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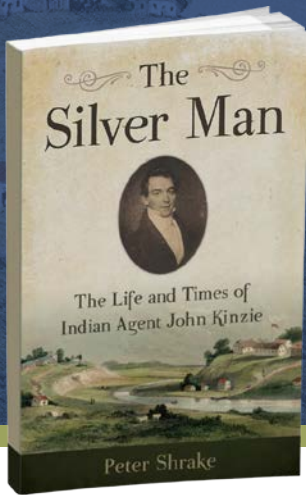
**ANNUAL CONFERENCE
OCTOBER 17-20, 2017**

RECHARGE

**KALAHARI RESORT
& CONVENTION CENTER
WISCONSIN DELLS**



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THE SILVER MAN

The Life and Times of
Indian Agent John Kinzie

PETER SHRAKE

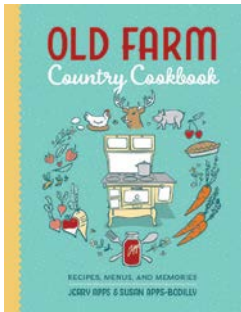
Paperback: \$14.95
ISBN: 978-0-87020-740-2

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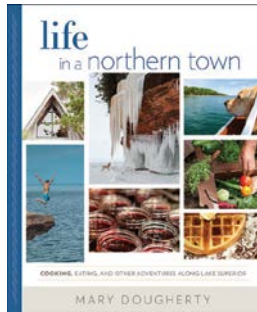
— 2017 —

OUTSTANDING BOOK
OF THE YEAR
WINNER

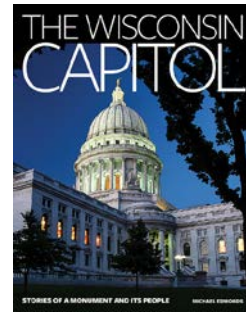
— NEW *for* FALL 2017 —



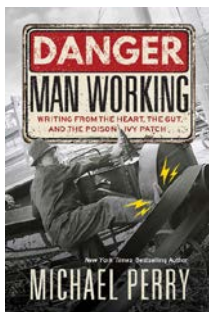
OLD FARM COUNTRY COOKBOOK
Recipes, Menus, and Memories
Jerry Apps & Susan Apps-Bodilly
Hardcover: \$26.95
ISBN: 978-0-87020-830-0



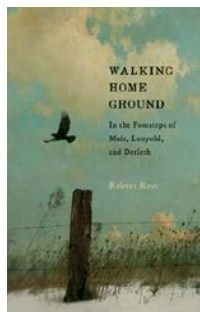
LIFE IN A NORTHERN TOWN
Cooking, Eating, and Other
Adventures along Lake Superior
Mary Dougherty
Hardcover: \$29.95 ISBN: 978-0-87020-828-7



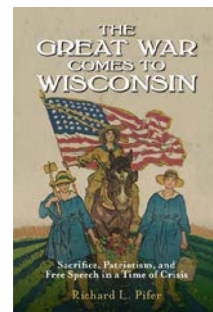
THE WISCONSIN CAPITOL
Stories of a Monument
and Its People
Michael Edmonds
Hardcover: \$25.00 ISBN: 978-0-87020-842-3



DANGER, MAN WORKING
Writing from the Heart, the
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Michael Perry
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Wisconsin Historical Society
P R E S S

Conference Greetings

Welcome to the Wisconsin Library Association's Annual Conference at the Kalahari in Wisconsin Dells. This year's theme, **Recharge**, is how I hope you will all feel after attending this year's great conference.

Recharge your mind with four days of learning opportunities. There are two excellent pre-conferences on Tuesday. Amy Climer will teach you all about Deliberate Creativity and innovating on demand. Or learn about diversity in youth services with Anna Haase Krueger and Tami Lee from Ramsey County Public Library. Wednesday starts off with a keynote presentation from Grace Lim, UW-Oshkosh, who will talk about the power of storytelling. Among the many sessions from which you can choose are Creative Problem Solving, finding out what the Dabble Box is, and listening to a ukulele strum along. Linda Liukas, author and programmer from Helsinki, Finland, kicks off Thursday with an inspiring presentation on Software & Storytelling and the importance of coding literacy. Thursday's sessions include learning about Beloit's Blender Cafe, updates from the PLSR Workgroups, and discovering the Dark Web. And, there's more to choose from on Friday. There is truly something for everyone at this year's conference.

Librarians love authors and you'll be able to meet and hear from many of them at the conference. Among the authors attending are Andrea Davis Pinkney at the YSS Luncheon, Literary and Children's Award Winners Nick Petrie and Sarah L. Thomson, and Michelle Wildgen at the President's Luncheon. New this year is the Indie Author Garden in the Exhibit Hall. Be sure to stop by and meet some local indie authors.

Recharge your connections with fellow librarians. There are many opportunities to socialize with your colleagues including the 4th Annual WiLS Fall Classic on Tuesday evening: Librarians Take the Lanes. Then, on Wednesday evening, test

out your trivia skills at the WLA Foundation Fundraiser event. Thursday evening is your opportunity to honor and thank our Award Winners at the Awards & Honors Reception. Want to tour the Wisconsin Dells area? You're in luck as there are 5 different tours available including the Crane Foundation and a hike at Mirror Lake State Park.



Recharge your body and spirit with a walk or run with me and Marge Loch-Wouters. On Friday morning (weather permitting), we'll host an informal group run/walk leaving from the conference registration area and heading out for 3.1 miles. And, please join me for the President's Luncheon featuring Michelle Wildgen, author of *You're Not You* and *Bread and Butter*, as she talks about becoming a writer.

Recharge your connections with your vendors. Be sure to visit the exhibit hall and find out about new products and services for libraries. Please thank them for exhibiting at the conference as they help make our conference a success.

Thank you to the 2017 Conference Committee for their dedication and hard work to bring this conference to life. And thanks to all of you for attending this year's conference.

Jean Anderson, WLA Board President
South Central Library System, Madison

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2017 WLA Board of Directors



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Waupaca Area Public Library

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.

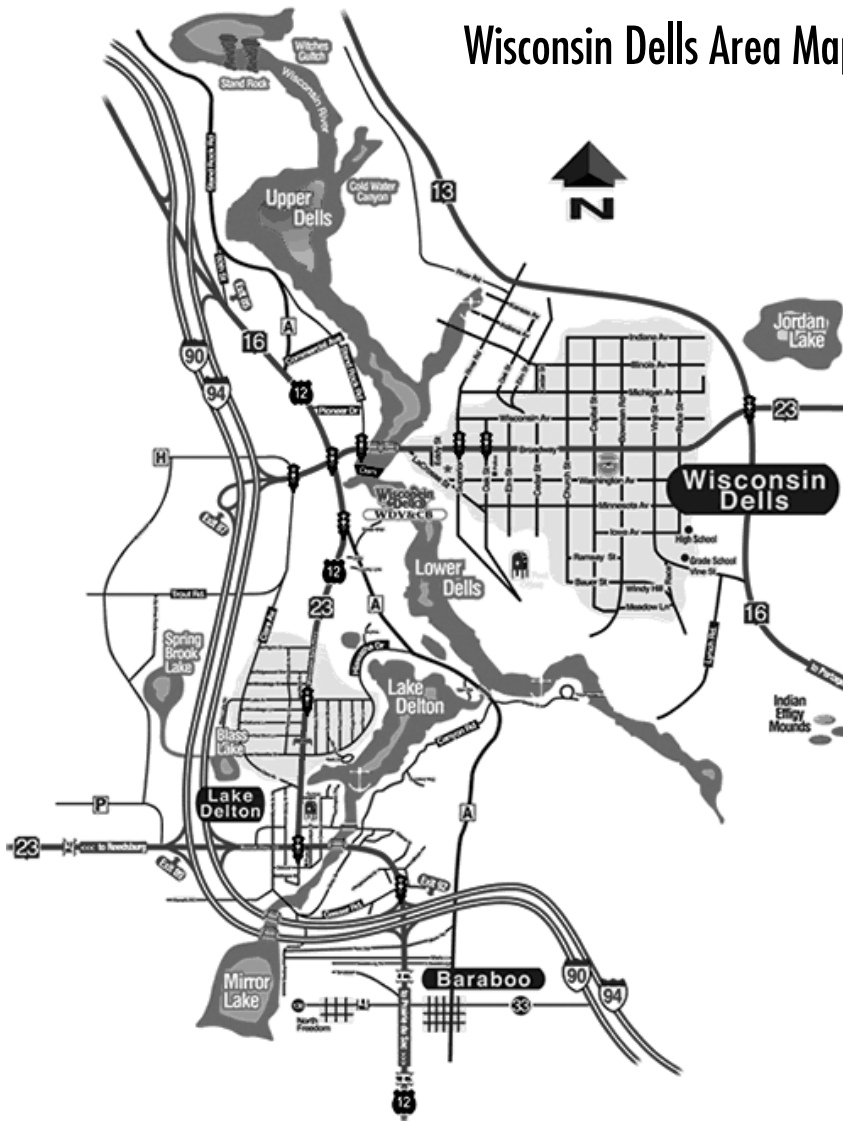
Badges must be worn when attending conference programs, meetings, exhibits and hospitality functions. White name badges are required to gain entrance to conference programming; blue badges indicate speaker-only, WLA/WLAF business meeting or exhibit-only attendees. If you would like to attend programs, 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 #WLA17.

Area Attractions

Wisconsin Dells Area Map



Registration

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

WLA Foundation Silent Auction

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.;
3:00 – 3:45 P.M.
Thursday, 10:00 – 10:45 A.M.,
3:00 – 3:45 P.M.

Kalahari Resort & Convention Center

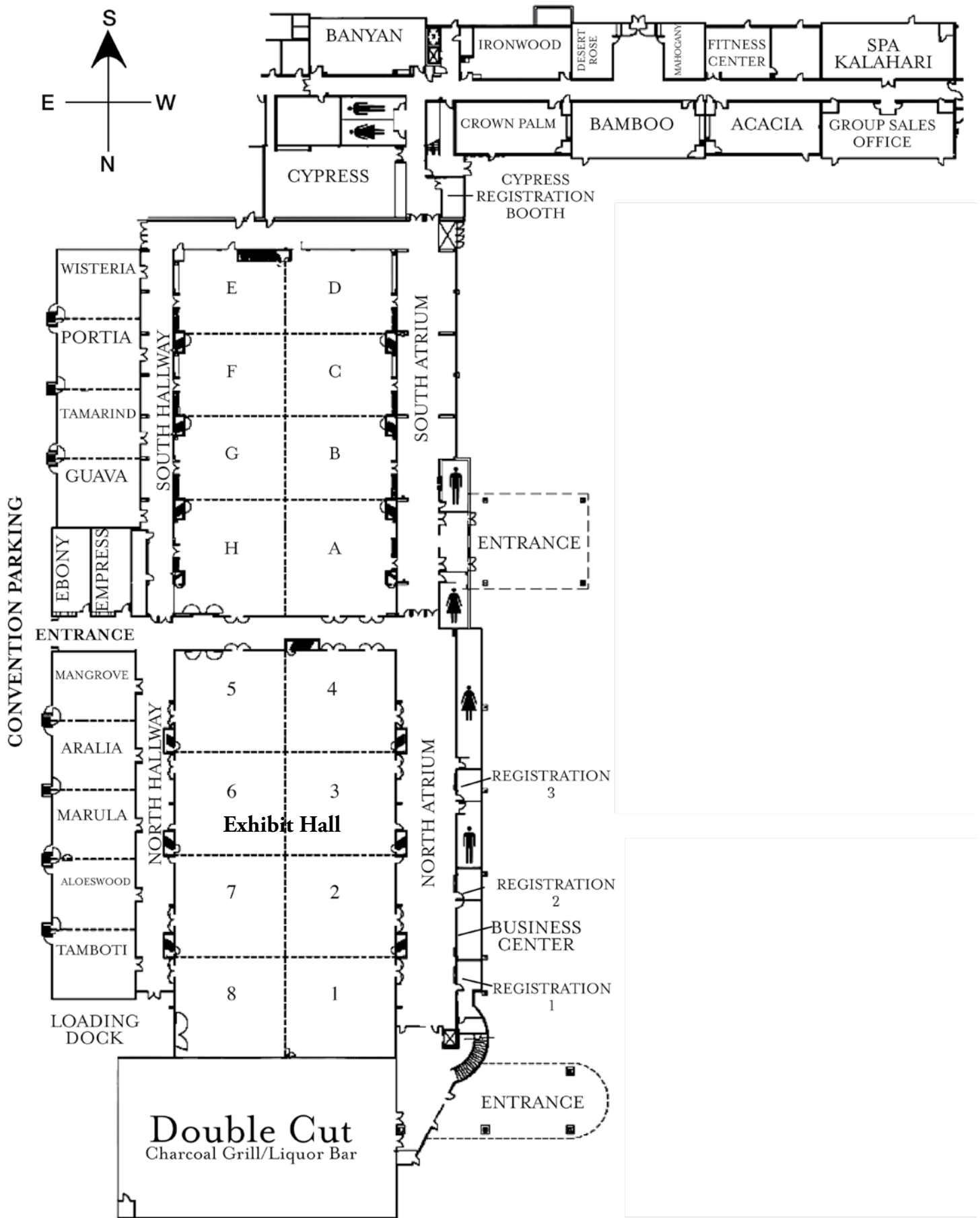
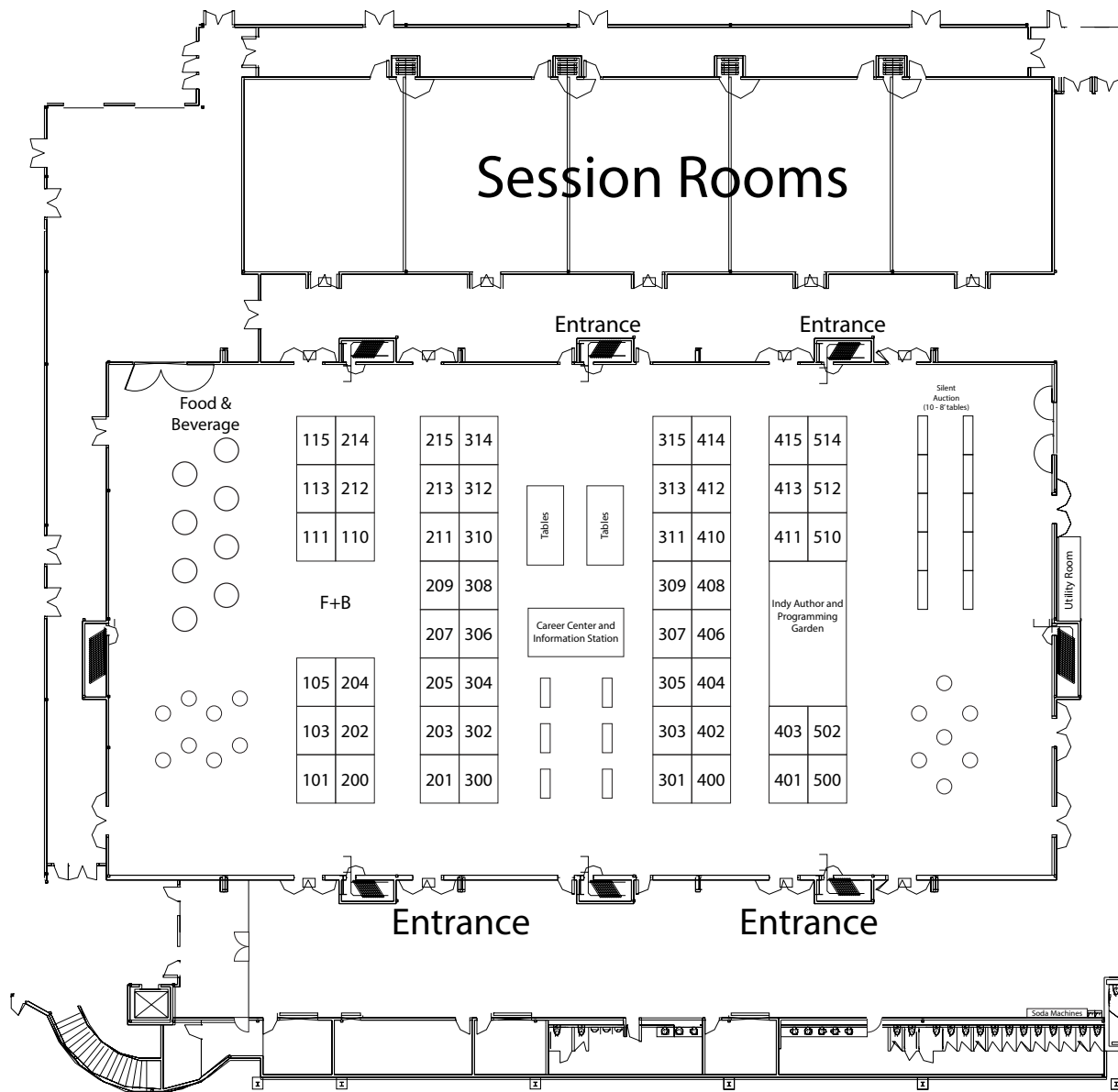


Exhibit Hall Floor Plan



Apple Books	311	Embury Ltd.	201	Society of Children's Book Writers and Illustrators (SCBWI)	510
Architectural Design Consultants, Inc.	211	FEH Design.	101	The Information School at UW-Madison	308
AtoZdatabases.com	400	HGA Architects & Engineers	402	The Penworthy Company	315
Auto-Graphics, Inc.	307	Hope Institute of Uganda, Inc.	411	Today's Business Solutions	302
Baker & Taylor	415	Indus International, Inc.	401	University of Wisconsin Press	212
Brodart Co.	306	Ingram Content Group	215	UW-Milwaukee SOIS	213
Children's Plus, Inc.	514	Maris Associates	410	Upstart.	202
Clear Image Solutions	314	Meemic	502	WiLS/Recollection Wisconsin	412/414
Coakley Brothers	210	Midwest Tape.	312	Wisconsin Historical Society Press	408
Colibri Systems North America	406	OPN Architects	300	Wisconsin Talking Book and Braille Library	313
Cooperative Children's Book Center	205-209	OverDrive®	304	WLA Youth Services Section (YSS)	203
Delaney Educational Enterprises	413	PLSR	111/113	Woodland Pattern, Inc.	103/105
Demco.	200	ProQuest	403	World Book, Inc.	404
Demco Software	204	Rainbow Book Company	214	Yerges Moving and Storage	115
e-ImageData Corporation	500	Recorded Books	305		
EBSCO Information Services	301	Scholastic Library	309		
ELM USA	310	SirsiDynix	303		

Special Events



WLS 4TH ANNUAL FALL CLASSIC: LIBRARIANS TAKE THE LANES

Tuesday, October 17, 7:00 – 9:00 P.M.
Kalahari Upper Deck Lounge & Lanes

Hit the lanes in WiLS' 4th Annual Fall Classic for bowling and socializing with your colleagues and library vendors at WLA 2017! Feel free to bring a group or let WiLS match you up with some teammates. Don't love bowling? That's okay! We'll have plenty of other games and food so a good time can be had by all. Bowling, shoes, food and sodas are provided thanks to our generous sponsors — and there will be prizes!

