals, Gardening Bees, Fairy Tale Hunt and more. Return to your library with enough programming ideas to last till grade school!

## You Need a Mentor! Tips and Advice for Getting and Keeping One

Track: Leadership/Professional Development

Mangrove

**Katharine Clark**, *Library Assistant, Madison Public Library*; **Linda Vincent**, *Management Librarian, Wisconsin Talking Book and Braille Library, Milwaukee*; **Kimberly Hennings**, *Director, C.A. Friday Memorial Library, New Richmond*

Mentorship is an excellent way to advance your career, gain professional skills and increase your network of colleagues. This program will give you advice on how to find mentors and how to keep them. Katharine will be joined by Linda and Kimberly, participants in the WLA WeLead mentorship program, to share their experiences in mentoring.

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10:15 A.M. – 10:45 A.M.

## Coffee Break

Kalahari Convention Center - North Atrium

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10:45 A.M. – 11:30 A.M.

## Apps to Make Your Professional and Personal Life Easier

Track: Leadership/Professional Development

Guava

**Kris Turner**, *Reference and Technology Services Librarian, UW-Madison*

So many apps, so little time! What apps can be used in a professional capacity? What apps can you recommend to patrons with their first smartphones or tablets? Join AWSL as we delve deep into the murky but exciting world of iOS and Android apps. We'll talk about professional apps for librarians, productivity apps for everyone and interesting new apps that may make both your personal and professional life easier!



## Building and Maintaining Community Partnerships

Track: Advocacy & Promotion

Cypress

*Liz Nevers, Administrator, Friends of the UW-Madison Libraries*

Whether you are a large library system or a small-town library, community partnerships will help you further your library's mission. In the first half of the presentation Nevers will discuss the benefits of developing and maintaining community partnerships and collaborations as well as share specific examples and their impacts. In the second half she will ask participants to share their ideas and success stories during a round table discussion. Discussion notes will be made available to participants after the conference.

## Industry Partnerships: Getting Things Done Through Support from Local Business

Track: Collaborations & Innovations

Aralia

*Shawn Brommer, Youth Services & Outreach Consultant, South Central Library System, Madison; Joan Milke, Software Technician, Thermo Fisher, Fitchburg; Wendy Rawson, Director, Fitchburg Public Library*

Learn how libraries are working in partnership with businesses to sponsor library projects and programs. Panelists from both library and industry perspectives will share the stories of their experiences: How do libraries identify possible industry partners? What decision-making processes are involved for the business? In what ways can libraries thank their sponsors? How do they continue to grow their relationship? Join us to find out!

## Libraries Transforming Communities: Aspirations

Track: Engaging People

Aloeswood

*Cindy Fesemyer, Director, Columbus Public Library; Katrina Dombrowsky, Youth Services Director, Columbus Public Library; Bruce Smith, Community Liaison and Service Specialist, WiLS, Madison*

The Harwood team from the Columbus Public Library will take you through an exercise to help you focus on your aspirations for your library community. You'll identify challenges to those aspirations and create next steps that can help you create change in your community by turning outward. This is a great tool for starting conversations with your community stakeholders.

## Love in the WPLC Digital Library: Searching for Diversity in the E-Romance Collection

Track: Building Collections

Marula

*Adriana McCleer, Ph.D. Dissertator, UW-Milwaukee SOIS; Renee Bennett-Kapusniak, Ph.D. Dissertator, UW-Milwaukee SOIS*

OverDrive statistics show readers discover new content while browsing public library e-book collections. Over 15%, of Wisconsin residents identify as Hispanic or Latina/o, Black or African American, American Indian or Alaska native and/or Asian (U.S. Census Bureau, 2010). Presenters will discuss findings from a study examining the diversity and accessibility of romance e-book titles in the WPLC Digital Library. Participate in an interactive session to share your perspective and ideas on the collection.

## User's Needs + Leadership + Technology Tools = ILEAD USA-Wisconsin

Track: Library Issues & Challenges

Mangrove

*Denise Anton Wright, Public Library Administration Consultant, Wisconsin Department of Public Instruction, Madison; Ryan Claringhole, Technology Consultant, Wisconsin Department of Public Instruction, Madison*

During 2015, Wisconsin will participate in the multi-state ILEAD USA program, funded in part by a Laura Bush 21st Century Librarian grant coordinated by the Illinois State Library. All types of libraries are eligible to be part of an "ILEAD USA-Wisconsin" team and community-based projects are encouraged. This session will provide program details, walk you through the application process and discuss how your library and community can benefit from this transformative experience.

