



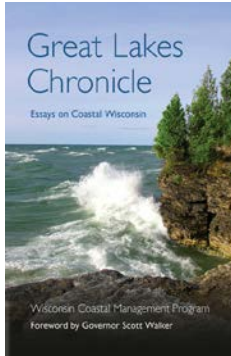
# EXCITE IGNITE INVITE

WLA CONFERENCE | OCT 23-26, 2018

Radisson La Crosse and La Crosse Center  
Harborview Plaza, La Crosse

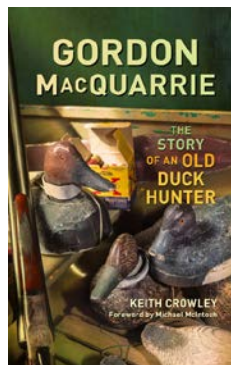
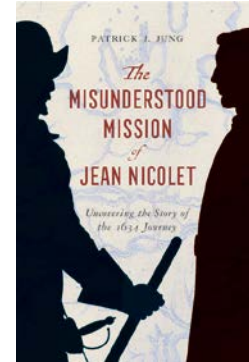


# — NEW *for* FALL 2018 —

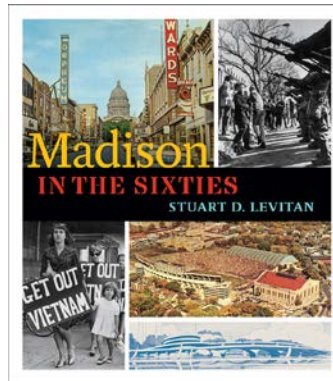


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CHRONICLE**  
Essays on Coastal  
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James M. Langdon  
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Patrick J. Jung  
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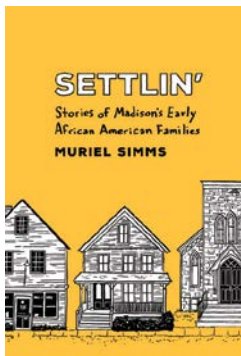
**GORDON MACQUARRIE**  
The Story of an Old Duck Hunter  
Keith Crowley  
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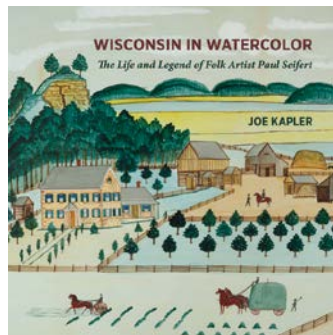
**MADISON IN THE SIXTIES**  
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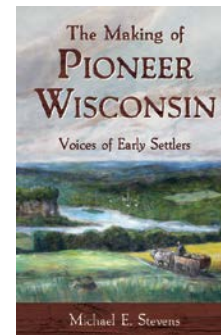
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Wisconsin Historical Society  
**P R E S S**

# Conference Greetings

Welcome to the Wisconsin Library Association's Annual Conference at the La Crosse Center! Our conference theme, Excite, Ignite Invite, encourages you to plunge into learning, networking and spreading the good word about libraries, library service and WLA.

We want to **EXCITE** you with

- two preconferences focusing on advocacy and reader's advisory
- a special, free "President's Welcome" reception Tuesday evening to start your conference
- over 100 sessions ranging from hands-on to "running your library good" to research-based info featuring speakers from libraries small and large
- plenty of exhibits to help you in your work
- time to meet, reconnect, network, laugh, learn and share with colleagues

We want to **IGNITE** you with

- Dr. Sybil Madison-Boyd, speaking on helping children read and discover, to open our conference
- Gretchen Caserotti, who will advocate for developing your leadership as our closing speaker
- Sunrise speaker Chloris Lowe, Ho Chunk elder, who will look at community and our connectedness
- a host of voices from outside our state who will share their experiences
- news of the moment at our WLA Membership Meeting Wednesday at 5:30

We want to **INVITE** you to

- fabulous fundraisers for our Foundation: Dark La Crosse Radio Show on Wednesday evening and the always popular Silent Auction throughout the conference
- the Awards and Honors reception to celebrate our peers for their great work
- a special Pub Crawl to discover ghostly secrets of La Crosse
- tours to discover the La Crosse marsh, Gundersen's John and Nettie Mooney Library and WWTC's Sustainability Efforts
- your unit meetings to connect and push Wisconsin librarianship forward



Thank you to the amazing 2018 conference committee who worked so tirelessly to put this stunning experience together. When you see them, please give them a high five!

And a special thanks to you, our attendees, for investing in yourself and your career by coming to conference for the learning, networking and fun!

*Marge Loch-Wouters*

Marge Loch-Wouters, WLA President

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# 2018 WLA Board of Directors



**President**  
Marge Loch-Wouters



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LibrariesFirst, Williams Bay

**Youth Services Section**  
Sue Abrahamson  
Waupaca Area Public Library

# Conference Information and Hours

## Registration

La Crosse Center South Hall Lobby  
Tuesday, 3:30 P.M. – 6:30 P.M.  
Wednesday, 7:00 A.M. – 7:00 P.M.  
Thursday, 7:00 A.M. – 5:00 P.M.  
Friday, 7:00 A.M. – 11:00 A.M.

## WLA Foundation Silent Auction

La Crosse Center South Hall A  
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

La Crosse Center South Hall A  
Wednesday, 10:00 A.M. – 5:00 P.M.  
Thursday, 8:30 A.M. – 4:30 P.M.

## Breaks in Exhibit Hall

La Crosse Center South Hall A  
Wednesday, 10:00 – 10:45 A.M.;  
3:30 – 4:15 P.M.  
Thursday, 10:00 – 10:45 A.M.,  
3:30 – 4:15 P.M.

*Meal tickets* will be collected at the table for all pre-registered meal functions. Meals will not be available for purchase on-site.

*Other meal options:* You may enjoy planning a quieter meal away from the crowd at one of the many restaurants in the La Crosse area. The downtown La Crosse area boasts many 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 Radisson Hotel and La Crosse 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 Radisson Hotel and La Crosse Center South Hall.

*Follow us* on Twitter at #WLA18.

## Program Sponsors

The Wisconsin Library Association, along with the following association unit leadership and partners, is pleased to present this slate of programs and special events. We hope you find educational sessions that are of interest and value. We also hope our special events provide opportunity to network with colleagues from around the state and beyond our borders.

### WLA Divisions, Sections, Roundtables

Association of Special Librarians (AWSL)	Wisconsin Association of Academic Librarians (WAAL)
Outreach Services Roundtable (OSRT)	Wisconsin Association of Public Libraries (WAPL)
Readers Section (READ)	Wisconsin Genealogy & Local History Roundtable (WIGLHR)
Reference and Adult Services Section (RASS)	Wisconsin Library Trustees & Friends (WLTF)
Support Staff and Circulation Services Section (SSCS)	Wisconsin Small Libraries Section (WISL)
Technical Services Section (TSS)	Youth Services Section (YSS)

### WLA Committees

Children's Book Award Committee	Literary Awards Committee
Library Development & Legislation Committee	WLA Conference Planning Committee