EXHIBIT HALL GRAND OPENING

Wednesday, October 18, 10:00 – 10:45 A.M.
Kalahari Convention Center - Exhibit Hall

Enter to win drawings at booths, freebies galore as well as a chance at a gift certificate for a one night bed and breakfast package for two at the Radisson La Crosse, location of WLA 2018.



BARABOO PUBLIC LIBRARY TOUR AND OPEN HOUSE

Wednesday, October 18, 5:45 – 8:15 P.M.
Transportation provided by Dells Roo Trolley.

Pick up at the Kalahari Convention Center Main Entrance.



DRIFTLESS GLEN DISTILLERY TOUR

Wednesday, October 18, 6:00 – 8:00 P.M.
Transportation provided by Dells Roo Trolley.

Pick up at the Kalahari Convention Center Main Entrance.



WLA FOUNDATION FUNDRAISER: RETURN OF TEAM TRIVIA

Wednesday, October 18, 8:00 – 11:00 P.M.

Kalahari Resort & Convention Center - Suite A

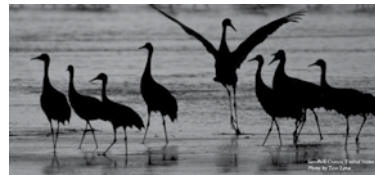
What do you call an evening of trivia, award-winners, great food and drink, and even better company? We call it the annual WLA Foundation Fundraiser. Join a team or get one together and put your knowledge to the test. We know librarians are filled with answers to all kinds of trivial questions.



DUCK TOURS OF THE DELLS

Thursday, October 19, 10:15 – 11:15 A.M.
Transportation provided.

Pick up at the Kalahari Convention Center Main Entrance.



TOUR OF THE CRANE FOUNDATION AND LIBRARY

Thursday, October 19, 10:30 A.M. – 12:30 P.M.

Transportation provided by Dells Roo Trolley.

Pick up at the Kalahari Convention Center Main Entrance.



FALL HIKE AND CITIZEN SCIENCE AT MIRROR LAKE STATE PARK

Thursday, October 19, 1:30 – 3:30 P.M.

Transportation provided by Dells Roo Trolley.

Pick up at the Kalahari Convention Center Main Entrance.

AWARDS & HONORS RECEPTION

Thursday, October 19, 5:45 – 7:15 P.M.
Kalahari Convention Center - Suites A/H

Sponsored by **EBSCO**

This informal event will give everyone 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.



KILBOURN PUBLIC LIBRARY OPEN HOUSE

Thursday, October 19, 6:00 – 8:00 P.M.
Transportation on own.



H.H. BENNETT STUDIO TOUR

Friday, October 20, 9:45 – 11:30 A.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 by Dells Roo Trolley. Pick up at the Kalahari Convention Center Main Entrance.

YSS BOOKTALK & SOCIAL

Thursday, October 19, 7:15 – 8:30 P.M.
Wisteria

Join YSS for an informal discussion of Andrea Davis Pinkney's luncheon presentation followed by R-Rated Storytime: A low-key, open-mic session for each and every youth services librarian who has ever experienced the occasional inappropriate moment on the job. From Freudian slips to unintentional innuendo to those crazy things that kids say, we know you've had THAT moment. Come ready to share and laugh along as we celebrate the unforeseen naughtiness that comes with the territory.

WLA FOUNDATION SILENT AUCTION

Kalahari Convention Center - Exhibit Hall
Wednesday, October 18, 10:00 A.M. – 5:00 P.M.
Thursday, October 19, 8:30 A.M. – 3:30 P.M.
3:30 P.M. – pay and pickup

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.



Registration

Tuesday, 3:00 – 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 – 11:00 A.M.

Exhibits

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

Exhibit Breaks

Wednesday, 10:00 – 10:45 A.M.; 3:00 – 3:45 P.M.
Thursday, 10:00 – 10:45 A.M.; 3:00 – 3:45 P.M.

Activities in Exhibit Hall

Kalahari Convention Center - Exhibit Hall

Passive Program Share

Demco Maker Zone

Indie Author and Program Garden

Career Center

Author Signings

All signings will take place immediately after program or luncheon, with listed book titles available for purchase. We gratefully acknowledge the assistance of Woodland Pattern Book Center in providing and handling the sale of the books for author signings.

Wednesday, October 18



8:30 A.M. – 10:00 A.M.

Keynote

Suites A/B/G/H

Grace Lim — *Humans of Oshkosh Vol. 1* (one copy); *Humans of Oshkosh Vol. 2 - When the Ends Don't Meet*; *Humans of Oshkosh Vol. 3 - Why I Teach*; *Humans of Oshkosh Vol. 4 - First Responders*

11:40 A.M. – 1:10 P.M.

Youth Services Luncheon

Suites A/H

Andrea Davis Pinkney — *Rhythm Ride: A Road Trip through the Motown Sound*; *The Red Pencil*; *Sit In: How Four Friends Stood Up by Sitting Down*; *Hand in Hand: Ten Black Men Who Changed America*; *Martin and Mahalia*; *Bird in a Box*; *Sojourner Truth's Steps-Stomp Stride*; *Boycott Blues*; *Duke Ellington*; *Ella Fitzgerald*; *Let it Shine: Stories of Black Women Freedom Fighters*



Thursday, October 19



8:45 A.M. – 10:00 A.M.

Keynote Address

Suites A/H

Linda Liukas — *Hello Ruby: Adventures in Coding*; *Hello Ruby: Journey Inside the Computer*

2:15 P.M. – 3:00 P.M.

Burr/Worzalla Children's Book Award Winner

Tamarind

Sarah L. Thomson — *Deadly Flowers*; *Deadly Wish*; *Quick, Little Monkey*; *Secrets of the Seven: The Eureka Key*; *Secrets of the Seven: The Eagle's Quill*



4:40 P.M. – 5:25 P.M.

Literary Award Winner

Mangrove

Nicholas Petrie — *Burning Bright*, *The Drifter*

Friday, October 20



10:35 A.M. – 11:20 A.M.

Authors on Authors: An Insider Look at Today's Middle Grade Fiction

Cypress

Lindsey Becker — *The Star Thief*; **Darcy Miller** — *Roll*

Learning, Coping and Surviving as an Alzheimer's Caregiver

Tamboti

Martin J. Schreiber — *My Two Elaines*



11:30 A.M. – 1:00 P.M.

President's Luncheon: On Becoming a Writer and Staying a Writer

Suites 2/7

Michelle Wildgen — *You're Not You*; *Bread and Butter*

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

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e-ImageData Corp.
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Children's Plus
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Brodart
Children's Plus, Inc.
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Rainbow Book Company
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OverDrive
Recorded Books

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UW-Milwaukee SOIS
Wisconsin Historical Society Press

Encyclopedia

World Book, Inc. – School and Library Division

Engineers

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

Entertainment Products

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Exhibit Categories

Government Agency

Wisconsin Talking Book and Braille Library

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Wisconsin Historical Society Press

Wisconsin Public Television
Recollection Wisconsin
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Integrated Library Systems

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Booth 306

Booth 514

Booth 314

Booth 210

Booth 406



Indicates WLA member

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

Cooperative Children's Book Center*

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 2016.

Delaney Educational Enterprises Booth 413

P.O. Box 656
Peotone, IL 60468-0656
800.788.5557
800.660.2199 (fax)

Representative: Susan Umhoefer

Delaney Educational Enterprises is more than books — we provide literacy solutions for schools and public libraries. We bring you high quality books, pre-K to adult.

Demco*

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Madison, WI 53704
608.241.1201
www.demco.com

Representatives: Kris Childs, Pam Armstrong, Rosalie Franz, Jackie Flavin, Rachel Lehmann

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Representatives: Heidi van Gennep, Ravi Singh

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Booths 205/207/209

Booth 200



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262.673.3496 (fax)
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Representative: Ralph Gutierrez

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www.emburyltd.com

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Embury offers design services for furniture and shelving, and sells furniture, shelving and installation services.

FEH Design

W316 S525 Christopher Way
Delafield, WI 53018-3205
262.968.2055
www.fehdesign.com

Representatives: Gregg Baum, Kevin Eipperle

FEH Design is an architectural, structural, engineering and interior design firm serving libraries for decades having completed more than 100 library projects in the last 30 years.

Booth 500



Booth 201



Booth 101



Breaks in Event Center

Wednesday	Thursday
10:00 – 10:45 A.M.	10:00 – 10:45 A.M.
3:00 – 3:45 P.M.	3:00 – 3:45 P.M.

Exhibitors

HGA Architects & Engineers

333 E. Erie Street
Milwaukee, WI 53202-6005
414.278.3345
414.270.7754 (fax)
www.hga.com

Representative: Jane Dederling

HGA Architects and Engineers is a full-service architecture, engineering and planning firm. A nationally recognized, award-winning firm, HGA's comprehensive solutions correspond with each client.

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Janesville, WI 53545-1891
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608.314.3950 (fax)
www.jinjafairtradegiftshop.com

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West Salem, WI 54669-1737
608.786.0300
608.786.0786 (fax)
www.indususa.com

Representatives: Brian Bowar, Scott Stenslien

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Madison, WI 53706
608.890.0364
608.263.4849 (fax)
www.slis.wisc.edu

Representatives: Tanya Hendricks-Cobb

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Booth 402



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615.213.5288 (fax)
www.ingramcontent.com

Representative: Tricia Bengel

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Booth 215

Maris Associates

3175 Willowgate Pass
Colgate, WI 53017-9346
262.628.1926
262.628.2662 (fax)

Representatives: Maris Dambekaln, Ingeborg Froiland
Children's and young adult books, e-books and online databases.

Booth 410

Meemic

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Auburn Hills, MI 48326-2656
248.373.5700
www.meemic.com

Representatives: Roy Hinz, Rusty Bronson

Meemic exclusively supports the educational community with auto, home and umbrella insurance products through Meemic Insurance Company and grant opportunities through the Meemic Foundation.

Booth 502

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www.midwesttape.com

Representative: Courtney Wolfe

Midwest Tape provides public libraries across the US & Canada with shelf-ready audio and video products as well as a wide variety of business solutions, enabling them to better serve their patrons.

Booth 312



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319.636.7349 (fax)
www.opnarchitects.com

Representatives: Bryan Mann, Ryan Frank

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Representatives: Paul Webb, Julie Salvatori

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Booth 300



Public Library System Redesign

1360 Regent Street, #121
Madison, WI 53715
608.571.2730
www.plsr.info

Representatives: John Thompson, Steve Ohs, Bridget Christenson, Beth Carpenter, Kent Barnard, Jessi Lee-Jones, Jon Mark Bolthouse

PLSR is considering how to best provide public library system services. Visit for updates or to have a conversation with members of the Steering Committee.

Rainbow Book Company

P.O. Box 159
Crete, IL 60417-0159
800.255.0965
800.827.5988 (fax)
www.rainbowbookcompany.com

Representative: Scott Erickson

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Prince Frederick, MD 20678
800.638.1304
410.535.0257 (fax)
www.recordedbooks.com

Representative: Bill Schwarting

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

Scholastic Library

P.O. Box 3765
Jefferson City, MO 65102-3765
651.303.3460
651.304.6037
www.scholastic.com/librarypublishing

Representatives: Gabe Flynn, Matthew Kopyar

Scholastic Library offers the best nonfiction, Rookie Readers, Nature's Children and award-winning digital products for your library.

Booths 111/113

Booth 214

Booth 305

Booth 309

Breaks in Event Center

Wednesday
10:00 – 10:45 A.M.
3:00 – 3:45 P.M.

Thursday
10:00 – 10:45 A.M.
3:00 – 3:45 P.M.

Exhibitors

SirsiDynix

3300 N. Ashton Blvd., Suite 500
Lehi, UT 84043-5340
952.201.6778
www.sirsidynix.com

Representative: Jim Schwieters

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Society of Children's Book Writers and Illustrators (SCBWI) Booth 510

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Green Bay, WI 54305-1463
920.371.9413
www.wiscons.scbwi.org

Representatives: Miranda Paul, Brenda Felber, Angie Stanton, Patty Green, Judy Dodge Cummings, Margaret Solberg, Dionne Kelm, Jeanne Styczinski, Amy Laundrie, Susan Manzke

Wisconsin region of the international professional organization for writers and illustrators of children's literature.

Today's Business Solutions Booth 302

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630.537.1369 (fax)
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Representatives: Tim McGahan, Lou Flavio, Vivienne Porter

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UW-Milwaukee School of Information Studies* Booth 213

P. O. Box 413
Milwaukee, WI 53201-0413
414.229.5409
414.229.6699 (fax)
www.ischool.uwm.edu

Representatives: Sharon Lake, Chad Zahrt, Julie Walker, Twyla McGhee, Tomas Lipinski, Laura Meyer

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Booth 303

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Madison, WI 53707-7488
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www.upstartpromotions.com

Representative: Heidi Green

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

Booth 202

Wisconsin Historical Society Press Booth 408

816 State Street
Madison, WI 53706-1417
608.264.6465
608.264.6486 (fax)
www.wisconsinhistory.org/whspress/
Representatives: TBD

The Wisconsin Historical Society Press has been publishing the best of Wisconsin history and culture since 1855, supporting the mission of the Wisconsin Historical Society to connect people to the past by collecting, preserving and sharing our stories.



WiLS/Recollection Wisconsin Booths 412/414

1360 Regent Street, #121
Madison, WI 53715-1255
608.571.2784
608.237.2358 (fax)
www.wils.org

www.recollectionwisconsin.org

Representatives: Jeff Brunner, Kate Clark, Melody Clark, Andrea Coffin, Sara Gold, David Hafner, Melissa McLimans, Stefanie 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.

Recollection Wisconsin is a collaborative digital program that brings together photographs, documents and other unique local resources from libraries, archives, historical societies and museums across Wisconsin.



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

Wisconsin Talking Book and Braille Library

813 W. Wells Street
Milwaukee, WI 53233-1436
414.286.6918
414.286.3102 (fax)
www.talkingbooks.wi.gov/

Representative: Becky Manz

WTBBL offers a free listening library service for people with low vision or a physical impairment.

**Booth
313**

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920.563.5000
920.563.5096 (fax)
www.yergesmoving.com

Representative: Kevin Becker

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Booth 115

Woodland Pattern, Inc.* Booths 103/105

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www.woodlandpattern.org

Representatives: Anne Kingsbury, Carolyn Elmer, Karl Galtung, Michael Wendt

Woodland Pattern is a nonprofit literary arts center specializing in contemporary literature with emphasis on poetry, fiction and cross cultural titles from small presses. We have a large Native American selection.

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

Youth Services Section

**Exhibit Hall
Booth 203**

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www.worldbook.com

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**Booth
404**

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wla.wisconsinlibraries.org/wlaf

Trivia Fundraiser

Silent Auction

**Suite A
Exhibit Hall**

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Wednesday
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3:00 – 3:45 P.M.

Thursday
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3:00 – 3:45 P.M.

Indie Author Garden

Abraham Lincoln by Kevin Wood

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www.mrlincoln.com

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Brea's Books

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Representative: Brea Behn

Hybrid author and speaker has five books published. Her work includes YA dystopian and nonfiction books. Brea is represented by the Purcell Agency.

Valerie Biel

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Randolph, WI 53956-9679
608.235.1966
www.valeriebiel.com

Representative: Valerie Biel

Author of the award-winning Circle of Nine series and frequent library program presenter for preteens and up.

Barbara M. Britton

15880 Ridgefield Court
Brookfield, WI 53005-3533
847.436.5237
www.barbarambritton.com

Representative: Barbara Britton

Barbara M. Britton is a Wisconsin author who writes Christian fiction and brings little known Bible characters to light in her novels.

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3833 Maple Grove
Madison, WI 53719-1841
815.275.9226
www.kristinoakley.net

Representative: Kristin Oakley, Jessica Podemski

Kristin Oakley will discuss and sign her award-winning novel, *Carpe Diem, Illinois*, and its sequel, *God on Mayhem Street*.

Wagonbridge Publishing

661 East Howard
Winona, WI 55987
507.429.1805
www.wagonbridgepublishing.com

Representative: Terri Karsten

Terri Karsten is an independent publisher, writer and speaker with a few titles in historical fiction, fantasy, children's fiction and nonfiction.

Grace Lim Librarians of the Galaxy — Recharge!

Wednesday, October 18, 8:30 – 10:00 A.M.
Kalahari Convention Center, Suites A/B/G/H

At the age of 5, Grace Lim left the tiny island of Taiwan for the United States, where she quickly learned the language of her adopted country. With more than 20 years of journalism experience, Lim has covered stories ranging from hard-news crime to celebrity profiles, working for the Austin *American-Statesman* and the *Miami Herald*. During one nutty year working as a staff reporter for *The Star* (yes, the supermarket tabloid), she traveled to 30 states, tagged Liz Taylor to Acapulco and secured the worldwide exclusive story from Charles Manson's biological son.

Despite that year, formerly known as the Grace Gone Wild journalistic period, she was accepted to Columbia University's Graduate School of Journalism, where, much to the chagrin of the really serious students, she graduated with honors. Prior to moving to Oshkosh, she was a staff correspondent for the Miami bureau of *People* magazine and is proud to say she refrained from selling Justin Timberlake's phone number on eBay. These days she is paying penance for any journalistic transgressions she may have committed in her youth. She teaches at the University of Wisconsin Oshkosh, where her students produce the Humans of Oshkosh Storytelling Project, and speaks to numerous organizations including TEDx Oshkosh about the power of storytelling.