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11:45 A.M. – 1:00 P.M.

## President's Luncheon: Ho-Chunk Oral History: Past, Present & Future

Kalahari Convention Center - Suite 2/7

*William "Naawacekgize" Quackenbush, Ho-Chunk Nation Tribal Historic Preservation Officer and Cultural Resources Division Manager, Ho-Chunk Nation, Black River Falls*

An oral interpretative presentation of the Ho-Chunk People.

# 2014 WLA Program Sponsors & Partners

## **AWSL: Association of Wisconsin Special Librarians**

Apps to Make Your Professional and Personal Life Easier  
AWSL Business Meeting  
AWSL Social  
Circus World Library Research Center and Archives Tour  
Pointing the Way: Making Signage in Your Library Clear, Concise and Useful  
Tales from the WiLS (un)Office: Tools and Tips for Working Together While Sometimes Apart  
Transform Your Career  
We Are All Special Librarians! What Public and Academic Librarians Have in Common with Special Librarians

## **COLAND: Council on Library and Network Development**

COLAND Forum: A Strategic Vision for Library Systems in the 21st Century

## **DPI: Department of Public Instruction**

BadgerLink's College, Career, Health, & Computer Skills Resource Demo  
How to Use Badges and Interactive Online Tools  
Internal Conflicts in Public Library Adult Literacy Programs  
Preparing for the Future: Broadband in Public Libraries  
Teen Librarian Expo  
User's Needs + Leadership + Technology Tools = ILEAD USA-Wisconsin

## **EMIERT: Ethnic & Multicultural Exchange Round Table**

The BONK! Performance Series: Turning Local Weirdos Into Artistic Powerhouses One Library Program At A Time  
EMIERT Business Meeting  
The Gender and Women's Studies Librarian: Past, Present, Future  
Internal Conflicts in Public Library Adult Literacy Programs  
Libraries and Information Inequality in South Africa  
Love in the WPLC Digital Library: Searching for Diversity in the E-Romance Collection

## **GIRT: Government Information Round Table**

Answering Government Information Questions: Secrets Revealed!  
Navigating the Wisconsin Administrative Code Online

## **IFRT: Intellectual Freedom Round Table**

Banned Books Read-In  
Front Line Challenges: Materials, Privacy and Policy  
IFRT Business Meeting  
Librarian as Enzyme: Access, Intellectual Freedom, and Creative Library Spaces/Makerspaces

## **LD&L: Library Development & Legislation Committee**

Listen Up, Library Advocates! 12 Advocacy Actions You Can Take to Save Money, Time – and Your Library!

## **LUERT: Library User Education Round Table**

Making It Real: What About Privacy Literacy? Libraries and Privacy Education in the Digital Age  
MATS: Media & Technology Section  
"Appy" Hour  
How to Use Badges and Interactive Online Tools  
Let's Loop Wisconsin Libraries

## **NMRT: New Member Round Table**

NMRT Business Meeting  
NMRT Meet-up  
Yoga for Librarians

## **OSRT: Outreach Services Round Table**

The Book Cycle: Delivering Books on Bikes  
Booked for Lunch: Collaboration Between Schools and Public Libraries  
Collaborative Negotiation: When Relationships Are as Important as Solutions  
Creating School/Public Library Partnerships Within Your Community: Second Chance Book Club for High School Reluctant Readers  
Dollars and Sense: Money Smart Week Programming in Wisconsin  
Free and Affordable Apps for Accessibility  
The Great Outdoors @ Your Library  
Industry Partnerships: Getting Things Done Through Support from Local Business  
Libraries Transforming Communities: Aspirations  
Libraries Transforming Communities: The Columbus Public Library Experience So Far  
OSRT Business Meeting  
Partnerships for Success in Summer Reading  
The Power of PR: Build Your Advocacy Program With Targeted Marketing  
Tactics: How to Shamelessly Promote Library Programs  
Reach Out and Read: From Inspiration to Reality  
Saving Your Nos