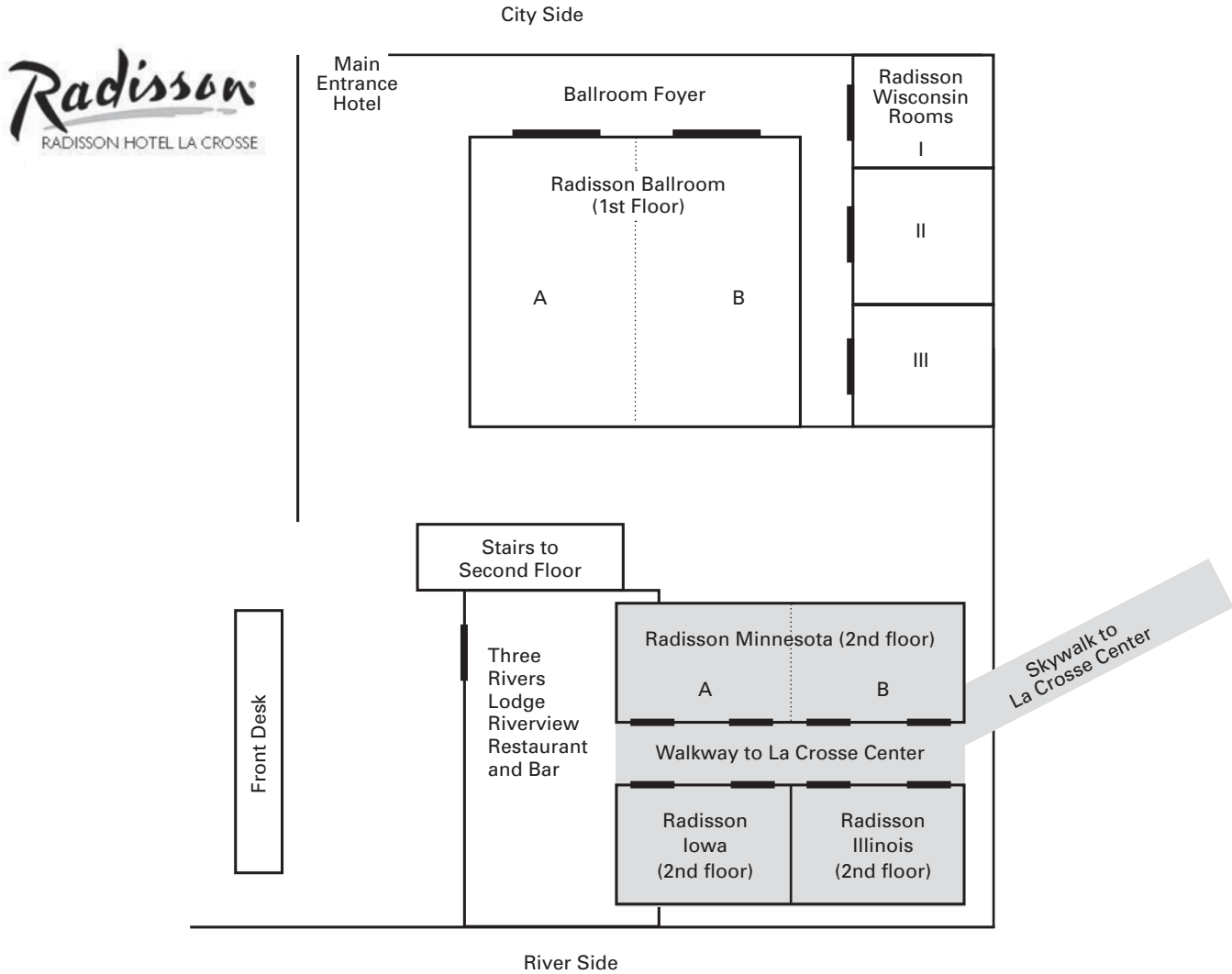
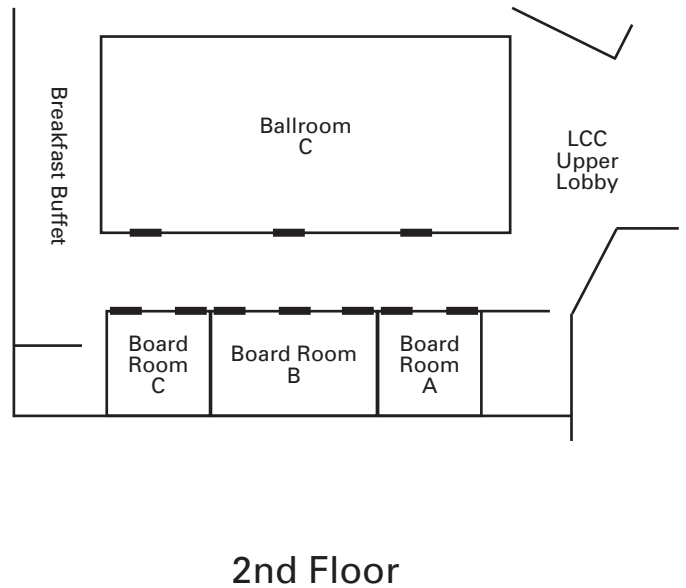
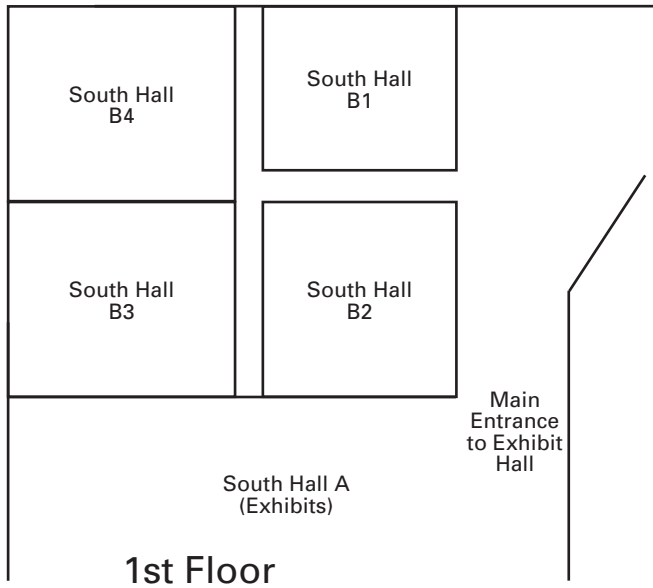
### WLA Special Interest Groups

Alumni	Intellectual Freedom
Community for Open Wisconsin	Students
Government Information	

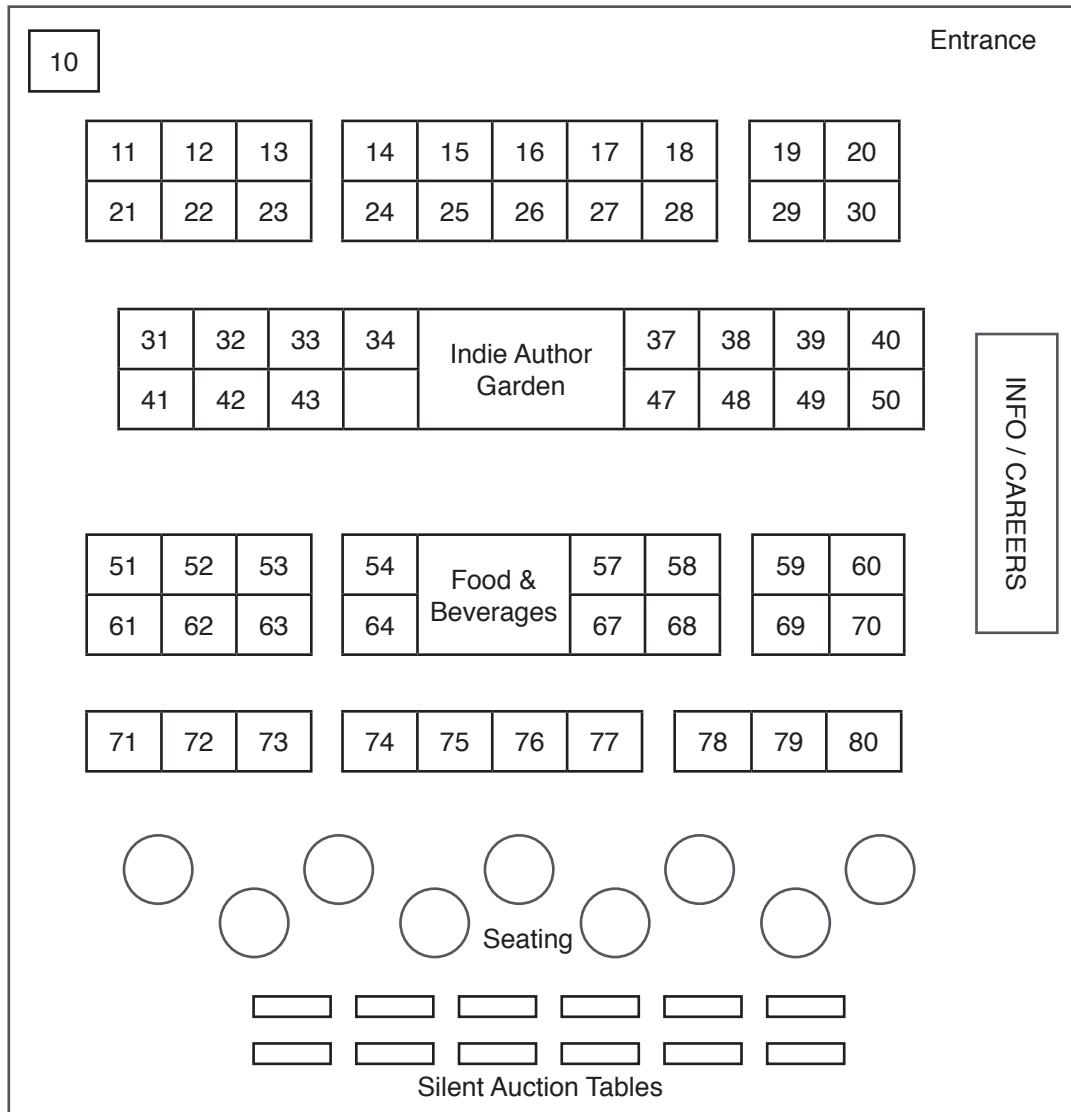
### Partner

Department of Public Instruction

# La Crosse Center and Radisson La Crosse



# Exhibit Hall Floor Plan



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# Special Events

## WLA PRESIDENT'S WELCOME RECEPTION IN THE RADISSON HOTEL BALLROOM FOYER

Music by Under Paris Skies (French gypsy café),  
hors d'oeuvres, cash bar

Tuesday, October 23, 7:00 P.M. – 9:00 P.M.