Linda Liukas Software and Storytelling, Programming and Play

Thursday, October 19, 8:30 – 10:00 A.M.
Kalahari Convention Center, Suites A/B/G/H

Linda is a programmer, storyteller and illustrator from Helsinki, Finland. Her book series *Hello Ruby* introduces the whimsical world of technology for kids and has been translated to over 20 languages.

Hello Ruby made its debut on Kickstarter and quickly smashed its \$10,000 funding goal after just 3.5 hours and gathered \$380,000 in total funding. *Hello Ruby* was the most funded book on Kickstarter's children's book category. The book series has grown to cover three books: on programming, on computers and on the internet.

Linda is a central figure in the world of programming and worked on "edutech" before it was called that. Linda is the founder of Rails Girls, a global phenomenon teaching the basics of programming for young women all over the world. The workshops, organized by volunteers in over 270 cities, have, in a few years, taught more than 10,000 women the foundations of programming.

She previously worked at Codecademy, a programming education company in New York with over 5 million users all over the world, but left to work on the children's book which she believes is one of the best platforms to introduce kids to programming.

Linda believes that code is the 21st century literacy and the need for people to speak the ABCs of programming is imminent. She believes our world is increasingly run by software and we need more diversity in the people who are building it. The best way to introduce programming to children is through compelling storytelling. Having never really outgrown fairytales, she sees the web as a maze of stories and wants to hear more diverse voices in that world.



Speakers



Lindsey Becker is the author of *The Star Thief*, her debut novel, published in April 2017 from Little Brown Books for Young Readers. She is a lifelong Wisconsin resident, and currently lives in Paddock Lake with her husband, son and many pets.



Amy Climer focuses on helping individuals and teams reach their capacity to be creative. Since 1995 she has worked with hundreds of groups teaching creativity, leadership and change, team development, and facilitation skills. She is the designer of Climer Cards, a tool used to evoke metaphors and generate ideas. She hosts The Deliberate Creative, a podcast designed to teach others

how to lead innovation in teams. She has a PhD in Leadership and Change from Antioch University. In 2016, she received the Karl Rohnke Creativity Award from the Association for Experiential Education.



Emily Dabinski is Coordinator of Library Instruction at Long Island University, Brooklyn, where she also serves as secretary of the Long Island University Faculty Federation. Drabinski edits *Gender and Sexuality in Information Studies*, a book series from Library Juice Press/Litwin Books.



Ryan Dowd has worked in homeless shelters most of his career. He also trains libraries around the world on how to work with difficult homeless patrons and is the author of the upcoming ALA book, *The Librarian's Guide to Homelessness*.



Jenna Friebe Originally from Wisconsin, Jenna now lives in Chicago and works at the Oak Park Public Library as a Materials Services Librarian. She is responsible for children's and teen collection development. Additionally, she is currently serving on the 2018 YALSA Printz Award committee.

Sarah Joynt has been Rochester (MN) Public Library's Teen Librarian since 2013. She loves collaborating with teens and those who serve them to create programs and services to meet the unique needs of youth, and empowering teens to find their own voices. Sarah's pronouns are she, her, and hers.



Anna Haase Krueger is a children's librarian for the Maplewood branch of Ramsey County (MN) Library and reviewer for School Library Journal who has been working in the field since 2009 and is passionate about early literacy and racial equity.



Matt Isaia is the Electronic Resources Librarian at University of Saint Mary of the Lake in Mundelein, Illinois. He received his Master's degree in Library and Information Science from Dominican University with a specialization in Data and Knowledge Management. Matt's research paper was recently published in *Library Philosophy and Practice*, a journal that explores innovative library procedures, methods, and practices.



Tamara Lee is the children's librarian for the New Brighton branch of the Ramsey County (MN) Library and has been working in the field since 2008. She is an ALA Spectrum scholar and is passionate about racial equity in the field of librarianship, early literacy, and diversity in children's literature.



Amy Luedtke has worked as a librarian for Hennepin County Library (HCL) since 1998 in a variety of positions, including children's librarian, teen librarian, and branch manager. Amy currently focuses on website usability and user testing and manages HCL's website content for youth and their caregivers. Amy earned her MLS at the University of Iowa.



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/>.



Darcy Miller lives in Prairie du Sac, WI, with her husband, Ben, and two small children. Despite the fact that Ben has previously chaired the WLA Annual Conference, he is NOT the reason she is on the Friday panel, Authors on Authors: An Insider Look at Today's Middle Grade Fiction. If anything, he was a hindrance.

Darcy's first middle grade novel, *Roll*, was released by HarperCollins in May 2017. Her next book, *Margot and Mateo Save the World*, will be released in May 2018.



Bobbi Newman is a librarian, writer, consultant, and international speaker. She has been speaking since 2008 at local, national, and international events, from Iowa to Malaysia, covering topics such as the future of libraries, digital literacy, e-books, policy, and innovation and change. She is a Community Engagement and Outreach Specialist at the National Network of Libraries of Medicine where

she helps public libraries meet the health information needs of their communities.



Rebecca and Rachel Oshlag

Rebecca is a retired special education teacher with a Ph. D. in educational psychology, and has presented storytelling workshops at the local, state, and national levels.

Rebecca is one half of a mother-daughter storytelling team and has been telling stories for over 25 years and professionally as StoriesGlorious since 2010. StoriesGlorious has performed in public libraries throughout NY State for Summer Reading Programs, adult presentations, and special events.

Rachel, the other half of StoriesGlorious, holds an LMSW with specialization in working with children and adolescents. She has given demonstrations on learning and telling stories to beginning storytellers. She began storytelling as a child over 25 years ago as the result of the support and inspiration of a school librarian.



Sally J. Pla is the author of *The Someday Birds*, an upper-middle-grade novel about a bird-loving boy on a life-changing journey. Her second novel, *Stanley Will Probably Be Fine*, will be published in February 2018. A picture book with Lee & Low, Benny, *The Bad Day*, & *Me*, will also be published in 2018. All her books feature neurodiverse characters as a matter of course.



Andrea Davis Pinkney is the *New York Times* bestselling and award-winning author of more than thirty books for children and young adults, including picture books, novels, works of historical fiction and nonfiction.

Her books have been awarded multiple Coretta Scott King Book Awards, Jane Addams Children's Literature Honor citations, NAACP Image Award nominations, the Boston Globe/Horn Book Honor medal, several Parenting Publication Gold Medals, and American Library Association Notable Book citations.

Andrea was named one of the "25 Most Influential Black Women in Business" by *The Network Journal*, and is among "The 25 Most Influential People in Our Children's Lives" cited by *Children's Health Magazine*.

Andrea was selected to deliver the 2014 May Hill Arbuthnot Lecture. This honor recognizes her significant contributions to literature for young people provided through a body of work that brings a deeper understanding of children's books and their impact.



Nick Petrie received his MFA in fiction from University of Washington and won a Hopwood Award for short fiction while an undergraduate at the University of Michigan. His first novel, *The Drifter*, was nominated for the 206 Edgar, International Thriller Writer Award, Barry Awards, all for Best First Novel and the 2016 Hammett Prize for Best Novel. He was also named one of Apple's 10 Writers to Read in 2017. Nick Petrie is the 2017 Wisconsin Library Association Literary Award Winner and will be receiving his honor at this year's WLA Conference Awards Reception. He will also be part of the Literary Award program on Thursday at 4:50 p.m.

Karen Rose is a Principal consultant with Library Strategies, a consulting group of The Friends of the Saint Paul Public Library. Rose has over 15 years of experience in fundraising for a variety of institutions and organizations, including libraries, library foundations & Friends groups, higher education, museums, community development organizations and social service agencies. She also brings valuable experience working with public-private partnerships to address community-wide challenges such as school achievement, youth poverty and homelessness. Rose is passionate about library capital campaigns as opportunities to bring people and resources together to improve communities.



Speakers



Stephanie Rosso has been a web developer for over 10 years and has gathered rich experiences with non-profits, e-commerce, higher education and now libraries as a principal developer for Hennepin County Library (HCL). Stephanie helped establish in-house usability testing at the Library, and is focused on creating a rich and cohesive online experience for patrons. She earned her MLIS at St. Catherine University, St. Paul, Minnesota.



Jeffrey Russell, of Russell Consulting, Inc., specializes in guiding organizations in successfully responding to the challenges of continuous change. With a focus on leading change, strategic thinking and planning, employee engagement surveys, leadership and performance management, Jeff has worked with organizations as diverse as Fortune 500 firms, nonprofits, the public sector and small family businesses. Jeff's work with libraries includes individual libraries throughout Wisconsin and Illinois, and with a number of library systems in Wisconsin. Jeff is a frequent presenter at state, national and international conferences, including past WLA annual conferences, Wisconsin State SHRM Conferences, Minnesota State SHRM Conference, HR Florida State Conference, ATD International Conferences and Jamaica Employer's Federation Conferences. Jeff received his Master's Degree in Industrial Relations from the University of Wisconsin-Madison, where he serves as an adjunct faculty member. Jeff and his life/work partner, Linda, have co-authored nine books. Titles include *Leading Change Training*, *Change Basics*, *Strategic Planning Training*, *Strategic Planning 101*, *Engage Your Workforce* and *Fearless Performance Reviews* (McGraw-Hill, 2014).



Martin J. Schreiber

Former Governor Martin J. Schreiber is one of the nation's leading crusaders for Alzheimer's caregivers. Including today's event, he will have given more than 120 presentations by year's end throughout Wisconsin as well as in Michigan and Florida. Marty uses humor and compassion as he shares lessons from his ongoing, decade-plus journey as caregiver. His book, *My Two Elaines: Learning, Coping, and Surviving as an Alzheimer's Caregiver*, is winning acclaim throughout Wisconsin and beyond. Prior to writing *My Two Elaines* – and while still caring for his wife at home – Marty helped the Alzheimer's Association launch Operation Stronger Together in 2015. A multi-year awareness program, OST has led to a record number of calls from caregivers and families to the Alzheimer's Association to connect them to important support services throughout Southeast Wisconsin. He also planted the seed for the development of the online Dementia-Friendly Employers Toolkit, which is now used by human resources departments and employee assistance programs. Marty has won several local and statewide awards for his advocacy work.

Sarah L. Thomson

"No matter what I read, I hear echoes of it in my own writing. It's fun to see hints and shadows of the writers that I love coming out in my own prose."

Sarah L. Thomson spent her formative years in Missouri and Wisconsin. She often notes that "some-time around the age of six or seven, I plunged into a book and never really came up for air." Thomson delved into the epic saga of Middle Earth (Tolkien) and the wonders of Lloyd Alexander's *Prydain*, along with classics by Charlotte Bronte and Jane Austen.

During her college years, Thomson studied medieval literature and spent her junior year abroad at Oxford. After college, she took a job in New York in the publishing industry, where she would stay for ten years. Thomson worked her way to a senior editor position at HarperCollins Children's Books. However, after writing her first book, *The Dragon's Son* (2001), she stepped away from editing and took up writing full time. This involved leaving New York behind and making her new home in Portland, Maine.

Sarah L. Thomson is incredibly active in updating the blog elements of her website, from snapshots into her writing process to updates on author events and news.

Deadly Flowers is the first in Thomson's series of adventures about ninjas in feudal Japan. Keep an eye out for *Deadly Wish*, the next book in the series.



Jessamyn West

Jessamyn West is a librarian and technologist living in rural Vermont. She studies and writes about the digital divide and solves technology problems for schools and libraries. Jessamyn has been speaking on the intersection of libraries, technology and politics since 2003.

Jessamyn is the author of *Without a Net: Librarians Bridging the Digital Divide*, and has written the Practical Technology column for *Computers in Libraries* magazine since 2008. She is a Fellow at Harvard's Library Innovation Lab for 2016-2017. Check out her long running professional blog Librarian.net.





Michelle Wildgen is a writer, editor, and teacher in Madison. In addition to being an executive editor at the literary journal *Tin House*, Michelle is the author of the novels *Bread and Butter: A Novel, But Not For Long* and *You're Not You*, and the editor of an anthology, *Food & Booze: A Tin House Literary Feast*. *You're Not You* has been adapted for film, starring Hilary Swank and Emmy

Rossum.



Mita Williams is a science librarian at the University of Windsor in Windsor, Ontario, Canada. She's also a founding member of Hackforge, a community-minded hackerspace, and was, until recently, the lead of OpenDataWindsorEssex, an initiative to encourage the sharing of Open Data in the city. She's been blogging since 1999 and still maintains three of them: Librarian of Things, The

Magnetic North and A City To Live In.



Stu Wilson is a principal consultant with Library Strategies, a consulting group of The Friends of the Saint Paul Public Library. He is the former executive director of The Friends of the Hennepin County Library, and has worked with and sat on numerous Library, Foundation, Friends and other nonprofit boards. As a consultant, he specializes in board development and trainings, as

well as fundraising, strategic planning, and feasibility studies and capital campaigns.



Sara Zettervall, MLIS, MFA, is the founding consultant for Whole Person Librarianship, which applies social work concepts to library practice. Her experience includes leading innovative projects in public, academic, and school libraries and archives. She presents, trains and consults nationwide on library-social work collaboration.

9:00 A.M. – 1:00 P.M.

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

Banyan

12:00 P.M. – 7:00 P.M.

WLA Foundation Silent Auction Drop-Off

Kalahari Convention Center - Exhibit Hall

1:00 P.M. – 5:00 P.M.

Deliberate Creativity Workshop: How to Innovate on Demand

Cypress

Amy Climer, Climer Consulting, Asheville, NC



We spend time teaching our team how to communicate better, manage projects and use social media, all while expecting them to be creative and innovative. Yet, we rarely teach them how to be creative. Highly creative people use strategies to help them be more innovative and implement change. In this workshop you will learn and practice the Creative Problem Solving process, a research-based strategy that has been used in organizations around the world. During the workshop, you will work on a real challenge from your organization and leave with dozens of new ideas. Most importantly, you will leave with tools and techniques to repeat with your own staff to bring out their creativity.

Representation, Authenticity and Being Real: Diversity in Youth Services

Marula

Anna Haase Krueger and Tami Lee, Youth Services Librarians, Ramsey County Public Libraries, St. Paul, MN

#WeNeedDiverseBooks...and then some. This power-packed YSS + DPI preconference will take a deep dive into collection development (purchasing, weeding, displaying, promoting and MORE) and library programming (themes, language, selections, marketing and MORE). Anna and Tami will share examples and help attendees identify ways to actively make a difference. Preconference participants will also experience hands-on book examination through new lenses of learning. Leave this preconference with a renewed commitment to visibly serving everyone in your local, and global, community. A robust snack is included in the preconference fee.

3:00 P.M. – 4:30 P.M.

Wisconsin Public Library Consortium (WPLC) Board Meeting

Aralia

3:00 P.M. – 7:00 P.M.

Registration

Kalahari Convention Center - North Atrium

4:00 P.M. – 5:30 P.M.

Wisconsin Association of Public Libraries (WAPL) Leadership Meeting

Banyan

6:00 P.M. – 8:00 P.M.

Wisconsin Library Association (WLA) Board Meeting

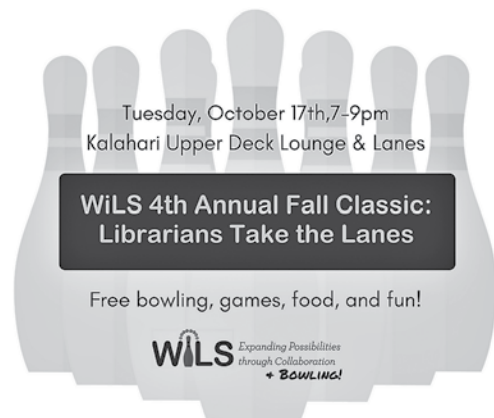
Empress

7:00 P.M. – 9:00 P.M.

WiLS 4th Annual Fall Classic: Librarians Take the Lanes

Kalahari Upper Deck Lounge & Lanes

Hit the lanes in WiLS' 4th Annual Fall Classic for bowling and socializing with your colleagues and library vendors at WLA 2017! Feel free to bring a group or let WiLS match you up with some teammates. Don't love bowling? That's okay! We'll have plenty of other games and food so a good time can be had by all. Bowling, shoes, food and sodas are provided thanks to our generous sponsors — and there will be prizes!





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AT UW-MADISON

Information
careers are
changing,
and so is our name.



ON-CAMPUS OR ONLINE



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Digital
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7:00 A.M. – 7:00 P.M.

Registration

Kalahari Convention Center - North Atrium

7:00 A.M. – 8:30 A.M.

Continental Breakfast Buffet

Kalahari Convention Center - South Atrium

7:00 A.M. – 9:30 A.M.

WLA Foundation Silent Auction Drop-Off

Kalahari Convention Center - Exhibit Hall

7:30 A.M. – 8:30 A.M.

Past Presidents' Breakfast

Empress

8:30 A.M. – 10:00 A.M.

Keynote Address: Librarians of the Galaxy — Recharge!

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

Grace Lim, UW-Oshkosh



In an era where information is easily obtained and the ability to discern the good from the bad is underappreciated, librarians and public libraries are needed now more than ever. In this talk Grace Lim, who came to America at age five, shares how she found solace in books at the public library. It was among the stacks that she developed a love for the printed word, a love that has remained constant throughout her career as a journalist and a college instructor. Lim firmly believes in the power of storytelling and how we all can work toward the proverbial common good through our stories, and how librarians, the unassuming heroes in our community, must continue to take a lead role in the telling, the protecting, and the sharing of these stories.

10:00 A.M. – 5:00 P.M.

Activities in Exhibit Hall

Kalahari Convention Center - Exhibit Hall

Passive Program Share

Demco Maker Zone

Matt Mulder, Angie Schoeneck, Kurt Zastrow, Jenn Bradley

Indie Author and Program Garden

Career Center

DIY Business Cards

Print your business cards...we have the stock and printer

WLA Résumé Review Drop-Off

Looking for a first job or applying for a new position and would like a second opinion of your résumé? Drop it off at the Career Center to have it reviewed by a librarian.

Free Professional Headshots

Don't miss an opportunity to have a professional portrait to add to your website or LinkedIn profile...sign up for a free Professional Headshot with Kelly Doering of Stick People Productions. Kelly will take photos between 1:00 P.M. and 3:00 P.M.

WLA Foundation Silent Auction

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 to welcome our new and returning vendors. Enjoy freebies galore and enter to win drawings as well as a chance at a gift certificate for a One Night Bed and Breakfast Package for Two at the Radisson La Crosse, location of WLA 2018.