## **RASS: Reference & Adult Services Section**

Adult Program Swap  
Broadening Your Patron Base  
The Division of Vocational Rehabilitation and Public Libraries: Transforming Partnership Opportunities  
Internal Conflicts in Public Library Adult Literacy Programs  
RASS Board Meeting

# 2014 WLA Program Sponsors & Partners

## **READ: Readers Section**

At the Movies with Librarians III  
Book Festivals Spark Community Engagement  
Caldecott Crash Course: Evaluation of the Art in Picture Books  
Good Girls, Bad Girls, Real Girls: Teen Girls in YA Lit & in Your Library  
Literary Award Winner: Larry Watson  
Love in the WPLC Digital Library: Searching for Diversity in the E-Romance Collection  
The Midwestern Hurricane of 1913  
Notable Books Marathon, 2014  
Partnerships for Success in Summer Reading  
What's New in Women's Fiction

## **RSRT: Resource Sharing Round Table**

RSRT Business Meeting

## **SLIS: School of Library and Information Studies**

UW-Madison SLIS Alumni Reunion

## **SOIS: School of Information Studies**

UW-Milwaukee SOIS Alumni Reunion

## **SRLAAW**

System and Resource Library Administrator's Association of Wisconsin (SRLAAW) Meeting

## **SSCS: Support Staff & Circulation Services Section**

Leading the Way to Yes: Building Good Will through Policy and Practice  
SSCS Business Meeting  
Thrown to the Wolves: Building Trust, Encouraging Independence & Creating an Unstoppable Team

## **TSS: Technical Services Section**

Now That It's Digitized, What Do I Do With It?  
TSS Membership Meeting

## **WAAL**

Accountability Conversations  
Books Across Cultures: An Established Multicultural Children's Literature Event Transforms Itself with Unimaginable Results by Connecting with a New Public  
Choose Your Future: Strategic Planning Makes it Happen  
Design It! Developing a Graphic Design Process for Diversity Resources  
GeoData at UW-Madison: Online Access to GIS Data Using OpenGeoportal  
Making Academia  
Streaming Video in the Academic Setting  
Understanding Your Preservation Needs: An Introduction to the Preservation Self-Assessment Tool

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

ALS' Mobile Makerspace: Bringing Makerspaces to Our Libraries  
Booked for Lunch: Collaboration Between Schools and Public Libraries  
Building and Maintaining Community Partnerships  
COLAND Forum: A Strategic Vision for Library Systems in the 21st Century  
Creating School/Public Library Partnerships Within Your Community: Second Chance Book Club for High School Reluctant Readers  
Dispel the Myths, Part 1: Unlock the Keys to Staff Motivation  
Dispel the Myths, Part 2: The Three Keys to Meaningful Staff Motivation & Engagement: Purpose – Mastery – Autonomy  
Dollars and Sense: Money Smart Week Programming in Wisconsin  
Expect the Best, Prepare for the Worst  
Free and Affordable Apps for Accessibility  
Good Girls, Bad Girls, Real Girls: Teen Girls in YA Lit & in Your Library  
How to Use Badges and Interactive Online Tools  
Internal Conflicts in Public Library Adult Literacy Programs  
Libraries Transforming Communities: Aspirations  
Libraries Transforming Communities: The Columbus Public Library Experience So Far  
The Neurodiverse Library: Preventing Sensory Overload  
New Publishing, and Why it's a Great Time to Be a Writer  
Partnerships for Success in Summer Reading  
Preparing for the Future: Broadband in Public Libraries  
Tactics: How to Shamelessly Promote Library Programs  
WAPL Board Meeting  
What's New in Women's Fiction

## **WeLEAD**

Building Campaigns- Keys to Fundraising Success  
Combating Stress in the Workplace: Tips for Stressed out Librarians  
Dispel the Myths, Part 1: Unlock the Keys to Staff Motivation  
Dispel the Myths, Part 2: The Three Keys to Meaningful Staff Motivation & Engagement: Purpose – Mastery - Autonomy  
Internal Conflicts in Public Library Adult Literacy Programs  
Library Journal's Lead the Change  
What's New in Women's Fiction?  
You Need a Mentor! Tips and Advice for Getting and Keeping One

*(continued on next page)*

# 2014 WLA Program Sponsors & Partners

## **WIGLHR: Wisconsin Genealogy & Local History Round Table**

Genealogy Lessons Learned from WHS Webinars & WIGLHR's Genealogy Roadshow  
Genealogy Roadshow II, Who In The WLA Do You Think You Are: Mom's Side!  
Secret Life, Secret Death: A Story of Family History, Big City Chicago, Small Town Wisconsin and Personal Transformation  
Making It Real: Now That It's Digitized, What Do I Do With It?