Sponsors: Marge Loch-Wouters  
Chippewa Valley Technical College

## EXHIBIT HALL GRAND OPENING

Wednesday, October 24, 10:00 A.M. – 10:45 A.M.

La Crosse Center South Hall A

Meet up in the Exhibit Hall for a great start to the day! Pick up a snack and beverage, greet your favorite vendors and meet some new ones during this no-conflict time. And, if you're lucky, you could win a tablet donated by OverDrive... all conference registrants are eligible for the drawing.



## TOUR OF GUNDERSEN HEALTH SYSTEM'S JOHN AND NETTIE MOONEY LIBRARY

Wednesday, October 24, 1:30 P.M. – 3:30 P.M.

1900 South Avenue, La Crosse

Transportation provided; bus leaves from the west (river)  
side of the Radisson Hotel at 1:30 P.M.



## WLA FOUNDATION FUNDRAISER: THE DARK LA CROSSE SHOW

Wednesday, October 24, 8:00 P.M. – 11:00 P.M.

Radisson Hotel - Ballroom

The La Crosse Public Library Archives is proud to present the debut performance of the 2018 version of their popular annual Dark La Crosse Show, an informative and entertaining look into the underbelly of local history that is rarely remembered but deserves to be told. Be among the first to see the new production of material highlighting the seedier side La Crosse's rich cultural history. Performed in the style of an old-time radio and variety show, it features exclusive stories, period-appropriate live music, and a multi-media visual experience.

Entry includes a charitable contribution to the WLA Foundation.



## TOUR OF THE LA CROSSE MARSH

Thursday, October 25, 8:30 A.M. – 10:00 A.M.

Transportation provided; meet in front of the  
La Crosse Center South Hall

Join a WisCorps naturalist for a tour of the scenic and environmentally diverse La Crosse Marsh. The tour is two hours long and will cover 1.25 miles of easily navigable trails. Meet in La Crosse Center South Hall Lobby.



## TOUR OF WESTERN TECHNICAL COLLEGE'S SUSTAINABILITY EFFORTS

Thursday, October 25, 1:30 P.M. – 3:30 P.M.

Transportation provided; meet in front of  
La Crosse Center South Hall

What does a (more) sustainable built environment look like, and how do we help others embrace this movement? Over the past decade, Western Technical College has gained local, regional and national attention for their deep engagement with sustainability in the Coulee region. Tour Western's La Crosse campus and see firsthand how we embed sustainability within our college's facilities, curriculum and culture.

## WLA MEMBERSHIP MEETING

Wednesday, October 24, 5:30 P.M. – 6:30 P.M.

Radisson Hotel - Minnesota AB



## AWARDS & HONORS RECEPTION

Thursday, October 25, 5:30 P.M. – 7:00 P.M.  
Radisson Hotel Ballroom

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. Music by Luke Thering, pianist.



## MINGLE OVER A BEER with Matthew Janzen

Thursday, October 25, 5:30 P.M. – 6:30 P.M.

Turtle Stack Brewery, 125 2nd Street South, La Crosse  
Join *State of Craft Beer* author Matthew Janzen at the Turtle Stack Brewery for continued conversation. The Turtle Stack Brewery is located across from the Radisson Hotel.

## PUB CRAWL

### Led by Professional Storyteller Michael Scott

Thursday, October 25, 8:00 P.M.

Meet outside the front entrance of the  
Radisson Hotel La Crosse

Raise some spirits and have a drink with some La Crosse residents who simply refuse to leave. Have an Old Fashioned with a long-deceased supper club owner or a glass of white wine with an 8-year-old girl in a white Victorian-age dress. Maybe you would prefer to have a beer with an anal-retentive saloon owner or a White Russian with a deeply distraught barber. Come have a cold one with a cold one.

Sponsored by Friends of the La Crosse Public Library  
Wisconsin Small Libraries (a unit of WLA)

## REGISTRATION

La Crosse Center South Hall Lobby

Tuesday, 3:30 P.M. – 6:30 P.M.

Wednesday, 7:00 A.M. – 7:00 P.M.

Thursday, 7:00 A.M. – 5:00 P.M.

Friday, 7:00 A.M. – 11:00 A.M.

## YOUTH SERVICES SECTION (YSS) SOCIAL — ESCAPE ROOM EXPERIENCE

Wednesday, October 24, 7:30 P.M. – 10:30 P.M.

Radisson Hotel - Wisconsin I

Participate in an escape room experience similar to that of Mr. Lemoncello's Library! Team up with other youth services librarians and flex your puzzle-solving muscles.

## Chippewa Valley Technical College - Library & Information Services Student Reception

Wednesday, October 24, 5:30 P.M. – 7:30 P.M.

Buzzard Billy's, 222 Pearl Street, La Crosse

## UW-Madison iSchool (SLIS) Friends & Alumni Reunion

Wednesday, October 24, 6:30 P.M. – 7:30 P.M.

Radisson Hotel - Wisconsin II

## UW-Milwaukee School of Information Studies (SOIS) Alumni and Students Reunion

Wednesday, October 24, 6:30 P.M. – 7:30 P.M.

Radisson Hotel - Wisconsin III

## WLA FOUNDATION SILENT AUCTION

La Crosse Center South Hall A

Wednesday, October 24, 10:00 A.M. – 5:00 P.M.

Thursday, October 25, 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. Be sure to stop by and browse for gifts while admiring the creative talents of your peers.



## EXHIBITS

La Crosse Center South Hall A

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.; 3:30 – 4:15 P.M.

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

## ACTIVITIES IN EXHIBIT HALL

Print Business Cards

Résumé Review

Professional Head Shots by Kelly Doering

# Author Signings

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



Wednesday, October 24

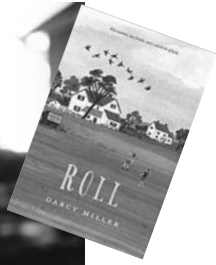
12:00 P.M.

Radisson Hotel Ballroom

**Christopher Grabenstein – YSS Luncheon Speaker**

Books will be for sale at this event for \$15. Cash or check only.

*Sandapalooza Shake-Up, Escape from Mr. Lemoncello's Library, Island of Dr. Libris*

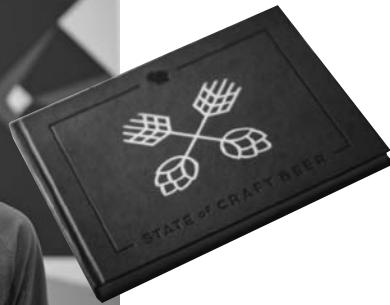


Thursday, October 25

1:45 P.M.

La Crosse Center South Hall - Ballroom C

**Darcy Miller, Childrens Book Award Burr/Worzalla Winner** — *Roll*

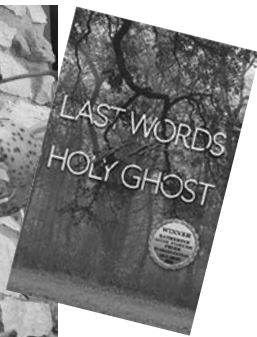


Thursday, October 25

4:30 P.M.

La Crosse Center South Hall - Ballroom C

**Matthew Janzen** — *State of Craft Beer*



Thursday, October 25

4:30 P.M.

La Crosse Center South Hall - Ballroom B

**Matt Cashion** — *Last Words of the Holy Ghost*



Friday, October 26

10:00 A.M.