10:45 A.M. – 11:30 A.M.

Apps and Beyond: Technology to Enhance Your Library and Help Your Patrons

Track: Support Staff

Wisteria

Kris Turner, UW-Madison Law Library

What technology do you want to use in your library? What technology do you want to introduce to your library users? There are so many choices! This session will review a wide array of technology that can help out on the job or just make life easier in general. Join AWSL as we explore the world of free and low-cost technologies that will get your patrons and staff excited!

Caregiver Kits: Resources for People Caring for Someone with Memory Loss

Track: Engaging People

Portia

Melissa Roelli, Mount Horeb Public Library

The Mount Horeb Public Library recently created Caregiver Kits to support caregivers helping people with memory loss. These kits are filled with a variety of books, pictures, videos, music and other items designed to evoke memories and invite sharing. Five separate kits, each with a different theme, are available for checkout. The staff worked with the Dane County Aging and Disability Resource Center for ideas and marketing. The kits have been a valuable addition to their collection and staff have heard from numerous people that the kits are very helpful.

Community Conversation and the Power of Story: Supporting Transgender Youth in Public Libraries

Track: Library Issues and Challenges

Tamarind

Shauna Koszegi, Sun Prairie Public Library; Catherine Baer, Rosemary Garfoot Public Library, Cross Plains

Public libraries have become an important venue for community discussions on sensitive topics. By providing education and reliable information, we can foster dialogue and transform our communities. Librarians in a variety of communities are finding success by partnering with schools, local government and organizations. This session will present some of those success stories, providing tools and resources to help you develop successful programming around topics that may be outside of your comfort zone.

Creative Problem Solving: Do Something Different

Track: Leadership and Professional Development

Suite C

Amy Climer, Climer Consulting, Asheville, NC
Solving complex problems requires creativity to think up new approaches and unique ideas. Great news — we all have the capacity to develop and implement new ideas. Creative Problem Solving is a research-based, four-step process that is used as a guide to innovation. In this fast-paced interactive workshop, you will learn and experience the Creative Problem Solving process, gain a deeper understanding about creativity, and begin to solve a real problem related to your work. Don't sit back and relax; get ready to dive in and be creative.



Decolonizing Library Science

Track: Students and New Professionals

Aloeswood

Kalani Adolpho, UW-Madison

Libraries and archives, as they function in the West today, are colonial impositions. They perpetuate colonialism through classification systems, controlled vocabularies, and even the conception of what “counts” as a record. In order to truly be inclusive of Indigenous peoples and cultures, we must carry out the uncomfortable process of examining our own colonial behaviors and beliefs.

Libraries Are for Everyone...Right?

Track: Advocacy and Promotion

Mangrove

Betsy Bleck, Oconomowoc Public Library; Ryan Claringbole, Monona Public Library; Nick Dimassis, Beloit Public Library; Leah Langby, Indianhead Federated Library System, Eau Claire; Tessa Michaelson Schmidt, Department of Public Instruction, Madison

Just because public libraries are open to the public does not necessarily mean that everyone feels welcome. But how, exactly, could/should/would a library assess their actual (and perceived) accessibility? Making libraries inclusive, from the inside and out, depends on library staff, administration and community members. DPI's Inclusive Services Statement will be discussed along with a panel presentation from library staff who are actively reflecting on equity, equality and social justice issues.

Plan Less, Program More! How to Collaborate with Regional Libraries to Bring Larger Scale Youth Programs to Your Communities

Track: Collaborations and Innovations

Marula

Rebekah Palmer, Osceola Public Library; Martha Kaempffer, St. Croix Falls Public Library; Jerissa Koenig, Amery Area Public Library

Youth librarians in small libraries are often solely responsible for planning, promoting, implementing and evaluating youth programs. With time constraints it can be challenging to do this successfully. In an effort to share planning responsibilities and to increase program output, three librarians from small regional libraries are working collaboratively to offer larger scale youth programs to their communities. Hear how they combined their strengths to bring three Harry Potter parties to their respective libraries.

Snapchat, Facebook, Twitter Video, Video: Or, Using Video to Market Library Services

Track: Technology and Digital Services

Aralia

Anne Hamland, Wisconsin Valley Library Service, Wausau

Social media is flooded with videos of cooking and celebrities in their natural habitat. How can libraries use this trend to market their services? Learn the tools, how and what to film, and what to avoid when creating videos for your library. Social media target saturation statistics acknowledge that images and visuals attract viewers; plain text web pages, Facebook and Twitter postings do not draw viewership.



BARABOO PUBLIC LIBRARY TOUR AND OPEN HOUSE

Wednesday, October 18, 5:45 – 8:15 P.M.
Transportation provided by Dells Roo Trolley.
Pick up at the Kalahari Convention Center Main Entrance.

11:40 A.M. – 1:10 P.M.

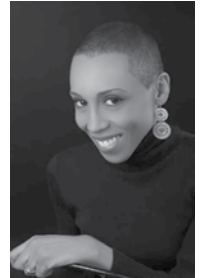
AWSL Business Meeting

Ebony

YSS Luncheon with Andrea Davis Pinkney

Suites A/H

Andrea Davis Pinkney is the *New York Times* best-selling and award-winning author of more than 30 books. She has been named “One of the 25 Most Influential Black Women in Business” by *The Network Journal*. With more than three decades of corporate diversity experience, including her work as a Senior Editor at *Essence* magazine, and as the founder of her own African American branded entity at the Walt Disney Company, Andrea is uniquely qualified to impart insights and inspiration on fostering workplace diversity and communicating diversity in popular media. Andrea Davis Pinkney will discuss the role libraries can and do play in creating welcoming and inclusive communities, and how her work as a book creator supports these efforts. *This luncheon was made possible with generous support from: The Friends of the Muehl Public Library, Marge Loch-Wouters, Penworthy Books, Embury, Scott Erickson (Wisconsin Representative for Rainbow Books) and Leah Langby.*



1:00 P.M. – 3:00 P.M.

Career Center

Kalahari Convention Center - Exhibit Hall

Free Professional Headshots

Kelly Doering of Stick People Productions will be taking professional headshots, great for your social media or LinkedIn profile. If you hadn't signed up ahead of time, please stop by to check availability.



DRIFTLESS GLEN DISTILLERY TOUR

Wednesday, October 18, 6:00 – 8:00 P.M.
Transportation provided by Dells Roo Trolley.
Pick up at the Kalahari Convention Center Main Entrance.

1:20 P.M. – 2:05 P.M.

A Tale of Two Cities: The First Few Months Being a New Library Director

Track: Students and New Professionals

Wisteria

Ryan Claringbole, Monona Public Library; Joe Davies, Burlington Public Library

Being a new library director can be one of the most rewarding and disorienting experiences you will encounter. New work cultures! Building projects! Budgets! Library boards! There are expectations from the library staff, the community and yourself for what you want to accomplish... but what are the differences between expectations and reality? Join Joe and Ryan as they go through the days of excitement and nights of drinking coffee during their first few months in their new roles. They will compare and contrast their experiences, compare leadership styles, and share their dos and don'ts based on their current experience.

From the Vertical File to the Local Wiki: Considering Community Information Services

Track: Technology and Digital Services

Portia

Mita Williams, University of Windsor Laddy Library, Ontario
Libraries used to maintain vertical files to be ready and able to answer the questions of their communities. As local media becomes more ephemeral, should libraries resurrect their community information services and provide local, open data?

"It's All About the Pen!"... and Relationships

Track: Library Issues and Challenges

Mangrove

Nick Dimassis, Beloit Public Library

We all want Wisconsin libraries to be successful. So do our legislators — on both sides of the aisle. As expected, they use different language to define success and, therefore, so must we to build relationships and get our message across. Those relationships turn requests into legislation, and then into bills that the governor signs: it's all about the pen. Come hear how Wisconsin's library advocates are successfully building relationships with their legislators so they know how libraries are bringing value to their constituents. Lots of exciting relationship-building going on — come get ideas and ask questions!

LibraryNOW: Library Cards for All!

Track: Support Staff

Tamarind

Joan Johnson, Milwaukee Public Library; Steve Hesel, Milwaukee County Federated Library System, Milwaukee; Petra Duecker, Milwaukee Public Library; Victoria Sanchez, Milwaukee Public Library

Dreaming of issuing library cards to your entire school district? Now you can. Hear how 65,100 students received digital cards that give them access to all public library e-resources, simply by using their student ID number. Learn how to collaborate with your school district and library system, craft a data-sharing agreement, design an education program for students and teachers, create a student-friendly brand, and gather data to measure your success.

Move Beyond the Brainstorm to What Really Works

Track: Leadership and Professional Development

Suite C

Amy Climer, Climer Consultant, Asheville, NC

Since the 1950s, research has shown that typical brainstorming often doesn't work. In this fast-paced, interactive workshop, explore new ways to generate ideas quickly and what research says about the ineffectiveness of typical brainstorming. Bring a challenge you have been working on and leave with lots of new ideas.



Talk to Strangers — A Human Library Inspired Event

Track: Engaging People

Aralia

Lizzy Tegeler, UW-Stout, Menomonie; Elizabeth Steans, UW-Stout, Menomonie; Ann Vogl, UW-Stout, Menomonie

In spring of 2017, University of Wisconsin-Stout Library piloted "Talk to Strangers: A Speed Friending Event." Inspired by the Human Library model and called to create a venue for increased dialogue and understanding on the Stout campus, we collaborated with cross-campus offices to develop a model that does not necessitate self-labeling and instead facilitates quick and organic mini-conversations centered around a list of conversation prompts. The community members of UW-Stout have incredible stories to tell and connections to make, testing prejudices and stereotypes, and we are excited to share what we learned at our March 28th event. This presentation highlights the planning process, strategies for collaborating with student, faculty and staff groups outside of the library, successes and challenges of the event itself, and our vision for future iterations of "Talk to Strangers."

Thinking Inside the Box

Track: Collaborations and Innovations

Marula

Jennifer Cook, L.E. Phillips Memorial Public Library, Eau Claire; Susan DeBolt, L.E. Phillips Memorial Public Library, Eau Claire

Learn from the successes and failures in the planning, publicizing, launching and daily operation of the L.E. Phillips Memorial Public Library's makerspace, the Dabble Box. Explore how focusing on the resources you have at hand and the particular needs of your community will help you to create a successful space whether large or small. Feed your imagination with our experiences and get inspired for creating your own space.

You're Not Bothering the Patrons! Marketing on a Shoestring (or no string) Budget

Track: Advocacy and Promotion

Aloeswood

Kelly Allen, Oregon Public Library; Katharine Clark, E.D. Locke Public Library, McFarland

No marketing staff? No marketing budget? No problem. We will give you some ideas for traditional and new marketing tools for both Youth Services and Adult programming and collections. Please come prepared to share your best marketing stories too.

2:15 P.M. – 3:00 P.M.

Building Connections with Your Senior Center

Track: Collaborations and Innovations

Wisteria

Stacey Burkart, Verona Public Library; Mary Hanson, Verona Senior Center; Mary Driscoll, Dane County Library Service, Madison

Libraries serve everyone from the very young to the very old. But we sometimes forget there's another programming game in town for seniors. Hear about some innovative ways libraries and senior centers are teaming up to support senior citizens by sharing outreach opportunities, staff training, dementia-friendly practices and even problem customers. During this panel discussion you will also learn about multigenerational programming and a Memory Cafe project to reconnect seniors to the public library.

Coding Initiative Update

Track: Technology and Digital Services

Portia

Tessa Michaelson Schmidt, Department of Public Instruction, Madison; Jill Miatech, Kenosha Public Library; Gillian Dawson, Brown County Library, Green Bay; Andrea Stepanik, Brown County Library, Green Bay

Have you found your coding path? Or are you still searching for an intersection between public libraries and computational thinking? The Coding Initiative in Wisconsin Public Libraries

is a multi-year project facilitating the whys and hows of coding for library staff and library users of all ages. This session will highlight the online Coding Pathways tools and feature coding stories from libraries around the state. Coding newbies and veterans welcome!

Keeping Your Staff Safe

Track: Support Staff

Tamarind

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? How can you prepare your staff to think about the unthinkable? Do you have an evacuation plan? Since 2013, Jill and Michelle have worked on developing best practices for staff safety in an Active Shooter event. This includes an up-to-date evacuation plan and semi-annual staff drills. Jill and Michelle will talk through their planning process, discuss their rationale, share how they have trained staff in their own library and several others, and offer ideas for improvements and follow-up.

Leader of the Pack: A Blueprint for Transition Planning & Hiring Success

Track: Leadership and Professional Development

Marula

Brendan Faberty, Middleton Public Library; Jocelyne Sansing, Middleton Public Library; Robert Seltzer, Middleton Public Library

A panel discussion with several stakeholders on the process of recruiting and hiring a new Library Director, from succession planning to interim management to the hiring and orientation process for the selected candidate. We will share plans, ideas and success stories from the seven-month process that began shortly after the library reopened in February 2016 (following a month-long closure for emergency roof repairs) and ended with the hiring of our current Library Director.

Publish and Promote: Sharing your Successes and Stories with Children's Services Colleagues

Track: Students and New Professionals

Mangrove

Sharon Korbeck Verbeten, Children and Libraries: Journal of the Association for Library Service to Children (ALSC), DePere Scoring your library successes is one great accomplishment; sharing those stories is even better — for both your library's promotion as well as for the good of the profession. Sharon Korbeck Verbeten, editor of the ALSC journal *Children and Libraries*, will discuss best practices for submitting research articles, essays, short features, photographs, interviews and more, to this national peer-reviewed journal as well as to other venues.

Real News: Supporting Information in a Challenging Age

Track: Library Issues and Challenges

Aralia

Joyce Latham, *UW-Milwaukee SOIS*; **David Haynes**, *Milwaukee Journal Sentinel*

The Wisconsin Center for the Book is partnering with the *Milwaukee Journal Sentinel* to promote strategies supporting the identification of valid news sources, as misinformation and disinformation proliferate. This initial program will invite public librarians from across the state to consider partnering with local journalists to deliver adult programming around the search for “Real News.”

Revolutionary Ideas: Fan Days, Cons and Large Scale Interactive Programs

Track: Engaging People

Guava

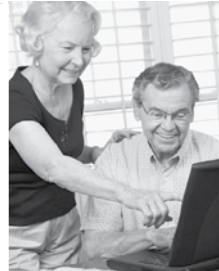
Katie Guzek, *Brown County Library, Green Bay*; **Clare Kindt**, *Brown County Library, Green Bay*; **Angela Zuidmulder**, *Brown County Library, Green Bay*

Don't throw away your shot to plan and present a large scale event! Looking for quality over quantity? Planning a signature event? Brown County Library has held several successful large scale interactive programs for teens and adults. Look to local and even national organizations for contributions for a successful event no matter the size of your library or budget! Examples will include fan days for Hamilton, Star Wars, Harry Potter, Jane Austen and Library Comic-Con.

My Library
is my...



Cool Books Place



Staying Connected Place

Libraries are vital community hubs providing services and life-enriching opportunities as unique as the communities they serve.

When a community decides to renovate or expand this fundamental resource, it's imperative to select the right architectural partner.

ADCI architects take time to get to know your community and its library for a customized design that uniquely meets your needs and vision.



Local History Place

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Virtual Teen Advisory Boards: Taking Your TAB to the Next Level

Track: Advocacy and Promotion

Aloeswood

Keri Whitmore, Franklin Public Library

Having trouble getting teens to join your Teen Advisory Board? Getting only a couple of kids at your monthly meetings? Go virtual! The Franklin Public Library TAB was struggling to get new members and maintain the membership they had. The solution: we decided to use a virtual social chat app called Viber to communicate. This allowed members to become more informed and active without having to dedicate an hour a month to meetings. This program will present the steps of transitioning from a TAB that meets physically to one that uses a virtual chat app as its main form of communication. It will demonstrate the ease of use of the Viber app and give resources and ideas to make your TAB a more dynamic, creative and productive group, utilizing social media/social chat groups that the teens are already familiar with. Since switching to Viber, the FPL TAB members are volunteering more, doing more community service projects, and are more excited about how they can help the library and how the library benefits them.

3:00 P.M. – 3:45 P.M.

No Conflict Time in the Exhibit Hall

Kalahari Convention Center - Exhibit Hall

WLA FOUNDATION SILENT AUCTION

Kalahari Convention Center - Exhibit Hall
Wednesday, October 18, 10:00 A.M. – 5:00 P.M.

Thursday, October 19, 8:30 A.M. – 3:30 P.M.
3:30 P.M. – pay and pickup

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.



3:45 P.M. – 4:30 P.M.

C'mon, C'mon, Let's Work Together: Cross-Community Youth & Teen Collaborations

Track: Collaborations and Innovations

Wisteria

Katherine Schoofs, Aram Public Library, Delavan; Emily Sanders, Barrett Memorial Library, Williams Bay

Do you have nightmares remembering team projects from the past? Do you break out into a sweat even thinking of trying to juggle multiple schedules? What if we told you that collaborative endeavors could be both beneficial and, dare we say it, FUN? Join Katherine and Emily as they tell you all about their wonderful, wacky adventures in collaboration.

Civility Speaks

Track: Advocacy and Promotion

Portia

Mariel Carter, Marinette County Consolidated Library Services, Marinette; Ellen Geisler, UW-Extension Marinette County, Marinette

Your library can be an agent for community change. The presenters will tell you how they brought one hundred people into the library for Civility Speaks, a night focused on creating space for respectful discussions about tough topics. As participants learn about issues, they learn how to transform conflict, take individual and collective action, and improve decision-making. This leads to increased civic capacity and improved community problem solving.

Diversify Me! Incorporating Diverse Titles into Your Collections, Displays and Programming

Track: Support Staff

Tamarind

Jenni Frencham, Columbus Public Library

Literature can provide essential windows (into other worlds) and mirrors (into their own world) for children, yet many of our library collections, displays and programs do not reflect the diversity of today's world. This session will cover simple, effective ways you can evaluate your library's collection for diversity, begin collecting more diverse titles and incorporate those titles into displays and library programs.

BREAKS IN EXHIBIT HALL

Wednesday, 10:00 – 10:45 A.M.; 3:00 – 3:45 P.M.
Thursday, 10:00 – 10:45 A.M.; 3:00 – 3:45 P.M.