## **WiLS**

Let's Roll! Fall Classic Librarians v. Vendors Bowling Tournament  
Tales from the WiLS (un)Office: Tools and Tips for Working Together While Sometimes Apart

## **WISL: Wisconsin Small Libraries Section**

At the Movies with Librarians III  
Cards Against Librarianship  
Dear Con-Anne: Prickly Questions Get Answered by Con-Anne the Librarian  
WISL Board Meeting

## **WLA**

Aldo Leopold Center Tour  
Awards & Honors Reception  
Early Bird Reception  
H.H. Bennett Studio Tour  
Ho-Chunk Oral History: Past, Present & Future  
Past Presidents' Breakfast  
Philanthropy and Giving with Michael Johnson and Tim Metcalfe  
Reclaiming Main Street with Rich Harwood  
Wisconsin's Patent and Trademark Resource Centers!  
WLA Board of Directors Meeting  
WLA/WLAF Annual Business Meeting  
WLA Finance Committee Meeting  
Yoga For Librarians  
Zumba

## **WLAF: WLA Foundation**

WLA/WLAF Annual Business Meeting  
WLAF Board Meeting  
WLAF Silent Auction & Crafty Gift Fair  
WLAF Fundraiser: BOOKGIE NIGHTS Gotta Have the Funk!

## **WLTF: Wisconsin Library Trustees & Friends**

Listen Up, Library Advocates! 12 Advocacy Actions You Can Take to Save Money, Time – and Your Library!  
WLTF Luncheon: Listen up, Legislators! with Stephanie Vance (plus 15 min WLTF board meeting)

## **WPLC**

WPLC Meeting

## **YSS: Youth Services Section**

"Appy" Hour – Parenting & Kids apps  
Beyond Fart Jokes: What Boys Want and Need from the Library  
Booked for Lunch: School/Public Library  
Burr/Worzalla Award Winner – Kevin Henkes  
Book Cycle – Summer Books for Kids  
Books Across Cultures to Kids: An Established Multicultural Children's Literature Event Transforms Itself with Unimaginable Results by Connecting with a New Public  
Caldecott Crash Course: Evaluation of the Art in Picture Books  
Creating School/Public Library Partnerships  
Developmentally Age-Appropriate Storytimes  
Good Girls, Bad Girls, Real Girls: Teen Girls in YA Lit & in Your Library  
Guerrilla Storytime Swap  
Homegrown Leadership for Youth Services Librarians: Cultivating Your Inner Leader  
It's Not a Tour—It's a FIELD TRIP ADVENTURE!  
Luncheon with Avi  
Making it Real  
The Management Side Sucks My Soul  
Partnerships for Success in Summer Reading  
The Neurodiverse Library: Preventing Sensory Overload  
Shake It Up! Best Outside the Box School Age Programs  
Reach Out and Read: From Inspiration to Reality  
Teen Librarian Expo  
UnStorytime – Programing for Preschoolers  
YSS Business Meeting  
YSS Luncheon with Karen Jensen, Teen Librarian Toolbox

# Non-Member Speakers

**Rebecca Behrens**

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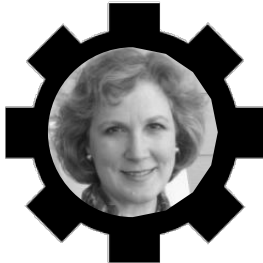
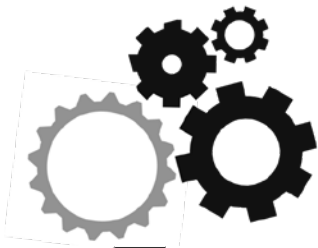
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