La Crosse Center South Hall - Ballroom A

**Dean Klinkenberg** — *Double Dealing in Dubuque*

## Special Thanks to Our Conference Partners and Advertisers

*We gratefully acknowledge the following for their support of the  
Wisconsin Library Association Annual Conference.*

### Special Thanks to Our Partners



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Bridges Library System  
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Wisconsin Department  
of Public Instruction  
Wisconsin Valley Library Service  
Worzalla Publishing

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UW-Madison iSchool  
UW-Milwaukee SOIS  
Wisconsin Historical Society Press

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

# Exhibit Categories

## Architecture & Design

Architectural Design  
Consultants  
Engberg Anderson Architects  
FEH Design, Inc  
HGA Architects and  
Engineers  
OPN Architects

## Audio/Interactive Books and Materials

Midwest Tape & hoopla  
Digital  
OverDrive  
Playaway Pre-Loaded  
Products  
Recorded Books  
Wisconsin Talking Book and  
Braille Library

## Audio Visual Equipment/Products/Systems

Camera Corner/Connecting  
Point  
Midwest Tape & hoopla  
Digital

## Automation Software/Systems

EnvisionWare  
SirsiDynix

## Bindery

Perma-Bound Books

## Book Protection

CoLibri Systems North  
America

## Books

Apple Books  
Baker & Taylor  
CoLibri Systems North  
America  
Maris Associates  
Penworthy Company, The  
Playaway Pre-Loaded  
Products  
Scholastic Library Publishing  
Sebco Books  
University of Wisconsin Press  
Usborne Books & More  
Wisconsin Historical Society  
Press  
Wisconsin Talking Book and  
Braille Library

## Children's Books/Materials

Children's Plus, Inc.  
Cooperative Children's Book  
Center  
Demco  
Maris Associates  
Penworthy Company, The  
Playaway Pre-Loaded  
Products  
Scholastic Library Publishing  
Usborne Books & More  
Wisconsin Talking Books and  
Braille Library

## Consortium

WiLS

## Databases

BiblioBoard  
EBSCO  
Maris Associates  
ProQuest  
Recorded Books  
World Book, Inc. – School  
and Library Division

## Digital Collection/Content

Auto-Graphics, Inc.  
AWE Learning  
Baker & Taylor  
BiblioBoard  
EBSCO  
Midwest Tape & hoopla  
Digital  
OverDrive  
Playaway Pre-Loaded  
Products  
Recorded Books  
Scholastic Library Publishing

## Digital Scanning & Preservation

e-ImageData Corp.  
Indus International, Inc.  
Mid-America Bsness Systems  
Today's Business Solutions

## Distributor

Baker & Taylor  
Brodart Co.  
Children's Plus, Inc.  
Midwest Tape & hoopla  
Digital  
OverDrive  
University of Wisconsin Press

## eBooks

Ebsco Information Services  
Midwest Tape & hoopla  
Digital

## eBook Lending System

Baker & Taylor  
Midwest Tape & hoopla  
Digital  
OverDrive  
Recorded Books

## Education

Chippewa Valley Technical  
College  
UW-Madison iSchool  
UW-Milwaukee SOIS  
Wisconsin Department of  
Public Instruction  
Wisconsin Public Television

## Encyclopedia

World Book, Inc. – School  
and Library Division

## Engineers

FEH Design, Inc.  
HGA Architects and  
Engineers  
OPN Architects

## Entertainment Products

Baker & Taylor

## Floor Covering

Interface

## Furniture

Brodart Co.  
Demco  
Embury, Ltd.

## Government Agency

Wisconsin Talking Book and  
Braille Library

## History and Culture

Wisconsin Historical Society  
Press  
Wisconsin Public Television  
Recollection Wisconsin  
World Book, Inc. – School  
and Library Division

## **Imaging**

EnvisionWare  
RMC Imaging Inc.

## **Integrated Library Systems**

Auto-Graphics, Inc.  
SirsiDynix

## **Interior Design**

Architectural Design  
Consultants  
Demco  
Embury Ltd  
FEH Design, Inc.  
HGA Architects & Engineers  
Interface  
OPN Architects

## **Language Learning**

Recorded Books

## **Library Management**

CoLibri Systems North  
America  
Ebsco Information Services  
Interface  
Today's Business Solutions

## **Magazine**

## **Subscription Agency**

Ebsco Information Services

## **Movers**

Yerges Moving & Storage

## **Music**

Midwest Tape & hoopla  
Digital

## **Popular Regional & Small Press Titles**

University of Wisconsin Press

## **Public Agencies**

Wisconsin Department of  
Public Instruction  
Wisconsin Talking Book and  
Braille Library

## **Public Broadcasting**

Wisconsin Public Radio  
Wisconsin Public Television  
Wisconsin Public Television  
Education

## **Public Fax/Scan**

## **Kiosks**

FaxScan24

## **Publishers**

University of Wisconsin Press

## **Puppets/Puzzles**

Penworthy Company, The

## **Radio**

Wisconsin Public Radio

## **Reference Materials**

World Book, Inc. – School  
and Library Division

## **Shelving**

Embury Ltd

## **Special Library**

## **Braille Books**

Wisconsin Talking Book and  
Braille Library

## **Storage**

Yerges Moving & Storage

## **Supplies**

Brodart Co.  
Midwest Tape & hoopla  
Digital

## **Technology Management**

Today's Business Solutions

## **Video/DVD/CD**

## **Products**

Midwest Tape & hoopla  
Digital  
Playaway Pre-Loaded  
Products

# Exhibitors

## Apple Books

P.O. Box 3005  
Mankato, MN 56002  
800.783.6767  
www.applebks.com

*Representative:* Matthew Kopyar  
School and library book distribution company.

## Architectural Design Consultants, Inc.

30 Wisconsin Dells Parkway  
Wisconsin Dells, WI 53965  
608.254.6181  
www.adcidesign.com

*Representative:* Dave Cameron  
Our architects and interior designers will guide you through creating or improving your library, enhancing its position as an important and valued community asset.

## Auto-Graphics, Inc.

430 North Vineyard, Suite 100  
Ontario, CA 91764-5674  
909.569.1544  
www.auto-graphics.com

*Representative:* Alexandra Winzeler  
Auto-Graphics' resource sharing solution, SHAREit, powers WISCAT. Stop by to see our integrated library solution, VERSO, and our digital collection solution, MONTGAEdc.

## AWE Learning

2501 Seaport Drive, Suite 410-SH  
Chester, PA 19013  
888.293.0272  
www.awelearning.com

*Representative:* Brad Simpson  
AWE Learning provides comprehensive digital learning solutions to public libraries for early childhood education. Through our dedication to high quality, STREAM-aligned content that is easy to use, we collaborate with libraries to enhance their role as community learning hubs.

### EXHIBIT HALL GRAND OPENING

Wednesday, October 24, 10:00 A.M. – 10:45 A.M.  
La Crosse Center South Hall A

Meet up in the Exhibit Hall for a great start to the day! Pick up a snack and beverage, greet your favorite vendors and meet some new ones during this no-conflict time. One lucky conference attendee will win a Samsung Galaxy tablet, generously donated by Overdrive. Join us in the Exhibit Hall for the Grand Opening as we draw the winner of the tablet and the winners of other vendor-donated gifts.



Indicates WLA member

## Booth 20

## Baker & Taylor\*

2550 W. Tyvola Road, Suite 300  
Charlotte, NC 28217-4579  
704.998.3231  
704.998.3316 (fax)  
www.baker-taylor.com

*Representative:* Jennifer Rose  
Baker & Taylor, a Follett company, is the premier distributor of books and entertainment products.

## Booth 80

## BiblioBoard

100 Calhoun Street, Suite 220  
Charleston, SC 29401  
203.545.6101  
http://library.biblioboard.com/

*Representatives:* Roy Serrao, Mitchell Davis  
BiblioBoard's community engagement tools help libraries and their patrons create, share and discover local content.

## Booth 22

## Booth 18

## bibliotheca

403 Hayward Avenue N  
Oakdale, MN 55128  
800.328.0067  
www.bibliotheca.com

*Representatives:* Dustin Lamm, Brett Ward, Kristy Goebel, Dave Noll  
bibliotheca supports the critical mission of libraries globally. Our solutions empower libraries to be equitable community hubs that inspire creativity, collaborations and lifelong learning.

## Booth 63

## Booth 11

## Brodart Co.\*

500 Arch Street  
Williamsport, PA 17701  
570.326.2461  
800.999.6799 (fax)  
www.brodart.com

*Representative:* Tom Sumpter  
Brodart pioneered the book jacket cover in 1939. Today, Brodart provides a broad range of collection development/cataloging services, supplies and furnishings, and custom furniture. Brodart knows libraries.

## Booth 14

## Camera Corner/Connecting Point Booth 52

529 N Monroe Avenue  
Green Bay, WI 54301  
920.438.0368  
920.438.0389 (fax)  
www.cccp.com  
*Representative:* Beth Vander Loop

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

## Children's Plus, Inc.

1387 Dutch American Way  
Beecher, IL 60401  
800.230.1279  
800.896.7213 (fax)  
www.childrensplusinc.com

*Representatives:* Rick Ziebart, Sue Umhoefer

Children's Plus offers nearly 300,000 titles in our K-12 children's and young adult collection. We specialize in quality and selection.

## Chippewa Valley Technical College Booth 76

620 W. Clairemont Avenue  
Eau Claire, WI 54701  
715.858.1875  
www.cvtc.edu/library

*Representatives:* Vince Mussehl, Jen Cook

Learn more about Chippewa Valley Technical College's library science associate degree, offered completely online!