DPI Roundup

Track: Leadership and Professional Development

Guava

DPI/Division for Libraries & Technology's Public Library Development (PLD) and Resources for Libraries and Lifelong Learning (RL&LL) Team Members: Tessa Michaelson Schmidt, Abbigail Swanton, Shannon Schultz, Martha Berninger, Ben Miller
Staff members will give updates on recent projects, such as LSTA, the new Records Retention Schedule for Public Libraries, the 6th Edition of the Public Library Standards and Badger-LINK procurement. Additional staff will be on hand to answer any questions.

Library Services to Incarcerated Patrons

Track: Engaging People

Mangrove

Nick Demske, Racine Public Library; Sara Krouse, Dodge Correctional Institution, Waupun

At this program, models will be discussed for partnerships between public libraries and the libraries of jails, prisons, detention centers and other facilities of incarceration. From writers' workshops to book drives to events where poets and musicians perform for the incarcerated patrons.... to events where the incarcerated patrons perform for the community. The great challenges and the often greater rewards of this work will be discussed in depth.

Milwaukee Civil Rights Online: Collecting the Web to Preserve History

Track: Technology and Digital Services

Aralia

Joyce Latham, UW-Milwaukee SOIS; Charlotte Lange, UW-Milwaukee SOIS; Jamie Lynn Kiefer, UW-Milwaukee SOIS

How do we identify content on the web to collect and curate? How is it like traditional acquisitions? How is it different? Using the topic of Milwaukee civil rights struggles, presenters will explore the opportunities and challenges.

Serving the Underserved

Track: Library Issues and Challenges

Marula

Kathleen Kennedy, Beloit College

Have you ever thought about who's using your library? More importantly, have you ever thought about who's not using your library? Through data analysis and focus groups, the presenter identifies the major barriers preventing people from using public libraries. The goal of this is to better serve different demographics within our communities to make the library as accessible as possible to everyone.

UX Research Leads to Richer Library Websites

Track: Students and New Professionals

Aloeswood

Stephanie Rosso, Hennepin County Library, Minnetonka, MN; Amy Luedtke, Hennepin County Library, Minnetonka, MN

UX research helps fuel the design of new services for tomorrow's library by offering insights into the "wants" and "needs" of the library's users and non-users. It also reveals "how" and "why" people use your website. Librarians want to do what is best for their users and to maximize usage of their resources but are often held back by lack of time or support, or even inertia or experience. In this presentation, Hennepin County Library staff will share research results that have helped spark new approaches and design decisions as well as promoted deeper engagement and participation by users on the website. Hear practical advice on how to gain buy-in, collaborate and scrape together resources to do UX work in libraries of all types, big or small.



4:40 P.M. – 5:25 P.M.

3D Printers: Annoying Gadget or Technological Wonder Thing?

Track: Technology and Digital Services

Wisteria

Richard Zaborowske, Neenah Public Library

Not since the invention of the cardigan has the library world experienced an item as popular as the 3D printer. And while 3D printers are undeniably awesome, they are also noisy and time consuming. In this workshop you will not only learn the basics of 3D printing, but how to best incorporate a 3D printer into the library setting. Richard will provide tips on how to choose the right printer, select the best location in your library and to utilize the printer in library programming.

Banned Books Cabaret

Track: Advocacy and Promotion

Portia

Barry McKnight, La Crosse Public Library; Teri Holford-Talpe, UW-La Crosse Murphy Library

UW-La Crosse Murphy Library and the La Crosse Public Library have an ongoing partnership to raise awareness and promote Banned Books Week. Join librarians from these institutions as they discuss the ways they engage both students and the community to celebrate Banned Books Week, in particular their Banned Books Cabaret, an evening combining art, theatrical performance and dialogue.

Great 108: Making Copyright Work for You

Track: Students and New Professionals

Tamarind

Rachel Becker, UW-Madison; Liz Antaramian, UW-Parkside, Kenosha

Copyright and fair use can be daunting concepts for librarians. However, with a little knowledge about applicable laws and how to make fair use work for you anyone can become comfortable with copyright. Learn about copyright laws specifically for libraries, understand fair use, and how you can speak to your patrons about these concepts. Also, discover resources to help you find answers to your copyright questions.

How Do You Do?

Track: Library Issues and Challenges

Aralia

Lori Burgess, Fond du Lac Public Library

The most beneficial parts of attending a conference are often the informal hallway discussions and the connections you make over dinner. Join us for five-minute, small-group, casual conversation starters like: How do you handle kids skateboarding near the entrance of the library? How do you handle meeting room bookings? How do you dispose of discarded materials? How do you keep your bibliographies up to date? How do you track reference questions? How do you make statistics meaningful to your board? How do you start a capital campaign? How do you circulate cake pans? How do you staff a makerspace? Bring your own questions or use ours to spark connections and meet others. Don't forget to bring your business cards for follow-up conversations!

K-12 Science and Health Education Resources: NLM's Online Playground

Track: Support Staff

Mangrove

Bobbi Newman, National Network of Libraries of Medicine, Greater Midwest Region, University of Iowa, Hardin Library for Health Sciences, Iowa City

This presentation will introduce free K-12 resources from the National Library of Medicine (NLM). Resources span a variety of subjects

including biology, health careers, chemistry, environmental health, forensics and medical technology, general health, genetics, health information tutorials and HIV/AIDS.



Notable Books Marathon

Track: Engaging People

Guava

Jean Anderson, South Central Library System, Madison; Amy Lutzke, Dwight Foster Public Library, Fort Atkinson; Helene Androski, Madison; Eliot Finkelstein, UW-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 Award Committee's list of Outstanding Achievement winners. As always, this will be a fun and fast-paced program!

Ukulele Strum Along

Track: Collaborations and Innovations

Marula

Mariel Carter, Marinette County Consolidated Library Services, Marinette

In this session, Mariel will use her ukulele and three chords to teach librarians to strum simple children's songs and nursery rhymes on a ukulele. Librarians will benefit by learning songs to liven their existing story time sessions and places to find free resources to continue beyond the basics. In addition, librarians will have the tools they need to teach these skills to adult patrons, so that parents and caregivers of young children can be equipped and motivated to continue singing nursery rhymes and songs at home. Participants are welcome to bring a ukulele to play along.

The WPLC User / Non-User Research Program: Gathering, Using and Sharing Data

Track: Leadership and Professional Development

Aloeswood

Andrea Coffin, WiLS, Madison; Matt Heindel, Monona Public Library; Larry Oathout, Portage County Public Library, Stevens Point

The WPLC User / Non-User Research Program began earlier this year and, in conjunction with Morrill Solutions Research, provided the public library community an opportunity to learn how to create, deploy, and interpret the results of local research into communities of library users and non-users. The resulting data and all the tools used to gather it are freely available to all public libraries in the state. Learn more about this program from members of the WPLC User / Non-User Survey Workgroup and from the library and system staff that developed their own local research projects through the program.

5:35 P.M. – 6:35 P.M.

WLA Membership Meeting

Banyan

Please see the agenda on page 40 for more information.

5:45 P.M. – 8:15 P.M.

Baraboo Public Library Tour and Open House

230 4th Avenue, Baraboo

Transportation provided by Dells Roo Trolley. Pick up at Kalahari Convention Center Main Entrance.

6:00 P.M. – 8:00 P.M.

Driftless Glen Distillery Tour

300 Water Street, Baraboo

Transportation provided by Dells Roo Trolley (in conjunction with the Baraboo Public Library Tour). Pick up at Kalahari Convention Center Main Entrance.

6:30 P.M. – 7:30 P.M.

UW-Madison SLIS Alumni Reunion

Suite C

UW-Milwaukee SOIS Alumni Reunion

Suite D

6:30 P.M. – 8:00 P.M.

**Wisconsin Small Libraries Section (WISL)
Business Meeting/Meet and Greet**

Cypress

8:00 P.M. – 11:00 P.M.



**WLA Foundation Fundraiser:
Return of Team Trivia**

Suite A

What do you call an evening of trivia, award-winners, great food and drink, and even better company? We call it the WLA Foundation's Annual Fundraiser! Get your team together and return this year by joining us and putting your knowledge to the test! We know librarians are filled with answers to all kinds of trivial questions!

Think two brains are better than one – why not 8 brains? We welcome teams of up to 8 to form ahead or form at the event. The cost is \$30 at the door. Come out and support Wisconsin libraries and let the games begin!!

Win 1 of 2 Kwik Trip
Gift Cards

TWITTER CONTEST

You've got until 4:30 p.m. Thursday to twitpic
what you love about the conference.

To enter your tweet into the contest, use the official hashtag #wla17



@WisconsinLibs



2017 WLA and WLA Foundation Annual Membership Meeting

WISCONSIN LIBRARY ASSOCIATION AND WISCONSIN LIBRARY ASSOCIATION FOUNDATION ANNUAL MEMBERSHIP MEETING

Wednesday, October 18, 2017

Banyan

5:35 – 6:35 PM

AGENDA

- I. President, Jean Anderson
 - Welcome / Call to Order
 - Approval of the 2017 Agenda & 2016 Membership Meeting Minutes
 - Introduction of New Committees & Special Interest Groups [SIG]
 - Changes to the WLA Bylaws / Q&A

- II. Foundation President, Linda Pierschalla
 - 2017 Summary

- III. LD&L Committee Co-Chair, Connie Meyer

- IV. Financial Report – Treasurer, Jen Gerber

- V. Resolutions, Peter Gilbert

- VI. Adjournment

2017 WLA End of Year Review

2017 WISCONSIN LIBRARY ASSOCIATION ROADMAP

END OF YEAR REVIEW

KEY AREAS	TASKS REQUIRED	CURRENT STATUS
Membership	Growth & Retention	<ul style="list-style-type: none"> No new membership campaigns completed in 2017 Added several new member benefits
	Lifetime Membership	<ul style="list-style-type: none"> Changes in Lifetime Membership category scheduled for 2018
	Library Outreach	<ul style="list-style-type: none"> Executive Director continued tradition of visiting libraries in 2017 Starting in 2017 Board President also scheduled library visits
Financial	Alternative Revenue Streams	<ul style="list-style-type: none"> Leadership Development Institute is a new revenue stream
New Initiatives	Special Interest Group (SIG) Pilot Project	<ul style="list-style-type: none"> SIG Pilot completed successfully
	Leadership Task Force	<ul style="list-style-type: none"> Leadership Task force successfully completed charge and provided report to the WLA Board
	Student Task Force	<ul style="list-style-type: none"> Student Task Force successfully completed charge and submitted SIG application
	Leadership Development Institute	<ul style="list-style-type: none"> LDI program successfully implemented and scheduled for 2018
Volunteer	Call for Volunteers	<ul style="list-style-type: none"> New online Call for Volunteers tool successfully implemented
	Knowledge Transfer	<ul style="list-style-type: none"> WLA Board developed plan to schedule training for volunteers using web conferencing
WLA Website	Website Redesign	<ul style="list-style-type: none"> Vendor identified and preliminary work scheduled to begin in November 2017
Technology	MemberClicks Upgrade	<ul style="list-style-type: none"> MemberClicks upgrade completed
	WLA Listserv	<ul style="list-style-type: none"> Rollout of new WLA Listserv successfully completed
Conferences & Live Events	Exhibitor & Sponsorship	<ul style="list-style-type: none"> WLA Board continuing to investigate permanent oversight for this area

2017 WLAF End of Year Review

2017 WISCONSIN LIBRARY ASSOCIATION FOUNDATION ROADMAP

END OF YEAR REVIEW

KEY AREAS	TASKS REQUIRED	CURRENT STATUS
Fund Development Committee	<ul style="list-style-type: none"> Continue to seek Fund Development Committee Chair to organize effort to seek large contributions to the endowment 	<ul style="list-style-type: none"> WLAF Board agreed to fill only the Fund Development Committee Chair position
Fundraising	<ul style="list-style-type: none"> Determine summer activity for 2017 Ensure Foundation presence at WAAL, WAPL and WLA Conferences Generate minimum of 4 donor letters in 2017 Promote planned giving option 	<ul style="list-style-type: none"> WLAF Board agreed to postpone the summer fundraising event until 2018 Ongoing Generated one donor letter Ongoing
Endowment	<ul style="list-style-type: none"> Continue to expand non-WLA Annual Conference fundraising opportunities 	<ul style="list-style-type: none"> Ongoing
Campaign for Relevance	<ul style="list-style-type: none"> Develop plan for formalizing process for submission of funding requests to the WLAF Board Promote existence of funds and past history of supporting events 	<ul style="list-style-type: none"> Application form developed by the ED Board voted to accept
Marketing	<ul style="list-style-type: none"> Use multiple channels to promote Foundation to new WLA members Promote status of Endowment to general WLA membership 	<ul style="list-style-type: none"> Ongoing Ongoing
Alternative Revenue Streams	<ul style="list-style-type: none"> Develop a plan to explore opportunities to secure grant money for WLA Foundation 	<ul style="list-style-type: none"> Ongoing
Board Development	<ul style="list-style-type: none"> Complete Board orientation for new officers 	<ul style="list-style-type: none"> 7 completed, 2 remaining
Board Recruitment	<ul style="list-style-type: none"> Develop a section of the Foundation web page devoted to seeking volunteers for the Board Continue to feed Leadership Pipeline. Contact WLA members in advance to discuss their interest in becoming a future Foundation President 	<ul style="list-style-type: none"> Added WLAF volunteer role to WLA "Call for Volunteers" online form

Wisconsin Library Association Statement of Financial Position August 31, 2017		Wisconsin Library Association Foundation, Inc. Statement of Financial Position August 31, 2017	
Net Assets		Net Assets	
Fund Balance	232,049.21	Fund Balance	322,660.62
Increase to Net Assets	34,901.27	Increase to Net Assets	19,018.78
TOTAL NET ASSETS	266,950.48	TOTAL NET ASSETS	341,926.40

Better Communities

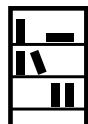
Powered By You

Everything you need to become a highly-energized, sustainable source of information for your community.



Edelweiss Analytics

Smart collection data to support a collection refresh



Shelf-ready services

Lessen time spent on energy draining back office tasks



Curated Selection Lists

Fresh insight into tough categories like Debut Adult Fiction Authors

... And even more services to meet the distinct needs of your community.

Your Mission. Our Purpose. Tools and Services
Plugged Into the Needs of #TheLibraryLife

Attend a demo at the Ingram booth for your chance to win a 2018 PLA Scholarship*!

*For full contest guidelines please visit ingramcontent.com/plascholarship.

ingramcontent.com/thelibrarylife

INGRAM

7:00 A.M. – 5:00 P.M.

Registration

Kalahari Convention Center - North Atrium

7:00 A.M. – 8:30 A.M.

Breakfast Buffet

Kalahari Convention Center - South Atrium
Seating available in Suites A/H

Youth Services Section (YSS) Membership Meeting

Portia

8:30 A.M. – 4:30 P.M.

Kalahari Convention Center - Exhibit Hall

WLA Foundation Silent Auction

The 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: Software & Storytelling, Programming & Play

Suites A/H

Linda Liukas, Helsinki, Finland



We need to reconnect with technology to best take advantage of the opportunities it offers. If code is the crayons and LEGO® blocks of our times — the tools of creation — how do we teach the curiosity, the joy and wonder of creating to everyone? Linda has spent the last several years looking at programming and play: how to create experiences that go deeper than just learning logic. So, just like Alice, she swallowed the pill and fell down inside the machine.

This program was made possible with generous support from: Wisconsin Department of Public Instruction (DPI), Division for Libraries and Technology (DLT), and Institute for Museum and Library Services (IMLS)

10:00 A.M. – 10:45 A.M.

No Conflict Time and Break in Exhibit Hall

Kalahari Convention Center - Exhibit Hall

10:00 A.M. – 5:00 P.M.

Activities in Exhibit Hall

Kalahari Convention Center - Exhibit Hall

Passive Program Share

Demco Maker Zone

Matt Mulder, Angie Schoeneck, Kurt Zastrow, Jenn Bradley

Indie Author and Program Garden

Career Center

DIY Business Cards

Print your business cards...we have the stock and printer

WLA Résumé Review

Looking for a first job or applying for a new position and would like a second opinion of your résumé? Drop it off at the Career Center to have it reviewed by a librarian.

WLA Foundation Silent Auction

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.

10:15 A.M. – 11:15 A.M.

Duck Tour of the Dells

Pick up at Kalahari Convention Center Main Entrance.

10:30 A.M. – 12:30 P.M.

Tour of the Crane Foundation and Library

Transportation provided by the Dells Roo Trolley. Pick up at the Kalahari Convention Center Main Entrance. The International Crane Foundation works worldwide to conserve cranes and the ecosystems, watersheds, and flyways on which they depend. We provide knowledge, leadership, and inspiration to engage people in resolving threats to cranes and their diverse landscapes.

10:45 A.M. – 11:30 A.M.

The Blender Cafe: Partnering for Tasty Results

Track: Advocacy and Promotion

Portia

Nick Dimassis, Beloit Public Library; **Angela Sanchez**, Beloit Public Library Blender Cafe; **Tony Capozziello**, Beloit Memorial High School

The non-original idea to add a coffee kiosk to the library evolved into a coffee shop and then, after developing partnerships with the high school hospitality program and a global food company, into a full-fledged Panera-esque restaurant. In the library; run by the library. Donovan Rypkema, an international economic development consultant, called The Blender Cafe project “a really cool, imaginative, cutting edge program.” Because of pre-project relationship-building, the key partnerships, and the “story” around the student apprenticeships, the need to raise 75% of the start up costs through private fundraising was easily met. The Blender Cafe opened in May 2017; come hear how it came about and how it has been doing.

Creating and Telling Tales of Suspense: Enabling Tweens and Teens to Adapt and Tell Urban Legends

Track: Engaging People

Tamarind



Rebecca Oshlag, *StoriesGlorious, Batavia, NY*; **Rachel Oshlag**, *StoriesGlorious, Batavia, NY*

This session will take you through the steps of a three-part series that you can use in your library to assist young adults to locate, easily prepare and tell stories designed to

raise the maximum number of goose bumps in their listeners. By the end you will have your own story to tell and take back. You also will be able to set up the workshops for young adults in your library.

Free Is Key — Community, Access and the Public Good

Track: Trustees and Friends

Guava

Dawn Wacek, La Crosse Public Library; **Katherine Elchert**, Rice Lake Public Library; **Terry Ehle**, Lester Public Library, Two Rivers

This panel will explore the gamut of their approaches to fines and fees in libraries. Options to consider include everything from one-day amnesty programs to fully fine free libraries! They’ll explore why they fine, why we ought to break free, and how you can make it happen in your library no matter the size.

Healthier Communities

Track: Leadership and Professional Development

Cypress

Bobbi Newman, National Network of Libraries of Medicine, Greater Midwest Region, University of Iowa Hardin Library for the Health Science, Iowa City, Iowa



A recent Pew study found that health is the number two most searched for information online. Public libraries are on the front lines of health information needs of their communities, as they are often the only access to computers and/or broadband in their communities and are a trusted institution. This session will provide attendees with ideas for getting started with health outreach and programming in their communities (including funding suggestions!). We will look at no-cost resources for evidence-based health information in multiple languages. Attendees will leave with at least one new thing that they can do immediately to improve their health services in their communities.

Managing Millennials

Track: Leadership and Professional Development

Marula

Emily Vieyra, Shorewood Public Library; **Ben Miller**, Department of Public Instruction, Madison; **Ashley Pike**, Frank L. Weyenberg Library, Mequon; **Camrin Sullivan**, Lomira QuadGraphics Library; **Sherry Machones**, Northern Waters Library Service, Ashland

The children of Boomers, Gen X-ers and Millennials (the generation born between the early '80s and early '00s) are now in all levels of staff positions in libraries, including management. Defined broadly as tech-savvy “digital natives” who grow old in their parents’ basements burdened with student debt, what really makes Millennials different as coworkers and leaders? A panel of Millennials and non-Millennials in management positions will examine personal experiences and cultural commentary on this generation to draw conclusions about how to lead libraries into the future, and who will be doing the leading.

Partnering with UW-Extension to Transform Your Library!

Track: Collaborations and Innovations

Aralia

Amanda Hegge, Whitehall Public Library; **Adam Trunzo**, Trempealeau County UW-Extension, Whitehall

This session will share the strategies one library has used to build partnerships with the county Extension office to maximize outreach and programming efforts. The Whitehall Public Library has partnered with UW-Extension Educators to provide STEM, food preservation, technology literacy, gardening and afterschool programs. There are many other opportunities for library professionals to work with this critical institution. This workshop will also allow participants to learn about and discuss possible program options with library and Extension staff.

Update from the PLSR Delivery Workgroup

Track: PLSR

Mangrove

Begun in December 2015, the Public Library System Redesign (PLSR) is a community-based project to consider how to best provide public library system services in Wisconsin. Building on the work of many, its goal is to develop a plan for implementation of new models of service. The process, led by a Steering Committee, includes seven workgroups centered on major service areas. Each workgroup has been charged with exploring the current Wisconsin public library system landscape, looking at other models and determining the best ways to deliver the best services to Wisconsin public library patrons.

In this session, the Delivery workgroup will share the progress they have made in developing their recommendations and will ask for feedback from the library community. Questions and comments are welcome!

Whole Person Librarianship: Structured Empathy in Challenging Times

Track: Library Issues and Challenges

Aloeswood



Sara Zettervall, Hennepin County Library, Minnetonka, MN; Mary Nienow, UW-Eau Claire

Libraries providing public services are more important than ever in our current political landscape, where few public spaces feel safe and welcoming to everyone. As librarians we strive to provide equitable service, but this can be challenging when patrons approach us from life experiences we don't share. Many public libraries and some academic libraries have been turning to social workers for help. Social workers are trained to approach their clients with empathy while maintaining professional boundaries, and public service librarians can benefit from understanding their methods. Whole Person Librarianship is an approach drawing from social work concepts, such as cultural humility and person-in-environment, to help librarians become more confident in learning from, interacting with, and serving diverse patrons. In this session, you will learn some basic ideas from social work which you can apply right away to your library practice, as well as where to find more in-depth information and support.

10:45 A.M. – 11:45 A.M.

WLA Foundation Board Meeting

Empress

11:40 A.M. – 1:10 P.M.

WLTF Luncheon: Bridging the Divide & Speaking Truth to Power

Suites A/H

Jessamyn West, Randolph, VT

Jessamyn will discuss the complex role we as librarians and institutions can play in social justice issues within our communities. Bridging the divide speaks to technology, literacy, building connections through community engagement, advocacy and increasing the opportunities of all patrons with a special emphasis on marginalized and poorer communities. How can we foster creativity and community within the library and at the same time support it within our broader communities? How can we expand access and inclusion not only within the library but help break down barriers within our society?

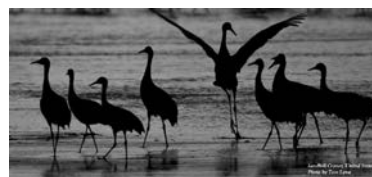


DUCK TOURS OF THE DELLS

Thursday, October 19, 10:15 – 11:15 A.M.

Transportation provided.

Pick up at the Kalahari Convention Center Main Entrance.



TOUR OF THE CRANE FOUNDATION AND LIBRARY

Thursday, October 19, 10:30 A.M. – 12:30 P.M.

Transportation provided by Dells Roo Trolley.

Pick up at the Kalahari Convention Center Main Entrance.

1:20 P.M. – 2:05 P.M.

Bored with Your Boards? Making Your Boards More Effective and Energized

Track: Trustees and Friends

Tamarind



Stu Wilson, *Library Strategies Consulting Group, St. Paul, MN*

Many public libraries are blessed or cursed, depending on your perspective, with a multitude of boards — Library, Foundation, Friends, and often City Councils or County Boards. Effective boards can provide much needed support, guidance, and community involvement and engagement for the library, but all too often, our boards become problematic or unhelpful. This session will look at fundamental ways to make our boards more functional and effective, and even fun. In addition to how to make boards work better, board ethics, roles and responsibilities will be touched on, as well as the interplay between the various boards that affect the library.

Increase Library Visibility with Linked Data

Track: Collaborations and Innovations

Portia

Karla Smith, *Winnefox Library System, Oshkosh*

Winnefox Library System went “live” with linked data in October 2016. Hear from Karla, ILS Manager, how linked data works, about how it was implemented and how it’s being used now.

Leading Your Library Fearlessly through Change: Strategies for Facilitating Change Acceptance Among Staff, Patrons and Trustees

Track: Leadership and Professional Development

Cypress

Jeffrey Russell, *Russell Consulting, Inc., Madison*

When you introduce change in your library the result is often uncertainty, fear and anxiety. It doesn’t have to be this way. There’s an approach for leading change that anticipates resistance and guides people toward acceptance. This session explores the four phases of the change journey as people move through fear toward embracing the change. You’ll learn how to lead staff, patrons, and trustees through change by exploring their concerns and discovering the hidden opportunities.

Simple, Effective Ways to Create a Partnership with Your Local Workforce Development Centers

Track: Library Issues and Challenges

Aloeswood

M. T. Boyle, *Racine County Executive Office, Racine (Moderator)*; **Dave Anderson**, *Department of Workforce Development, Madison*; **Cate Zeuske**, *Department of Administration, Madison*; **Marc E. Mundle**, *Racine County Workforce Solutions, Racine*

Libraries have long provided valuable support to people seeking to improve their career skills, change careers and apply for jobs. Let’s take it to the next level by partnering with Workforce Development Boards/Centers to have greater impact! A panel of speakers will share stories of successful partnerships, offer strategies to initiate partnerships and provide tips on avoiding political missteps.

Sling Books like a Bartender

Track: Advocacy and Promotion

Aralia

Sara Mosey, *Oak Creek Public Library*; **Brian Williams-Van Klooster**, *Brown Deer Public Library*

Learn outstanding library customer service techniques from some of the least likely sources! Bartenders, hairdressers, social workers, bouncers, salespeople... they all engage the public with a set of scripts and routines that libraries can learn from. They’ll discuss what they can teach us and how to use these lessons at work. Remember, bars have rules, too!

Update from the PLSR ILL/ILS Workgroup

Track: PLSR

Mangrove

Begun in December 2015, the Public Library System Redesign (PLSR) is a community-based project to consider how to best provide public library system services in Wisconsin. Building on the work of many, its goal is to develop a plan for implementation of new models of service. The process, led by a Steering Committee, includes seven workgroups centered on major service areas. Each workgroup has been charged with exploring the current Wisconsin public library system landscape, looking at other models and determining the best ways to deliver the best services to Wisconsin Public Library patrons.

In this session, the ILL/ILS workgroup will share the progress they have made in developing their recommendations and will ask for feedback from the library community. Questions and comments are welcome!

BREAKS IN EXHIBIT HALL

Wednesday, 10:00 – 10:45 A.M.; 3:00 – 3:45 P.M.
Thursday, 10:00 – 10:45 A.M.; 3:00 – 3:45 P.M.

Using the Five Practices in School-Age & Teen Programming: Including Partner Collaboration & Evaluation

Track: Engaging People
Guava

Kymerley Pelky, Oneida Community Library

This session will share ideas on incorporating the five literacy practices in lifelong learning, specifically for school-age and teen programming. The five practices are read, write, talk, play and sing. Along with these ideas, suggestions on how to collaborate with partners will be given for each practice. Finally, ideas on measurable outcomes, assessment, and evaluation will be presented along with handouts for attendees to take back with them to foster their own ways of incorporating these ideas into their programs, services and practices.

What Teens Want Parents to Know About Social Media

Track: Technology and Digital Services
Marula

Julie Kinney, Marathon County Public Library, Wausau

After attending a program about managing your digital footprint, the presenter went to her Teen Advisory Group and asked them what they thought was important for parents to know about social media and how teens use it. Together, they created a powerpoint presentation that highlights statistics that show parents what teens are concerned about, what they use social media for and what programs they use. This program will look at how the teens contributed information, what they contributed and what the final presentation looks like.

1:30 P.M. – 3:30 P.M.



Fall Hike and Citizen Science at Mirror Lake State Park

Transportation provided by Dells Roo Trolley. Pick up at the Kalahari Convention Center Main Entrance.

2:15 P.M. – 3:00 P.M.

Burr/Worzalla Children's Book Winner

Track: Advocacy and Promotion
Tamarind

Sarah L. Thomson, Portland, ME

Join Sarah L. Thomson, author of this year's Burr/Worzalla Award winner, as she presents on her title *Deadly Flowers: A Ninja's Tale*, the exciting coming-of-age story about Kata, a female ninja who must pave her own path when her first mission gets wildly out of hand.



Thomson's book was selected as the winner by the Children's Book Award Committee of the WLA Youth Services Section after the examination and evaluation of titles from 2016 by authors and illustrators with a Wisconsin connection.

Community Engagement with Archives

Track: Collaborations and Innovations
Aralia

Simone Munson, Wisconsin Historical Society, Madison; Joshua Ranger, UW-Oshkosh; David Kranz, La Crosse Public Library

Public and academic libraries are frequently entrusted with the preservation of important local history materials. Beyond published books, these collections often include maps, newspapers on microfilm and in clipping files, and grey literature, as well as archival materials. These materials are often well used and loved by local historians, genealogists and elementary school students. Still, they can also be used very effectively to reach and engage larger library audiences. For programs both large and small, for communities of any size, this session will provide libraries with ideas and direction to create unique opportunities to share local archival collections with the neighbors they serve.

Convivial Making: Lessons from Library Makerspace Research

Track: Engaging People
Cypress

Shannon Crawford Barniskis, UW-Milwaukee SOIS

How do people actually use public library makerspaces and what are the problems that get in the way of their making? How are libraries really helping? This session looks at a multi-site ethnographic study of how these spaces work or don't work and offers lessons for creating convivial environments for your community to share knowledge and make things they value. It focuses on how to ensure your users have power to pursue their own aims and challenges some of the assumptions often discussed in library makerspace articles. These are practical lessons any library can apply.

The Crisis in Racial (& Cultural) Literacy — And How Libraries Can Help

Track: Library Issues and Challenges

Guava

Nick Demske, Racine Public Library; Jessica MacPhail, Racine Public Library

With fake news everywhere, libraries know information literacy is paramount. But some of our narratives were built on mythology, not fact. Narratives around race in the US are the perfect example. Is race biological reality or social construct? Was the Black Panther Party a terrorist group or social services organization? We'll discuss how libraries can promote racial literacy in their communities.... but how, first, we have to do it in our institutions and our field.

The Keys to Employee Retention: Strategies for Hanging on to Your Top Talent

Track: Leadership and Professional Development

Portia

Jeffrey Russell, Russell Consulting, Inc., Madison

Why do people stick with your library? Why do they leave? Understanding employee retention involves examining these and other questions as you develop strategies for hanging onto your top talent. In this session, we'll explore topics such as: retention starts before you hire, the top reasons why employees leave their jobs, what people want from their work, it's all about the boss, and conducting "Stay Interviews" to give you an early warning of trouble signs.

Pulling Off a Great Fundraiser

Track: Trustees and Friends

Marula

Jennifer Bernetzke, Schreiner Memorial Library, Lancaster; Kelly McBride, Osceola Public Library; Clairellyn Sommersmith, Princeton Public Library

Each speaker has planned and executed successful fundraising events for their respective libraries' capital campaigns. Each speaker will describe one of their past fundraising events, outlining the process from planning to execution, discussing challenges, surprises, community response and discoveries applicable to future events.

Shining a Light on the Dark Web

Track: Technology and Digital Services

Aloeswood

Rose Trupiano, Marquette University Raynor Memorial Libraries
Did you know that Google, Bing and other common search engines only index approximately 4% of the Internet? In addition to this Surface Web, there is the Deep or Hidden Web (~500% larger) containing links to websites not crawled or indexed by search engines. Some Deep websites are free (government databases, library catalogs, etc.) and some charge for access or have other restrictions. Within the Deep Web is the

controversial "Dark Web," a small portion of the Internet NOT accessible to common Internet browsers and which requires special software such as the Tor browser, which can be obtained freely and legally on the Internet. This software allows users to access services on the Tor network (as part of the Dark Web) and users are provided anonymity, a feature beneficial to whistleblowers, censored citizens or those who seek privacy. However, the Dark Web is also a dangerous place rife with criminal and illegal activities. This program is solely informational and provides recent news reports about the use and possible content of the Dark Web, the Tor network/browser and their implications for the current and future library world.

Update from the PLSR Technology Workgroup

Track: PLSR

Mangrove

Begun in December 2015, the Public Library System Redesign (PLSR) is a community-based project to consider how to best provide public library system services in Wisconsin. Building on the work of many, its goal is to develop a plan for implementation of new models of service. The process, led by a Steering Committee, includes seven workgroups centered on major service areas. Each workgroup has been charged with exploring the current Wisconsin public library system landscape, looking at other models and determining the best ways to deliver the best services to Wisconsin Public Library patrons.

In this session, the Technology workgroup will share the progress they have made in developing their recommendations and will ask for feedback from the library community. Questions and comments are welcome!

3:00 P.M. – 3:45 P.M.

No Conflict Time in Exhibit Hall

Kalahari Convention Center - Exhibit Hall

3:30 P.M. – 4:30 P.M.

WLA Foundation Silent Auction

Kalahari Convention Center - Exhibit Hall

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

3:45 P.M. – 4:30 P.M.

Circulate Anything: How to Increase Access and Circulation with Nontraditional Collections

Track: Collaborations and Innovations

Tamarind

Minetta Lippert, Dwight Foster Public Library, Fort Atkinson;
Jane Oliver-Purton, Delafield Public Library

American Girl dolls, crafts, science kits, board games, knitting needles and more. Libraries can circulate so much more than just books and movies. Nontraditional collections can boost circulation numbers and enable families to engage in interesting experiences that they might not be able to afford otherwise. Additionally, we will discuss the logistics of implementing nontraditional collections, including cataloging, packaging and counting pieces. What nontraditional collections could you add to your library?

Finding and Working with a Website Developer

Track: Technology and Digital Services

Portia

Judy Pinger, Milwaukee Public Library; Michael Diedrick, Byte Studios, Milwaukee

A great library website is an investment into your mission and how you interact with your community. Starting the process of creating a new site? This session will help you cast a wide net, find and select the best web developers and get the most out of the working relationship. With details on content strategy, content management, site/catalog searching, site tools and more, you'll learn practical tips about how to work together to solve problems and find new ways to connect and inspire.

The Gory Story of Horror Readers' Advisory

Track: Advocacy and Promotion

Cypress

Lisa Pike, Manitowoc Public Library

Horror fiction titles are often lacking in collection development and readers' advisory recommendations as compared to more popular genres like Sci-Fi and Mystery. Drawing upon a variety of resources, this informative session will consist of a short history of the genre and its various sub-genres plus some of the most popular recent titles. The presenter will also touch upon the strong relationship between horror fiction and cinema, and its impact on readers story preferences.

The Green to Dream: Planning a Successful Capital Campaign

Track: Trustees and Friends

Guava

Karen Rose, Library Strategies, St. Paul, MN

Capital campaigns are a little like swan diving off the high board: terrifying, exhilarating, and oh, so beautiful when executed well. In this age of shrinking library budgets, you might think that this kind of fundraising is only for dreamers, but the truth is that libraries still need physical upgrades and healthy endowments if they're going to respond to the changing needs of their communities. If you are anticipating a capital campaign in your future, you will want to attend this session to learn how to prepare your library — and your community — for success. In fact, you will want to start planning one to two years before launching a campaign. This session will address every element of a campaign, from budgeting to recruiting volunteers to attracting major gifts. No matter the size of your campaign goal, careful planning can make the difference between success and failure — and a well-executed campaign can actually attract more public and private support in the future.

School and Public Library Collaboration

Track: Library Issues and Challenges

Aloeswood

Jennifer Bernetzke, Schreiner Memorial Library, Lancaster;
Michelle Uppena, Lancaster Community Schools

Lancaster's school district and public library have worked together time and time again to enrich the lives of the students in their community. From early literacy offerings to second grade field trips to get each student his/her first library card, all the way through high school study hours during finals week, the school and library work together tirelessly to ensure that each student has access to the resources and learning opportunities he or she needs to be successful. Join Lancaster School District's Library Media Specialist and Schreiner Memorial Library's director to learn about some of the collaborations that have developed in their community.

Sing, Sing a Storytime: Integrating Music into Your Storytime

Track: Engaging People

Marula

Lori Bell, Middleton Public Library

After a short introduction outlining the basic research into the importance of music in early literacy development, the majority of the presentation will focus on the practical realities of using music in a storytime. Lori will address the use of technology, instruments, a capella singing and rhythmic chants, and provide solutions for various scenarios. Participants will leave with resources they can use right away at their next storytime.