## CoLibri Systems North America Booth 38

13301 Northwest 47th Avenue  
Miami, FL 33054  
877.265.4274  
www.colibriusa.com

*Representative:* Tom Rankin

CoLibri book coverings system is used to protect your books, wrinkle and bubble free. Easy to learn and use.

## Cooperative Children's Book Center (CCBC) Booths 71/72

600 North Park Street, Room 4290  
Madison, WI 53706  
608.262.9503  
608.262.4933

www.education.wisc.edu/ccbc/

*Representative:* Megan Schliesman

Cooperative Children's Book Center (CCBC) displays a selection of books published for children and young adults in the year 2018.

## Booth 70

## Demco\*

4810 Forest Run Road  
Madison, WI 53704  
608.241.1201  
www.demco.com/

*Representatives:* Rachel Lehmann, Jane Munden Brown, Mary Casey, Amanda Utz, Erin Hoag

Imagine what's possible for your library with Demco! Stop by our booth for fresh ideas and solutions, including supplies, equipment, design services and software. Sign up for a free wobble stool, enter to win a Demco gift certificate and get great deals on Upstart bookmarks, mugs and more!

## EBSCO Information Services\* Booth 57

Sponsor of the 2018 Awards & Honors Reception  
10 Estes Street  
Ipswich, MA 01938  
205.981.4678  
205.995.1613 (fax)  
www.ebsco.com

*Representatives:* Jim Jacobson, Jaye Hess, Kirk Powell, Paula Brewster

EBSCO provides a discovery service, full-text and secondary databases, e-books, e-journals and e-packages, print subscriptions and related services for all types of libraries.

## e-ImageData Corp.

340 Grant Street  
Hartford, WI 53027  
262.673.3476  
www.e-imagedata.com

*Representatives:* Al Slayton, Phil Schneider, Harry Gustafson  
Founded in 1989, e-ImageData is the world industry leader in micrographic film equipment. Stop by our Booth #69 for a demo of the ScanPro All-In-One™.

## Embury Ltd.\*

809 Burton Blvd., Unit E  
DeForest, WI 53532  
855.846.0999  
877.218.7678 (Fax)  
www.emburyltd.com

*Representatives:* Bruce Deming, Mona Deming  
Embury Ltd. offers design service for furniture and shelving. We sell furniture, shelving and installation services.

## Engberg Anderson Architects

320 E. Buffalo Street, Suite 500  
Milwaukee, WI 53202  
414.944.9114  
www.engberganderson.com

*Representatives:* Alex Ramsey, Janine Kolbeck  
Wisconsin-based architectural firm that focuses on library spaces. We collaborate with clients to help them achieve their goals and realize their vision.

## Booth 15



## Booth 57

## Booth 69



## Booth 41



## Booth 68



### Breaks in Event Center

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

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

# Exhibitors

## EnvisionWare

2855 Premiere Parkway, Suite A  
Duluth, GA 30097  
678.382.6500  
678.382.6501 (fax)  
www.envisionware.com

*Representatives:* John Dexter, John McCabe

EnvisionWare provides self-service and library efficient solutions to over 10,000 libraries around the globe.

## FaxScan24

10 Lonetown Road  
Redding, CT 06875  
203.885.8323  
203.405.8137 (fax)  
www.faxscan4.com

*Representatives:* John Davey, Joanne Davey

FaxScan24 is an affordable and easy-to-use self-service fax and scan kiosk. Patrons can easily send faxes and email scanned documents using credit, debit or prepaid fax cards as payment. No library cost. No staffing required.

## FEH Design

W316 S525 Christopher Way  
Delafield, WI 53018  
563.583.4900  
www.fehdesign.com

*Representatives:* Kevin Eipperle, Karen Greiner, Gregg Baum, Christy Monk

FEH Design is an architecture, interior design and structural engineering firm specializing in libraries with offices in Oconomowoc, Wisconsin, Dubuque, Des Moines and Sioux City Iowa.

## HGA Architects & Engineers

333 E. Erie Street  
Milwaukee, WI 53202-6005  
414.278.8200  
414.270.7754 (fax)  
www.hga.com

*Representatives:* Jane Dederling, Jennifer McMaster

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.

## Booth 78

## Hope Institute of Uganda

1260 Milton Avenue, Suite 170  
Janesville, WI 53545  
608.449.3821  
www.hopeinstituteofuganda.org

*Representative:* Gideon Ngobi

We are a fair trade shop with the objective of helping artisans in Uganda earn a sustainable living.

## Indus International, Inc.

340 S. Oak Street  
West Salem, WI 54669  
608.786.0300  
www.indususa.com

*Representatives:* Scott Stenslien, Brian Bower, Fred Griffin

## Interface

1828 Eggum Road  
Mt. Horeb, WI 53572  
608.863.3692  
www.interface.com

*Representatives:* Kyle Reynolds: Rachel Camlek

Interface is the world's largest manufacturer of modular carpet and LVT, while being one of the most sustainable companies in the world.

## 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 databases.

## Mid-America Business Systems

2500 Broadway Street, NE  
Prior Lake, MN 55372-1453  
612.378.3800  
www.mid-america.com

*Representatives:* Al Slayton, Phil Schneider, Tom Huberty  
Mid-America will be presenting Scannx walk-up document and book scanner stations that supports Tipasa, the latest cloud-based Inter-Library Loan management system. We will also be presenting the latest in ScanPro microfilm scanners.

## Booth 21

## Booth 51



## Booth 59



## Booth 34

## Booth 31

## Booth 25

## Booth 32

## Booth 47



Indicates WLA member

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



## Midwest Tape & hoopla Digital Booth 49

1417 Timberwolf Drive  
Holland, OH 43528  
800.875.2785  
800.444.6645 (fax)  
<https://www.midwesttape.com/home>

*Representatives:* Chris Frankowski, Tom Jordan

Midwest Tape is proud to be librarian's #1 Media Source. We are also proud to offer hoopla Digital, the fastest growing all-in-one library media service.

## Nature's Niche Booth 10

5223 Hwy 66  
Stevens Point, WI 54482  
715.341.7149  
[www.naturesniche.org](http://www.naturesniche.org)

*Representative:* Dino Tlachac

Nature's Niche is a forever animal rescue that infuses hands-on education! Experience the world from rainforest to reptiles with Dino and his Creature Teachers!

## Northern Micrographics\* Booth 28

2004 Kramer Street  
La Crosse, WI 54603  
608.781.0850  
[www.normicro.com](http://www.normicro.com)

*Representative:* Colleen Lubinsky

For over 60 years, Northern Micrographics has partnered with clients in library, academic, commercial and industrial markets to provide award winning preservation imaging services. We digitize a variety of object types including bound and disbound volumes, photos, maps, microfilm and microfiche. Northern Micrographics can also help place your digital collections online with our software products, ProSeek® and PhotoAtlas™. We also offer a variety of other services including microfilming, microfilm duplication, metadata development, data conversions, hosting and book binding.

## OPN Architects Booth 19

301 N. Broom Street, Suite 100  
Madison, WI 53703  
319.730.2908  
[www.opnarchitects.com](http://www.opnarchitects.com)

*Representatives:* Mindy Sorg, Wesley Reynolds, Toby Olsen, Bryan Mann, Ryan Frank, Mark Kruser

OPN's approach to library design is based on our belief that libraries should be unique and specific to the needs of the community, efficient to operate and beautiful in design.



## OverDrive\* Booth 23

One OverDrive Way  
Cleveland, OH 44125  
216.573.6886  
216.573.6888 (fax)  
[www.overdrive.com](http://www.overdrive.com)

*Representative:* Daiva Madjar

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

## Penworthy Company, The Booth 60

219 N Milwaukee Street  
Milwaukee, WI 53202-5811  
414.921.1518  
414.287.4602 (fax)  
[www.penworthy.com](http://www.penworthy.com)

*Representatives:* Laquen Koester, Holly Ritz

Penworthy offers new Penworthy Prebound Books monthly with no back orders and free shipping - for grades preK-6, with laminated covers and reinforced, side-sewn binding.

## Perma-Bound Books Booth 62

617 E. Vandalia Road  
Jacksonville, IL 62650  
800.637.6581  
800.551.1169 (fax)  
[www.perma-bound.com](http://www.perma-bound.com)

*Representative:* Duane Beszhak

Pre-bound books with an unconditional guarantee.

## Playway Pre-Loaded Products Booth 29

31999 Aurora Road  
Solon, OH 44139  
877.893.0808  
440.893.0809 (fax)  
[www.shop.playaway.com](http://www.shop.playaway.com)

*Representative:* Peter Wuerl

Playaway Products bring you everything from audio to apps for use in libraries, schools or military installations.