Update from the PLSR Collections Workgroup

Track: PLSR

Mangrove

Begun in December 2015, the Public Library System Redesign (PLSR) is a community-based project to consider how to best provide public library system services in Wisconsin. Building on the work of many, its goal is to develop a plan for implementation of new models of service. The process, led by a steering committee, includes seven workgroups centered on major service areas. Each workgroup has been charged with exploring the current Wisconsin public library system landscape, looking at other models and determining the best ways to deliver the best services to Wisconsin Public Library patrons.

In this session, the Collections workgroup will share the progress they have made in developing their recommendations and will ask for feedback from the library community. Questions and comments are welcome!

What to Keep, What to Toss, What Matters to History: Records Retention for Libraries

Track: Leadership and Professional Development

Aralia

Joyce Latham, UW-Milwaukee SOIS; Donald Force, UW-Milwaukee SOIS

History will know us by the records we leave behind. Each state has legal requirements about what organizational records must be kept, and for how long. But libraries generate far more internal communications. That is where our real story lives. We will discuss the results of a research survey and what it indicates about how we can tell our own story.

4:40 P.M. – 5:25 P.M.

At the Movies with Librarians IX: Read Another Day

Track: Engaging People

Cypress

Sherry Machones, Northern Waters Library Service, Ashland; Erin Foley, Adams County Public Library; Rachel Arndt, Milwaukee Public Library; Stephanie Reister, Germantown Public Library; Kim Dearth, Wonec Public Library

Back by popular demand! The panel will be discussing popular books being made into movies in late 2017 to early 2018. We will screen the trailers for these films and talk about how well (or how poorly) we think these books will translate to the screen. Get to know some of the books that will be coming out as movies soon! We'll have popcorn!

Digital Readiness: Libraries Easing the Empowerment Divide

Track: Technology and Digital Services

Tamarind

Jessamyn West, Randolph, VT

We used to view the digital divide as people who did not have computers, or who did not have broadband. Now we're looking at issues of digital inclusion and empowerment as other limiting factors in people making the best use of technology to solve their own problems. The concept of Digital Readiness — users being able to self-direct their learning — is becoming the next big challenge. We'll explore that concept and look at ways libraries can help.



Libraries Are for Everyone: Creating a Welcoming and Affirming Environment in the Library

Track: Trustees and Friends

Portia

Jenni Frencham, Columbus Public Library; Mo Frencham, Columbus, WI; Jenna Friebe, Oak Park (IL) Public Library

This program will highlight practical ways that a library can become a welcoming and inviting place for the LGBT+ community through policy, collection development, programming, and daily interactions with patrons.

Literary Award Winner

Track: Leadership and Professional Development

Mangrove

Nicholas Petrie, Author, Whitefish Bay

Each year the Wisconsin Library Association Literary Award Committee (LITA) reads over 70 books by Wisconsin writers and selects ten as Outstanding Achievements and one as a Literary Award Winner. This year's Winner is Milwaukee author Nicholas Petrie for his debut mystery *The Drifter*. Come hear Petrie speak about his book and writing life.

Online Resources to Recharge Your Batteries

Track: Technology and Digital Services

Guava

Scott Pfitzinger, UW-La Crosse Murphy Library

With all the demands on library staff, it is possible to be overcome by stress and busyness. Come check out some free online resources that can help reduce stress, improve your perspective on life and recharge your mind and spirit. Topics include: humor, health, music, puzzles, meditation and miscellaneous distractions.

Strengthening Higher Education Recruitment and Retention: Library Marketing and Best Practices for High School and College Librarian Collaboration

Track: Library Issues and Challenges

Aralia

David Dettman, *UW-Stevens Point*

Declining enrollments coupled with falling retention rates at many institutions of higher education have administrators asking, “What more can we do to attract local students and what methods can we employ to see them through to graduation?” One answer is to look for opportunities and creative ways to integrate the library and library resources into larger campus recruitment initiatives. A second answer is to support and foster collaboration between college and high school librarians to prepare students in high school to be successful doing the kind of research they are required to do in college. This presentation will provide an overview of best practices to market the library effectively as part of the larger campus enrollment initiative. We will also explore how librarians at the high school and college level have successfully collaborated to create information literacy-rich experiences to help students succeed academically and persist to graduation. Participants should come prepared to share their experiences and perspectives.

Storytelling 101: Techniques for Telling

Track: Collaborations and Innovations

Marula

Rebecca Oshlag, *StoriesGalorious, Batavia, NY*; **Rachel Oshlag**, *StoriesGalorious, Batavia, NY*

This hands-on workshop, conducted by professional storytelling duo StoriesGalorious, is an introduction to the art of storytelling. It will include basic

techniques related to selecting, learning, practicing and telling stories. Opportunities for practice and discussion will be provided. The workshop will end with the identification of various applications of storytelling in libraries.



What Are You Reading (or Listening to) That Influences Your Work?

Track: Advocacy and Promotion

Aloeswood

Stef Morrill, *WiLS, Madison*; **Ryan Claringbole**, *Monona Public Library*

Read a great book on how to work better? Or regularly listen to a podcast that inspires you and helps you on the job? How about a fantastic article about leadership, time management, productivity or work culture? Come share the resources that have helped you work better in this informal discussion with your colleagues from around the state. Ryan and Stef will each share a resource and serve as moderators for the discussion.

5:45 P.M. – 7:15 P.M.

Awards & Honors Reception

Suites A/H

This is your opportunity to personally thank and interact with our award winners.

Sponsored by **EBSCO**

6:00 P.M. – 8:00 P.M.



Kilbourn Public Library Open House

620 Elm Street, Wisconsin Dells
Transportation not provided.

7:15 P.M. – 8:30 P.M.

YSS Booktalk and Social

Wisteria

Join YSS for an informal discussion of Andrea Davis Pinkney’s luncheon presentation followed by R-Rated Storytime: A low-key, open-mic session for each and every youth services librarian who has ever experienced the occasional inappropriate moment on the job. From Freudian slips to unintentional innuendo to those crazy things that kids say, we know you’ve had THAT moment. Come ready to share and laugh along as we celebrate the unforeseen naughtiness that comes with the territory.



Wisconsin Library Association's Leadership Development Institute August 8-10, 2018

Vision & Mission

- The Wisconsin Library Association, is committed to developing educational programs and volunteer opportunities to help shape tomorrow's leaders. WLA values the long-term benefits to both the association and to its member libraries in greatly expanding the number of seasoned leaders within the Wisconsin library community.

Program Design

- Leadership Development Institute was designed by and for librarians (3 years in development)
- Program design based on research and best practices
- Program Components
 - 5 overarching leadership competencies with learner outcomes
 - Leadership style assessment completed for each attendee
 - 2½ day interactive and highly immersive learning event
 - 5-6 Cohort Groups participate in each program
 - Instructors from within and outside of the library industry
 - Focus on decision making, ethics, value and integrity
 - Financial support for attendees from small libraries
 - Upon completion of program participants become part of an electronic community to help continue personal and professional growth
 - Program integration with WLA WeLead Program



WISCONSIN
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Honoring Award Winners



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Celebrate at the Awards & Honors Reception

Thursday, October 19, 2017

Kalahari Resort & Convention Center – Suites A/H

Elizabeth Burr/Worzalla Children's Book Award

Sarah L. Thomson

Deadly Flowers: A Ninja's Tale

WLA Literary Award

Nicholas Petrie

The Drifter

Notable Wisconsin Authors

Beth Amos

Victoria Houston

Citation of Merit

Amy Glaser

River Falls Public Library

Programming Innovation Award

Melissa Roelli

Mt. Horeb Public Library

Big Read Program

Special Service Award

Steven Conway

WLA Government Relations Advisor

DeWitt Ross & Stevens

Trustee of the Year

Stephen Runde

Verona Public Library

Library of the Year

UW-Parkside

Kenosha

WLA/DEMCO Librarian of the Year

Leah Langby

Indianhead Federated Library System

Eau Claire

Wisconsin Library Heritage Center Hall of Fame Inductees

Joe Jax

Louise Robbins

This event is generously sponsored by 

Be sure to stop at Booth 301 in the Exhibit Hall to thank them.

2017 Book Awards

Literary Awards Committee Honors

WLA Literary Award

Nicholas Petrie
The Drifter

Notable Authors

Beth Amos

Victoria Houston

Sarah Monette

Outstanding Achievement

Michelle Brafman
Bertrand Court

Jane Hamilton
The Excellent Lombards

Peter Shrake
The Silver Man

Matthew Desmond
Evicted: Poverty and Profit in the American City

Shaun Harris
The Hemingway Thief

Emma Straub
Modern Lovers

Matthew Hefji
A Hard and Heavy Thing

Larry Watson
As Good as Gone

Outstanding Achievement in Poetry

Robin Chapman
Six True Things

Susan Firer
Transit of Venus

John Koethe
The Swimmer

Naomi Cochrain
Fill in the Blank

Catherine Jagoe
Bloodroot

Franco Pagnucci
Firstborn

Children's Book Award Committee Honors

Elizabeth Burr/Worzalla Award

Sarah L. Thomson
Deadly Flowers: A Ninja's Tale

Notable Author

Neil Gaiman

Outstanding Achievement

Brittany Cavallaro
A Study in Charlotte

Alexandra S.D. Hinrichs
and Renée Graef
Thérèse Makes a Tapestry

Tina Kügler
*Snail and Worm:
Three Stories About Two Friends*

Tricia Clasen
The Haunted House Project

E.M. Kokie
Radical

Jim LaMarche
Pond

Brian Farrey
The Secret of Dreadwillow Carse

Shelley Tougas
A Patron Saint for Junior Bridesmaids

7:00 A.M. – 11:00 A.M.

Registration

Kalahari Convention Center - North Atrium

7:00 A.M.

5K Run/Walk

Meet at WLA Registration area - North Atrium

7:00 A.M. – 8:30 A.M.

Potato Skillet Breakfast

Kalahari Convention Center - Suites 1/8



H.H. BENNETT STUDIO TOUR

Friday, October 20, 9:45 – 11:30 A.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 by Dells Roo Trolley. Pick up at the Kalahari Convention Center Main Entrance.

8:45 A.M. – 9:30 A.M.

Connecting with Communities: Digital Marketing and Beyond!!!

Track: Advocacy and Promotion

Tamboti

Cole Zrostlik, River Falls Public Library

You know people love your library, but where are they when it's time to try your new maker program, meet a local author or attend your after-hours teen program? Harness the enthusiasm of your most loyal library users to attract a broader audience to your programs. Learn how to translate real-life community connections, data and personal observations into a digital strategy that will engage patrons and save you time, energy and worry. Attendees will learn about writing with personas, short and simple survey data, free digital marketing tools, and to embracing and harnessing the connections of community partners to advocate for their libraries and advertise their programs.

Critical Librarianship in Challenging Times

Track: Mix It Up

Suite 3

*Emily Drabinski, Long Island University,
Brooklyn, NY*

Critical librarianship asks us to analyze and challenge the political, social, and economic underpinnings of our work to change the world. But what about surviving the world as it is? As librarians, we navigate the tension between resistance and compliance in our efforts to deliver library services and resources to patrons in a world that undervalues and attacks what we care about. This talk will frame the dilemma and offer strategies for building librarian power.



Enriching Reference Service in Academic Libraries with the Emerging Technology

Track: Technology and Digital Services

Guava

*Sukwon Lee, UW-Milwaukee SOIS; Benjamin Omwando,
UW-Milwaukee SOIS*

In academic libraries there has been a significant change from in-person reference service to Virtual Reference Service (VRS). To measure VRSs effectiveness, we consider the level of satisfactory or frustrating experience by using the eye tracking device. Thus, we can better understand usability issues, which lead to well-informed decision-making. Our data collection consists of eye-tracking data, questionnaires and interviews. Based on the results, we discuss the future of VRS as it is being enhanced by emerging technology.

Group Problem Solving with Evidence-Based Case Discussion

Track: Leadership and Professional Development

Cypress

Leah Langby, Indianhead Federated Library System, Eau Claire; **Shawn Brommer**, South Central Library System, Madison; **Sue Abrahamson**, Waupaca Area Public Library

Birth to Three practitioners in Wisconsin developed Evidence-Based Case Discussions to help each other resolve complicated situations with the children and families they serve. The technique is extremely useful for helping untangle knotty library problems as well-it has been used successfully to help librarians feel empowered to address situations ranging from moving forward with a stalled early literacy area to staffing challenges to working with a demanding patron. We will demonstrate how this process works with a real library situation, and send participants home with the tools they will need to implement this powerful technique in their own libraries.

Providing Respite for Caregivers

Track: Collaborations and Innovations

Marula

René Bue, Hedberg Public Library, Janesville; **Maureen Birchfield**, Hedberg Public Library, Janesville; **Julie Seeman**, Rock County Council on Aging, Janesville

Oftentimes the people who are caregivers for adults with dementia or Alzheimer's need something to occupy the person so that they can prepare a meal, clean or do other daily chores. Through a partnership with the Rock County Council on Aging, Hedberg Library now has 20 Caregiver Activity kits that can be used for that purpose. Learn how these kits can be used and how your library can offer this service also.

Reading in the Digital Age: A Circulation Analysis of Print & Digital Reading

Track: Library Issues and Challenges

Aloeswood



Matt Isaia, Dominican University, River Forest, IL

In 2016, Matt completed an independent study at Dominican University that focused on the reading preferences of adult library patrons by analyzing circulation statistics from four public libraries. It explored the benefits of and differences between digital reading and print reading while looking at the reading habits of users over the course of a year. This research contemplates the importance of reading and the role that libraries play in helping to build foundations of life-long learning in our communities.

Tuesdays with Murder: A Different Kind of Book Group

Track: Engaging People

Aralia

Richard MacDonald, Stoughton Public Library; **Gretchen Viney**, University of Wisconsin Law School, Madison

A book group where everyone reads something different? It really works! Learn how a dislike of traditional book discussion groups resulted in the creation of a different kind of group: one focused on the desire to read, learn and talk about genres and authors, and how it works.

Update from the PLSR CE/Consulting WorkgroupTrack:

Track: PLSR

Mangrove

Begun in December 2015, the Public Library System Redesign (PLSR) is a community-based project to consider how to best provide public library system services in Wisconsin. Building on the work of many, its goal is to develop a plan for implementation of new models of service. The process, led by a Steering Committee, includes seven workgroups centered on major service areas. Each workgroup has been charged with exploring the current Wisconsin public library system landscape, looking at other models and determining the best ways to deliver the best services to Wisconsin Public Library patrons.

In this session, the CE/Consulting workgroup will share the progress they have made in developing their recommendations and will ask for feedback from the library community. Questions and comments are welcome!

9:40 A.M. — 10:25 A.M.

Community Collaborations: Programs by Your Community, for Your Community (with a little help from you!)

Track: Collaborations and Innovations

Suite 3

Scott Lenski, *Whitefish Bay Public Library*; **Rosalia Slawson**, *Cedarburg Public Library*

Do you plan adult programs for your library, but struggle to find people to present (or attend)? There are many people in your community who are experts who would love to share their knowledge with others, but how do you find them? In this session, the presenters will share ideas about how to find community members and local organizations to present at your library. They'll also share some of their success stories plus some potential challenges and pitfalls that come with the territory. Want to get those juices flowing for collaborative programming? Please join them!

Fear Not: Coding for the Rest of Us!

Track: Technology and Digital Services

Tamboti

Andrea Stepanik, *Brown County Library, Green Bay*; **Gillian Dawson**, *Brown County Library, Green Bay*

Do you cringe at the thought of running coding programs for children and teens? Fear not! Learn how librarians at the Brown County Library have implemented coding events using tech-focused STEM Kits. From Code-a-pillars for toddlers to Coding Escape Rooms and Arduino microcontrollers for t(w) eens, we've got you covered! With options for every budget and ages 3-18, you'll leave inspired to start coding programs at your library!

Get to Know the WLA Literary Awards Committee

Track: Advocacy and Promotion

Aralia

Katharine Clark, *E.D. Locke Public Library, McFarland*; **Leah Fritsche**, *Deerfield Public Library*

Did you know there is a WLA Committee that reads and selects the best book written by a Wisconsin author each year? Join us for a discussion about the history of the Literary Awards Committee, what it does and how you could become a part of it. There will be a discussion of this year's winner as well as several of the books considered.

Practical Tips for Difficult Homeless Patrons

Track: Library Issues and Challenges

Guava

Ryan Dowd, *Homelesslibrary.com*

Based on his career working in homeless shelters, Ryan has a training program that gives library staff a deeper understanding of homeless patrons and the practical tools for solving problems and resolving conflict. Ryan is also in the process of writing a book for ALA Editions on the topic.



Reach One Teach One

Track: Leadership and Professional Development

Cypress

Ehryn Barthelm, *Planned Parenthood of Minnesota*; **Sarah Joynt**, *Rochester, MN, Public Library*

Join us for an interactive session about the reality of what teens and young adults are thinking about, dealing with and experiencing related to sexual health, sexuality and gender expression. Learn about some best practices and resources for connecting with teens and providing them with important information about sensitive topics.

Strategic Library Partnerships: More than Books — Lending Biomolecular Models

Track: Mix It Up

Marula

Denise Gergetz, *Milwaukee School of Engineering*

For nearly 15 years, the Walter Schroeder Library and the Center for Biomolecular Modeling at the Milwaukee School of Engineering (MSOE) have collaborated to maintain the MSOE Model Lending Library, a unique collection of molecular science models and materials that are loaned to educators nationwide for use in K-12 and college classrooms. Learn how this interdepartmental partnership leverages library practices to enhance student learning and to strategically extend MSOE's scientific and technical educational outreach efforts.

WLA 2018 Conference

See you at
the Radisson La Crosse and La Crosse Center,
October 23–26

Update from the PLSR Resource Libraries

Track: PLSR
Mangrove

Begun in December 2015, the Public Library System Redesign (PLSR) is a community-based project to consider how to best provide public library system services in Wisconsin. Building on the work of many, its goal is to develop a plan for implementation of new models of service. The process, led by a Steering Committee, includes seven workgroups centered on major service areas. Each workgroup has been charged with exploring the current Wisconsin public library system landscape, looking at other models and determining the best ways to deliver the best services to Wisconsin Public Library patrons.

In this session, the Resource Libraries workgroup will share the progress they have made in developing their recommendations and will ask for feedback from the library community. Questions and comments are welcome!

wELlcoming Non-English Speaking Residents to the Library

Track: Engaging People
Aloeswood

Nick Dimassis, Beloit Public Library

In fall 2016, the Stateline Literacy Council (SLC) in Beloit was in danger of closing. Since the only other literacy council in Rock County had recently closed, and with 25% of Beloit's population Hispanic (and growing), the English Language Learner (ELL) classes were vitally important to Beloit — and the county. After other organizations declined to “merge” with the SLC, the Beloit Public Library stepped in — and stepped up — to offer its spaces for the ELL classes and, importantly to funders, to help SLC reduce its administrative costs and align its curriculum with that of the higher level classes being offered at the local community college, making the transition for students comfortable and seamless. The partnership is one that perfectly fits the educational missions of all libraries, meets a growing need for ELL options, and ensures the library remains vital to an evolving community.

9:45 A.M. – 11:30 A.M.

Tour of the H.H. Bennett Studio

215 Broadway, Wisconsin Dells, WI 53965

Transportation provided via Dells Roo Trolley. Pick up at the Kalahari Convention Center Main Entrance.

10:25 A.M. – 10:35 A.M.

Need coffee...here's a chance for a quick pick-me-up

10:35 A.M. – 11:20 A.M.

**Authors on Authors:
An Insider Look at Today's Middle Grade Fiction**

Track: Engaging People
Cypress



Sally Pla, Encinitas, CA, Lindsey Becker, Paddock Lake; Darcy Miller, Prairie du Sac

A survey of the latest in middle-grade coming-of-age literature, from the perspective of three debut middle-grade authors with Wisconsin roots. We'll talk about our personal writing journeys, about connecting with kids and the special importance of libraries to middle graders.

**Characters, Plots, Settings and Details:
Finding Inspiration in the Archives**

Track: Mix It Up
Suite 3

Deb Anderson, UW-Green Bay

Inspiration for authors can be found in the wealth of information held in archival collections. Original diaries, record books, reminiscences, minute books, court records, photos, maps, letters and official records contain rich details and untold stories. This session will explore how archivists and librarians might help authors of all genres use original records as both a muse and as a way to make writings come alive.

**Learning, Coping and Surviving as an
Alzheimer's Caregiver**

Track: Mix It Up
Tamboti

Martin Schreiber, Former Wisconsin Governor

Former Governor Martin J. Schreiber is one of the nation's leading crusaders for Alzheimer's caregivers. Including today's event, he will have given more than 120 presentations by year's end throughout Wisconsin as well as in Michigan and Florida. Marty uses humor and compassion as he shares lessons from his ongoing, decade-plus journey as caregiver.



Serving Youth in Juvenile Justice Programs

Track: Collaborations and Innovations

Guava

René Bue, Hedberg Public Library, Janesville; Laurie Bartz, Hedberg Public Library, Janesville

Youth who are incarcerated spend a lot of time in their cells with little to do. Learn how the program provided by Hedberg Public Library to the juveniles at the Rock County Youth Services Center not only provides entertainment but also an opportunity to learn and grow. You will receive information to take back with you so you can consider doing this type of program at one of the other centers close to your library.

Think like an Architect: Project Planning for Librarians

Track: Technology and Digital Services

Aralia

Elizabeth Gibes, Marquette University, Milwaukee

Architects' work juggles the complexities of designing for a community and managing a creative process. The types of digital projects supported by libraries offer many of the same opportunities and challenges: multiple collaborators with diverse skillsets, talents and motives, and multiple technical obstacles, deadlines and stakeholders. This presentation relates the six steps of architectural programming to librarians. We'll use library digital projects as cases and offer example tools that can be customized to the participant's own project planning needs.

Tune in @ Your Library

Track: Advocacy and Promotion

Marula

Colin McGinnis, McMillan Memorial Library, Wisconsin Rapids; Jeff Messerman, Cedarburg Public Library; Scott Morfitt, BluGold Radio, UW-Eau Claire

Reach out and engage diverse communities in audible ways. Hear one library's experience with podcasting, how another library started an Internet radio station and how an indie rock station found a new home in a library. Find out more about audio trends and new ways libraries can become part of a community through sound.

Update from the PLSR Chapter 43

Track: PLSR

Mangrove

Begun in December 2015, the Public Library System Redesign (PLSR) is a community-based project to consider how to best provide public library system services in Wisconsin. Building on the work of many, its goal is to develop a plan for implementation of new models of service. The process, led by a Steering Committee, includes seven workgroups centered on major service areas. Each workgroup has been charged with exploring the current Wisconsin public library system landscape, looking at other models and determining the best ways to deliver the best services to Wisconsin Public Library patrons.

In this session, the Chapter 43 workgroup will share the progress they have made in developing their recommendations and will ask for feedback from the library community. Questions and comments are welcome!

White Privilege in the Library (and How to Restore True Equity)

Track: Library Issues and Challenges

Aloeswood

Nick Demske, Racine Public Library; Kristina Gomez, Milwaukee Public Library

The Declaration of Independence proclaimed "All men are created equal." But this did not apply to "other persons" — the coded language the US Constitution used when referring to slaves. How does the privilege established for white people in our country's founding perpetuate racial bias in libraries today? Come learn some of the answers to this question...and then learn about some steps we can take to restore that lost equity.

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

11:30 A.M. – 1:00 P.M.

**President’s Luncheon:
On Becoming a Writer and Staying a Writer**

Suites 2/7



Michelle Wildgen

The written word has power to transform lives, both for the creator and consumer, and libraries have been integral to the dissemination of the written word. Michelle Wildgen will explore the role that books and libraries have played on her path to writing professionally, and she’ll share her insights into the ways that writing and her life have unexpectedly informed each other. Michelle

will open with a short comic essay about one of her more formative literary attachments, which had a significant effect on her view of the world, and of her mother, when she was young. Michelle will also discuss in more detail her work, and how it has overlapped with, and been shaped by, life.

**Here’s a snapshot of dates to keep in mind
for 2018**

- January 12**Volunteer Orientation,**
DeForest Public Library
- February 20 . . .**Library Legislative Day,**
Madison Concourse Hotel
- April 25-27 . . .**WAAL Conference,**
Best Western Premier Waterfront &
Conference Center, Oshkosh
- May 2-4**WAPL Conference,**
Country Springs Hotel & Conference
Center, Waukesha
- May 24.**SSCS One-Day Conference,**
UW-Baraboo/Sauk County, Baraboo
- August 8-10 . . .**Leadership Development Institute,**
Best Western Park Hotel, Madison
- October 23-26 .**WLA Conference,**
Radisson La Crosse and La Crosse Center

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Association of Special Librarians (AWSL)

Apps and Beyond: Technology to Enhance Your Library and Help Your Patrons
International Crane Foundation and Library Tour

Children's Book Award Committee

Burr/Worzalla Children's Book Winner

Department of Public Instruction (DPI)

Coding Initiative Update
DPI Round Up

Library Development & Legislation Committee (LD&L)

"It's All About the Pen!" ...and Relationships
Simple, Effective Ways to Create a Partnership with Your Local Workforce Development Center

Literary Awards Committee (LITA)

Get to Know the WLA Literary Awards Committee
Literary Award Winner — Nicholas Petrie
Tuesdays With Murder ? A Different Kind of Book Group
You're Not Bothering the Patrons! - Marketing on a Shoestring (or no string) Budget

Outreach Services Section (OSRT)

Connecting with Communities: Digital Marketing and Beyond!!!
Learning, Coping, and Surviving as an Alzheimer's Caregiver
Libraries Are For Everyone...Right?
Library Services to Incarcerated Patrons
Providing Respite for Caregivers
Serving the Underserved
Serving Youth in Juvenile Justice Programs
Snapchat, Facebook, Twitter Video, Video, Video: Or, Using Video to Market Library Services

Public Library System Redesign (PLSR)

Update from the Collections Workgroup
Update from the PLSR CE-Consulting Workgroup
Update from the PLSR Chapter 43 Workgroup
Update from the PLSR Delivery Workgroup
Update from the PLSR ILL/ILS Workgroup
Update from the PLSR Resource Libraries Workgroup
Update from the PLSR Technology Workgroup

Reference & Adult Services Section (RASS)

Building Connections with your Senior Center
Caregiver Kits: Resources for People Caring for Someone with Memory Loss
Civility Speaks
Community Collaborations: Programs by Your Community, for Your Community (with a little help from you!)
Community Conversation and the Power of Story: Supporting Transgender Youth In Public Libraries
Digital Readiness: Libraries Easing the Empowerment Divide
The Crisis in Racial (& Cultural) Literacy—And How Libraries Can Help
Tune in @ Your Library
What Are You Reading (or listening to) that Influences Your Work?

READERS Section (READ)

Banned Books Cabaret
Notable Books Marathon
Reading in the Digital Age: A Circulation Analysis of Print & Digital Reading
Sling Books like a Bartender
The Gory Story of Horror Reader's Advisory

UW-Milwaukee School of Information Studies (SOIS)

Enriching Reference Service in Academic Libraries with the Emerging Technology
Milwaukee Civil Rights Online: Collecting the Web to Preserve History
Real News: Supporting Information in a Challenging Age
What to Keep, What to Toss, What Matters to History: Records Retention for Libraries

Support Staff and Circulation Services Section (SSCS)

Keeping Your Staff Safe
Leading Your Library Fearlessly through Change: Strategies for Facilitating Change Acceptance Among Staff, Patrons, and Trustees
Managing Millennials

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Technical Services Section (TSS)

How Do You Do?
Increase Library Visibility with Linked Data
UX Research Leads to Richer Library Websites

Wisconsin Association of Academic Librarians (WAAL)

Critical Librarianship in Challenging Times
Great 108: Making Copyright Work for You
Managing Millennials
Strategic Library Partnerships: More than Books — Lending Biomolecular Models
Strengthening Higher Education Recruitment and Retention: Library Marketing and Best Practices for High School and College Librarian Collaboration
Talk to Strangers — A Human Library Inspired Event
Think like an Architect: Project Planning for Librarians
Whole Person Librarianship: Structured Empathy in Challenging Times

Wisconsin Association of Public Libraries (WAPL)

A Tale of Two Cities: The First Few Months Being A New Library Director
Community Conversation and the Power of Story: Supporting Transgender Youth In Public Libraries
Digital Readiness: Libraries Easing the Empowerment Divide
Leader of the Pack: A Blueprint for Transition Planning & Hiring Success
LibraryNOW: Library Cards for All!
Managing Millennials
Publish And Promote: Sharing your Successes and Stories with Children's Services Colleagues
The Blender Cafe: Partnering for Tasty Results
The WPLC User / Non-User Research Program: Gathering, Using, and Sharing Data
Think like an Architect: Project Planning for Librarians
Tuesdays With Murder ? A Different Kind of Book Group
What Are You Reading (or listening to) That Influences Your Work?
Whole Person Librarianship: Structured Empathy in Challenging Times

Wisconsin Genealogy and Local History Round Table (WIGLHR)

Community Engagement with Archives

Wisconsin Small Libraries Section (WISL)

A Tale of Two Cities: The First Few Months Being A New Library Director
At the Movies with Librarians IX: Read Another Day
Bored with Your Boards? : Making Your Boards More Effective and Energized
Digital Readiness: Libraries Easing the Empowerment Divide
Managing Millennials
Partnering with UW-Extension to Transform Your Library!

Wisconsin Library Trustees & Friends (WLTF)

Bored with Your Boards? : Making Your Boards More Effective and Energized
Free is Key — Community, Access and the Public Good
Pulling off a Great Fundraiser
The Green to Dream: Planning a Successful Capital Campaign
WLTF Luncheon with Jessamyn West

(continued on next page)

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WLA Conference Planning Committee

3D Printers: Annoying Gadget or Technological Wonder Thing?
Characters, Plots, Settings and Details: Finding Inspiration in the Archives
Convivial Making: Lessons from Library Makerspace Research
Creative Problem Solving: Do Something Different
Decolonizing Library Science
Dells Duck Tours
Fall Hike and Citizen Science at Mirror Lake State Park
Finding and Working With a Website Developer
From the Vertical File to the Local Wiki: Considering Community Information Services
H.H. Bennet Studio Tour
Healthier Communities
Libraries are for Everyone: Creating a Welcoming and Affirming Environment in the Library
Move Beyond the Brainstorm to What Really Works
Online Resources to Recharge Your Batteries
Practical Tips for Difficult Homeless Patrons
President's Luncheon with Michelle Wildgen
Revolutionary Ideas: Fan Days, Cons and Large Scale Interactive Programs
Shining a Light on the Dark Web
The Keys to Employee Retention: Strategies for Hanging On to Your Top Talent
Thinking Inside the Box
Thursday Keynote with Linda Liukas
Wednesday Keynote with Grace Lim
wELLComing non-English Speaking Residents to the Library
White Privilege in the Library (and How to Restore True Equity)

Youth Services Section (YSS)

Authors on Authors: An Insider Look at Today's Middle Grade Fiction
Circulate Anything: How to Increase Access and Circulation with Nontraditional Collections
C'mon, C'mon, Let's Work Together: Cross-Community Youth & Teen Collaborations
Creating and Telling Tales of Suspense: Enabling Tweens and Teens to Adapt and Tell Urban Legends
Diversify Me! Incorporating Diverse Titles into Your Collections, Displays, and Programming
Fear Not: Coding for the Rest of Us!
Group Problem Solving with Evidence-Based Case Discussion
K-12 Science and Health Education Resources: NLM's Online Playground
Plan Less, Program More! How to Collaborate with Regional Libraries to Bring Larger Scale Youth Programs to Your Communities
Reach One Teach One
School and Public Library Collaboration
Sing, Sing a Storytime: Integrating Music into your Storytime
Storytelling 101: Techniques for Telling
Ukulele Strum Along
Using the Five Practices in School Age & Teen Programming: Including Partner Collaboration & Evaluation
Virtual Teen Advisory Boards: Taking your TAB to the Next Level
What Teens Want Parents to Know about Social Media

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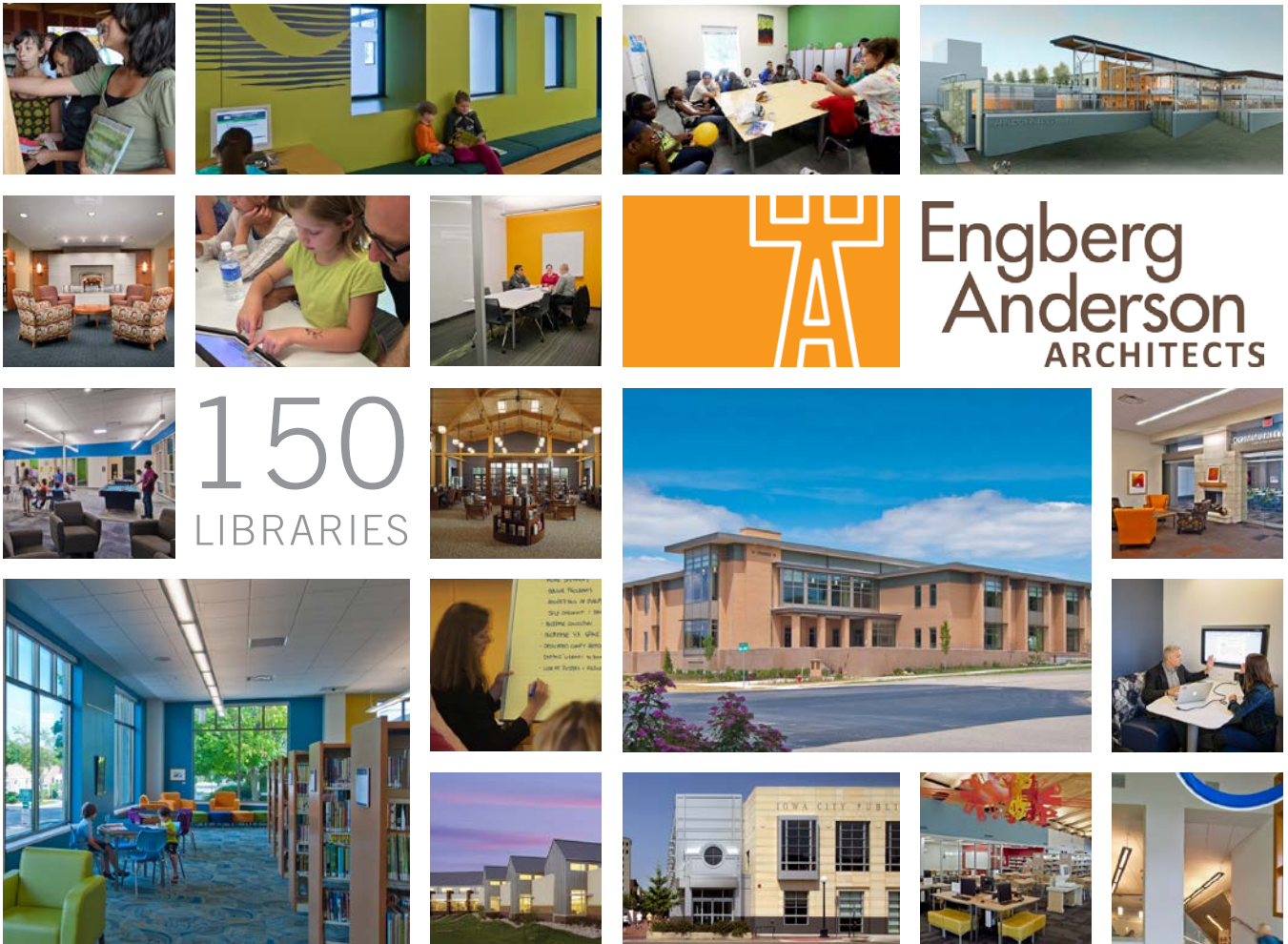
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smart library + smart community

The future library sustains the life of the community. As culture continues to change, so must the services a library provides. As demand for information continues to grow, a library must meet those demands. Future-friendly, accessible technology, mobile furnishings and scalable planning allow the library to embrace on-going changes in service delivery with minimal disruption and expense. Our team's planning approach considers spatial and technology adaptability the heart of successful library design. We are firm believers in the power of libraries to shape lives and appreciate the role of design in creating a transformative space.

Want to learn more? Contact Engberg Anderson Architects and let's build a smart community together.
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