## ProQuest Booth 27

789 E. Eisenhauer Parkway  
Ann Arbor, MI 48106-3218  
800.280.3533  
734.997.4224 (fax)  
[www.proquest.com](http://www.proquest.com)

*Representatives:* Julie Salvatori, Paul Webb

ProQuest supports the important work of research and learning communities. It curates authoritative content, simplifies workflows and connects information environments for extraordinary outcomes.

### Breaks in Event Center

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

# Exhibitors

## Recorded Books

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

*Representative:* Meghan Haddad-Null

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.

## ReferenceUSA

1020 East 1st Street  
Papillion, NE 68046  
402.594.4440  
www.auto-graphics.com

*Representative:* Andra Roussel

ReferenceUSA has been serving the library community since 1992. Our easy-to-use platform provides library patrons access to business and residential information for reference and research.

## RMC Imaging, Inc.

780 Creek Bluff Lane  
Rockford, IL 61114  
815.885.4521  
www.stimaging.com

*Representatives:* Bob Czechowicz, Phil Czechowicz

Viewscan 4 18-megapixel color reader printer with perfect view software.

## Scholastic Library Publishing

Box 3765  
Jefferson City, MO 65102-3765  
651.303.3460  
651.304.6037 (fax)  
www.scholastic.com/librarypublishing

*Representatives:* Gabe Flynn, Matthew Kopyar, Kristee Flynn

Scholastic Library Publishing offers the best non-fiction books such as Nature's Children and award-winning digital products like BookFlix and GO! for your library.

## Sebcobooks

2001 SW 31st Avenue  
Pembroke Park, FL 33009  
619.980.5415  
954.987.2200 (fax)  
www.sebcobooks.com

*Representative:* Jeff Pelant

Sebcobooks provides top quality nonfiction and fiction titles for all ages, as well as a wide selection of Makerspace products. Our #1 priority is customer service.

## Booth 42

## SirsiDynix\*

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

*Representative:* Jim Schwieters

Together with libraries, we help communities thrive by connecting people with library resources that educate and inspire.

## Today's Business Solutions

7820 S Quincy Street  
Willowbrook, IL 60527-5534  
630.537.1370  
630.537.1369 (fax)  
www.singlecard.com

*Representative:* Vivienne Porter

TBS...provider of high-tech library solutions; enhancing patrons' experience with computer reservation, mobile printing, print management, multilingual scan station and print payment kiosk with PCI Compliant Credit/Debit Card solutions.

## UW-Madison iSchool\*

600 North Park Street  
Madison, WI 53706  
608.890.0364  
608.263.4849 (fax)  
http://ischool.wisc.edu

*Representatives:* Anna Palmer, Michele Besant, Tanya Cobb, Meredith Lowe

On campus and online Master's and certificate programs and continuing education.

## UW-Milwaukee

## School of Information Studies\*

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

*Representatives:* Julie Walker, Toby Deutsch, Twyla McGhee, Tomas Lipinski, Chad Schultz

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

## Booth 39

## Booth 54

## Booth 67

## Booth 61

## Booth 53

## Booth 79

## Booth 30

## Booth 50



Indicates WLA member

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

**University of Wisconsin Press\*** **Booth 26**  
 1930 Monroe Street, Third Floor  
 Madison, WI 53711  
 608.263.1136  
 608.263.1132 (fax)  
 www.uwpress.wisc.edu  
*Representative:* Casey LaVela  
 Publisher and distributor of regional, scholarly and general interest books.

**Usborne Books & More** **Booth 58**  
 2329 Krause Road  
 Onalaska, WI 54650  
 608.513.5067  
 https://ubamlibrary.com  
*Representatives:* Cat Davis, Chara Franks  
 Usborne Books & More offers over 1,700 titles for infants to young adults as well as an array of fundraising options.

**Wisconsin Department of Public Instruction (DPI)** **Booth 77**  
 2109 South Stoughton Road  
 Madison, WI 53716  
 608.224.6161  
 https://dpi.wi.gov/rl3/about  
*Representative:* Martha Berninger  
 DPI provides programs and services to libraries throughout Wisconsin and lifelong learning through schools and libraries.

**Wisconsin Historical Society\*** **Booth 48**  
 816 State Street  
 Madison, WI 53706  
 608.422.0390  
 www.wisconsinhistory.org  
*Representatives:* Kristina Warner, Eli Brunett  
 Since 1846, the Wisconsin Historical Society has been collecting, preserving and sharing our stories. See how we make one of America's largest newspaper collections accessible.

**Wisconsin Historical Society Press\*** **Booth 33**  
 816 State Street  
 Madison, WI 53706-1417  
 608.264.6465  
 608.264.6486 (fax)  
 www.wisconsinhistory.org/whspress/  
*Representatives:* Jennifer Rubin, John Friend  
 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 collection, preserving and sharing our stories.

**WiLS/Recollection Wisconsin** **Booths 12/13**  
 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.

**Wisconsin Public Radio** **Booth 74**  
 821 University Avenue, 7th Floor  
 Madison, WI 53706  
 608.265.2044  
 www.wpr.org/chapter  
*Representative:* Michele Gerard Good  
 "Chapter A Day" is a half-hour radio program where hosts read a chapter a day. The program has aired for 87 years on Wisconsin Public Radio, a state-wide network.

**Wisconsin Public Television** **Booth 64**  
 821 University Avenue  
 Madison, WI 53706  
 608.265.5035  
 www.wpt.org  
*Representatives:* Carol Griskavich, Michael Harryman  
 Wisconsin Public Television is an essential resource that brings a balanced and independent perspective to news and documentaries; shares the stories of Wisconsin and its residents; inspires learning to broaden personal horizons; exposes new generations to music, art, theater and dance; and opens children's minds to new worlds of discovery.  
 Wisconsin Public Television is a place to grow through learning on WHA-TV, Madison; WPNE-TV, Green Bay; WHRM-TV, Wausau; WLEF-TV, Park Falls; WHLA-TV, La Crosse; and WHWC-TV, Menomonie-Eau Claire.

**Wisconsin Public Television Education** **Booth 75**  
 821 University Avenue  
 Madison, WI 53706  
 608.265.8071  
 WPTeducation.org  
*Representative:* Kristin Leglar  
 Wisconsin Public Television delivers innovative, cost-free educational resources that are easily accessible at WPTeducation.org. We offer videos, interactives, sound files and a new game!

# Exhibitors

## Wisconsin Talking Book and Braille Library

813 W. Wells Street  
Milwaukee, WI 53233-1436  
414.286.6918  
414.286.3102 (fax)

<http://dpi.wi.gov/talkingbooks>

*Representative:* Kate Malloy

WTBBL provides free library service for anyone with a visual or physical impairment that prevents them from reading standard print.

## World Book, Inc. - School and Library Division\*

180 N La Salle Street, Suite 900  
Chicago, IL 60601  
312.729.5858  
888.922.73766 (fax)  
[www.worldbook.com](http://www.worldbook.com)

*Representatives:* Michael Kane, Sharon Kane

Award-winning library and classroom references, featuring cutting-edge PK-Adult World Book Web, PK-Intermediate nonfiction print series for early skills, social studies and sciences; and the only yearly updated print World Book Encyclopedia.

## Yerges Moving and Storage

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

*Representatives:* Kevin Becker, Lori Becker

Commercial movers with extensive experience in library relocation and remodeling projects. Also movers of medical equipment and household furniture. Onsite storage available.

## Wisconsin Library Association

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

## Career Center Youth Services Section

## Booth 37

## Wisconsin Library Association Foundation

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

## Fundraiser Silent Auction

## Radisson Hotel Ballroom South Hall A

## Booth 24

## Indie Author Garden

### Abraham Lincoln by Kevin Wood

333 S Oak Park Avenue, Unit 2N  
Oak Park, IL 60302-3549  
708.979.3093  
[www.mrlincoln.com](http://www.mrlincoln.com)

*Representative:* Kevin Wood

First-person historical portrayal of Abraham Lincoln at schools, libraries, museums, senior residences, living history events, etc.; programs for all ages and in English and Spanish.

### Historic Voices

2475 Cooper Drive  
Freeport, IL 61032-9464  
815.494.4313  
[www.LauraFKeyes.com](http://www.LauraFKeyes.com)

*Representative:* Laura Keyes

Laura Keyes has been portraying women from history since 2008. Schedule a visit from Mary Todd Lincoln, Laura Ingalls Wilder or others, today!

### Jeanne Kay Publishing

E8867 810th Avenue  
Colfax, WI 54730-5027  
715.225-9527  
[www.mrsjeanne.com](http://www.mrsjeanne.com)

*Representative:* Jeanne Styczinski

Jeanne Styczinski created Jeanne Kay Publishing to promote writing and illustrating by presenting to elementary schools/libraries and has self-published three picture books that have all won a Moonbeam Children's Book Award.

### Julia C. Hoffman

W2673 Arnold Road  
Columbus, WI 53925  
<https://juliachoffman.com>

*Representative:* Julia Hoffman

Independent author of crime novels. Currently working in other genres.



Indicates WLA member

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

## **Sybil Madison-Boyd, Ph.D.** **Igniting Interest in Every Child at Every Level**

Wednesday, October 24, 8:30 A.M. – 10:00 A.M.

La Crosse Center South Hall - Ballroom

Dr. Sybil Madison-Boyd is a systems change coach/consultant with 20 years of experience enabling institutions to achieve positive outcomes for under-resourced youth and families. A clinical and community psychologist by training, Sybil has leveraged her academic training to facilitate the translation of research into effective practice in urban schools and communities.

For almost a decade, Sybil has worked directly with school administrators, teachers, and staff through coaching and professional development to improve instruction, student learning and achievement outcomes through the development of school teams that use data strategically to develop and implement targeted school-wide plans for improvement.

She is Research Associate and Director at Chicago City of Learning and the School of Education and Social Policy at Northwestern University. Her team, the Digital Youth Network, was instrumental in designing the YOUmedia spaces at Chicago Public Library.



## **Chloris Lowe**

Friday, October 26, 8:00 A.M. – 9:00 A.M.

La Crosse Center South Hall - Ballroom

Chloris Lowe is a member of the Sky Clan of the sovereign Ho-Chunk Nation (HCN). He has dedicated well over two decades of his professional life to working with and for the Native American Nations. Lowe's leadership was instrumental in the planning, development and implementation of the economic foundation of a multi-billion dollar tribal economy. The Nations members have twice elected him the leader of the Ho-Chunk Nation. He personally negotiated on behalf of the HCN with the U.S. government for recovery of 1200 acres of Traditional land for the Ho-Chunk Nation and the co-management of 6,369 acres with the State of Wisconsin. Following his last term of office as President of the Nation (1997), Chloris accepted a position with the National Museum of the American Indian - Smithsonian Institution, Washington, D.C.

Chloris has developed day-to-day working relationships with Tribal Leaders from all over the Americas. Since 1980 he has successfully worked and negotiated with U.S. Senators, U.S. Representatives, governors and local officials to develop and bring projects into Indian Country which have benefited both the native and non-native communities.

He resides within the traditional territory established by his ancestors thousands of years ago in what is now known as the southern half of Wisconsin and northwestern Illinois.



## **Gretchen Caserotti** **Choose Leadership: Are You Ready?**

Friday, October 26, 11:00 A.M. – Noon

La Crosse Center South Hall - Ballroom

Gretchen Caserotti is the library director at Meridian Library District in a fast-growing suburb of Boise, ID. Formerly the head of children and teen services and then the assistant director for public services at Darien Library (CT), she developed a national reputation for innovative and technology-driven projects and was named a Library Journal Mover & Shaker in 2010. She began her career as a children's librarian at New York Public Library. Her interest in design and usability principles was developed while she completed the MLIS program at Pratt Institute in New York City.



# Speakers

**Madelynn Austin Lehman** is an Adult Programming Specialist at the Warren-Newport Public Library in Gurnee, Illinois. She has experience in a variety of fields and fascinations, including marketing, makeup artistry and, of course, libraries. Throughout all of those domains is the underlying theme: she loves serving and understanding people.



**Katelyn Browne** works as the Youth Services Librarian at the University of Northern Iowa in Cedar Falls, IA. Before moving to Iowa, Katelyn worked as a school librarian in a PreK-12 school. As a librarian and a scholar, Katelyn is interested in both the academic study of youth literature and the use of literature in classrooms, libraries, and homes.



**Matt Cashion's** novel, *Our 13th Divorce*, won the 2017 Edna Ferber Fiction Award, judged by Robert Olmstead. His short story collection, *Last Words of the Holy Ghost*, won the 2015 Katherine Anne Porter Prize for short fiction. His first home was North Wilkesboro, NC, in the Blue Ridge mountains where he was born, where his first words were mumbled, where his father's side of the family still lives and where some of his other writing is set. Prior to earning an MFA from the University of Oregon, Cashion was an award-winning journalist. After working with facts for two years, he graduated to other jobs such as piano moving, bartending and 3rd shift convenience store clerking. He lives now in beautiful western Wisconsin, next to the Mississippi River, where he is happy to be employed as a professor of creative writing and literature at the University of Wisconsin-La Crosse. He lives with Heather, his partner, and their many wild and domestic animals.



**Mary Garm** is Administrator of the Lackawanna County Library System, based in Scranton, Pennsylvania, and she serves as Chair of the Governor's Advisory Council on Library Development. She is Past President of the Pennsylvania Library Association and Past Chair of the Pennsylvania Humanities Council. She is recognized for setting and achieving high goals, building cooperative teams, and cultivating an environment of creativity and excellence. She is a strong promoter of communication, inclusiveness, and responsibility as hallmarks of a culture of visionary public service. Mary has been married for 37 years to Fred, a recently retired educator. He has served more than 20 years on their local school board. They have a son and daughter-in-law and are the proud grandparents of two-year-old Ethan.



**Sue Gerth** is the Circulation Services Coordinator at the Marion Public Library in Marion, Iowa. She received her MLIS from the University of Iowa in 2015 and began her library career with a stint at Covenant Medical Center in Waterloo as their Library Manager. Sue is a big book nerd, so in her down time she reads a lot and has stacks of books at home and boxes in the basement. She's also obsessed with *The Dead Files* on the Travel Channel, and her dream is to be part of a paranormal investigation; her family is full of paranormal fanatics, so it appears to be a family trait. She spends her time outside of the library crafting cocktails on the weekends with her long-time partner, Lee, working out at Cedar Rapids Cross-Fit (where every day you feel the fear and do it anyway), spending time with her very large family and eating food. Oh—and talking about books to anyone who wants to listen.



**Chris Grabenstein** is the New York Times bestselling author of *Escape from Mr. Lemoncello's Library*, *Mr. Lemoncello's Library Olympics*, *Mr. Lemoncello's Great Library Race*, *The Island of Dr. Libris*, the *Welcome to Wonderland* series, and many other books as well as the coauthor of numerous page-turners with James Patterson, including the *House of Robots* and *Treasure Hunters* series. Chris lives in New York City.



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

**Renee Grassi**, author, blogger, speaker, trainer, and accessibility advocate, is a nationally recognized leader in inclusive library services and was named a 2012 Library Journal Mover & Shaker for her work in this area. Renee was a member of the ALSC Committee for Library Service to Special Populations children and Their Caregivers and one of the founding Board Members of Illinois's Targeting Autism Initiative. She was also a co-founding member of SNAILS—an Illinois networking group dedicated to developing more accessible libraries for children and teens with disabilities.

In Minnesota where she lives and works, Renee is the Youth Services Manager at Dakota County Library in Dakota County. She chairs her Library's new Accessibility Project Team and is also a member of MELSA's Inclusive Services Committee. Renee considers herself an accessibility and equity advocate, working to help make libraries inclusive and welcoming to all.



**Alexandra Hall's** M.D. training includes a bachelor's degree in Science Education from NYU, a medical degree from Mount Sinai School of Medicine, stints as teachers for both Kaplan and New York City Public Schools, a residency in Family Medicine at the University of Vermont and years on the stage in musical theater productions. In her career as a physician, she migrated from full-scope family practice to college health, with emphases on Women's, Sexual and Transgender health care, and began to speak, both regionally and nationally, on those topics. She enjoyed teaching so much that she now serves as both a practicing physician and a Senior Lecturer of Biology at the University of Wisconsin-Stout and continues her educational outreach, speaking to health professionals, educators, students and community groups about gender and sexuality.

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**Kathy Helgerson** is the owner of SimpleSteps to Technology. She started her business three years ago tutoring, troubleshooting and helping people with technology frustrations. Today she strives to enrich, entertain and enhance the lives of the aging gracefully generation with the latest in technology including important companies MyndVR, CaptionCall, teleCalm, and Eversound. "I am blessed to witness our seniors in the Coulee Region come alive with "Smiles on their Faces" thanks to each of these businesses."

Her "simple" mission is to encourage each and every one of our Senior Living Communities to embrace these amazing technologies by making them available to their residents all day, every day.



**Matthew Janzen**, as a copywriter at a Milwaukee-based advertising agency, wrote ads for clients of all sizes and tax codes — but his passion was beer. So he quit his job, grabbed a camera, and hit the road to learn more about craft beer than he could gather from newspapers and liquor stores alone. Two years later, he published a book about breweries and the industries that supply them. Now, Matt's on the road again, spreading the word about what he discovered, and continuing his mission to drink good beer made by people who give a damn about their communities.

Facebook: @stateofcraftbeer Link: <https://www.facebook.com/stateofcraftbeer/>

Instagram: @stateofcraftbeer Link: <https://www.instagram.com/stateofcraftbeer/>



**Dean Klinkenberg** is on a mission to explore the rich history and diverse cultures of the Mississippi River Valley, from the Headwaters in northern Minnesota to the Gulf of Mexico. He started chasing this idea in 2007 by spending a couple of days in the Quad Cities in January. This led to more days in the Quad Cities, which led to weeks along the river north of the Quad Cities, which led to the passage of a couple of years and a couple of sets of new tires before the publication of his first three books: the *Quad Cities Travel Guide*, the *Lansing and Le Claire Guide* and the *Driftless Area Guide*. He's still going, well past 120,000 miles of driving the Great River Road plus dozens of river miles in big boats and canoes, and beyond guidebooks to fiction.

Klinkenberg grew up in the Midwest, developing wanderlust at an early age thanks in part to a family that took long summer road trips and couldn't seem to settle in one place for more than two or three years. After finishing high school in southern Minnesota, he set aside his ambitions to become a professional bowler and went to college in La Crosse, where he discovered the joys of living in a Mississippi River town. He lives in St. Louis with his husband, John, and a parrot, Ra.



# Speakers

**Darcy Miller** is the author of *Margot and Mateo Save the World and Roll*. She lives in Prairie du Sac, Wisconsin, with her two children and librarian husband, along with two pigeons, two cats, and a dog named Snake. You can visit Darcy online at [www.darcy-amiller.com](http://www.darcy-amiller.com). She is @DarcyAMiller on Twitter, and @darcyanmiller on Instagram.



**Molly Rach** has spent the last 17 years working in and learning about libraries. She is currently the Library Director for the Blirstown Public Library in Blirstown, Iowa. Molly completed her MLIS from the University of Wisconsin-Madison in May 2017.



**Becky Rech** is a librarian at Hennepin County Library - Minneapolis Central. She is an advocate for libraries to connect with their communities wherever they are, including online with social media. She started her career as the director of a small public library in Western Wisconsin. She is a member of HCL's Social Media Team, in which she has participated in live readers' advisory sessions on Facebook, the live tweeting and streaming of events and the regular creation of content for HCL's social media streams. She also has been instrumental in creating Hennepin County Library's guidelines and best practices for social media strategy. She has presented at the Minnesota Library Association Conference and the Library Technology Conference about Instagram and a team approach to social media with the Hennepin County Library's Social Media Team. You can connect with her on Instagram as @SheReader and Twitter as @SheReads.



**Becky Spratford** is a Readers' Advisory Specialist in Illinois specializing in serving patrons ages 13 and up. She trains library staff all over the world on how to match books with readers through the local public library. She runs the critically acclaimed RA training blog RA for All and is on the Steering Committee of the Adult Reading Round Table. She is under contract to provide content for EBSCO's *NoveList* database and writes reviews for *Booklist*. Becky is also known for her work with horror readers as the author of *The Reader's Advisory Guide to Horror, Second Edition* [ALA Editions, 2012] and is a proud member of the Horror Writers Association. You can follow Becky on Twitter @RAforAll.



**Jessica Stalker** is an Adult Services Librarian at the Warren Newport Public Library in Gurnee, Illinois. She's addicted to podcasts, audiobooks and countless other hobbies. Jessica has extensive library experience working with all age groups and is particularly excited about creating a well-rounded experience for patrons through good customer service.





**Amanda Standerfer**'s passion is helping libraries advance



so they can create meaningful impact in their communities. Since 2002, Amanda has served as a consultant and facilitator, working with libraries on strategic planning, fundraising, organizational development, and capacity building (check out Fast Forward Libraries). Currently, Amanda is the Program Officer for The Lumpkin Family Foundation based in central Illinois. She loves melding her library

and philanthropy knowledge — a “philanthro-brarian.” Previously, she was Head of the Adult Division at the Decatur (Illinois) Public Library and the Director of the Helen Matthes Library in Effingham, Illinois.

Amanda is a frequent presenter at library and foundation conferences and workshops, as well as an instructor and guest speaker for LIS and business/management courses. Amanda has twice been elected to the Board of the Illinois Library Association (ILA), most recently completing a three-year term in 2016. Amanda was also selected as a member of the first class of Synergy: The Illinois Library Leadership Initiative and is one of only two librarians ever selected for participation in Leadership Illinois. Amanda holds a B.A. and an M.A. in history from Eastern Illinois University and an M.S. in library and information science from the University of Illinois at Urbana-Champaign. You can find out more about Amanda on LinkedIn.

**Mai Shoua Vang** leads civic engagement activities at Cia



Siab Inc., a non-profit organization working to build a culturally vibrant Hmoob community through anti-violence programming and services, which she co-founded. In 2013, she graduated from UW-Madison with a Bachelor of Arts in Journalism. She has applied her journalism and digital media training to publicity campaigns and strategies that support the empowerment of marginalized communities. During her time as the Community Impact Director at the Hmoob Cultural and Community Agency, she learned to create new possibilities for collaborative teaching and learning by providing culturally relevant programs and services. Mai Shoua has written and produced a number of presentations in collaboration with student and community organizers for the state-wide social justice coalition, Hmong United for Justice, which she also co-founded. Her anti-violence work has led her around the world. In 2016, she was selected as a U.S. delegate to attend the first Global Hmong Women's Summit in Thailand. Mai Shoua grew up in the La Crosse area and is the oldest of four children. In her free time, she taps into her creativity by writing and painting.

**Xong Xiong** is the Executive Director of Cia Siab, Inc. in La



Crosse. She has been a member of the La Crosse community since her family resettled in the United States in 1987. She has a Bachelor's degree in Art and Philosophy, a Master's Degree in Education from the UW-La Crosse and a Doctorate in Teaching and Learning from the University of Minnesota-Duluth with an emphasis in Language and Cultural Revitalization. Her research interests include International Indigenous People's Movement, Hmoob women's critical research frameworks, traditional Hmoob oral knowledge, Hmoob education, and globalization and its threat to diversity, Indigenous languages, and Indigenous cultures.

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10:00 A.M. – 12:30 P.M.

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

Radisson Hotel - Minnesota AB

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12:00 P.M. – 7:00 P.M.

## **WLA Foundation Silent Auction Drop-Off**

La Crosse Center South Hall A

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## **PRE-CONFERENCES**

1:00 P.M. – 5:00 P.M.

## **Advocacy and Intellectual Freedom Bootcamp**

Radisson Hotel - Illinois

*Kristin Pekoll, ALA Office of Intellectual Freedom, Chicago, IL;*  
*Megan Murray Cusick, ALA Office for Library Advocacy, Chicago, IL*

“Who needs libraries?” Beneath those three words is an iceberg of challenges, from delivering on-point messaging, gathering compelling statistics, and the need to re-educate key audiences on the value of libraries, fundamental not only to librarians but to our democratic society at large. The recent rash of anti-library trends, including the anti-tax movement, privatization, removal of independent library boards and deprofessionalization, point to a systemic shift in our landscape that is very different than budget cuts and recession: an attack on libraries as a public service.

Advocacy and Intellectual Freedom Bootcamp urges attendees to rethink advocacy: to redefine the library community and expand the way we have been advocating for libraries. This session will help library communities prepare to advocate for libraries as fundamental building blocks to democracy, building on the momentum of and key message of ALA’s new public awareness campaign, Libraries Transform. The program will cover advocacy basics such as messaging, networking and community engagement. Intellectual Freedom, as the essential brand of librarianship, and as a value that grows from a solid policy infrastructure, will also be covered. Attendees will focus on actionable steps that they can implement in their library. This is a joint effort of ALA’s Office for Library Advocacy and the Office for Intellectual Freedom.

1:00 P.M. – 2:15 P.M.

## **RA For All**

Radisson Hotel - Iowa

*Becky Spratford, Readers Advisory Specialist, La Grange, IL*  
Readers Advisory belongs in every library, no matter its budget or type. The implementation of this vital service is the responsibility of every staff member—from pages to directors, from those behind the scenes to the ones on the front lines. This program will remove the mystery behind providing great RA service. Using her “Ten Rules of Basic RA Service” as a guide, Becky Spratford will use your own love of your favorite books to show you how to help any patron find their next great read. It’s not as hard as you think. But more importantly, you will learn why a staff that can harness the power of sharing a great read will become a stronger team and improve service to all patrons.

15-Minute Break

2:30 P.M. – 3:30 P.M.

## **Booktalking: Harnessing the Power of Sharing Books with Patrons**

Booktalking is at the heart of what we do with patrons each and every day at the public library. Whether we are sharing books informally at the service desk, presenting a prepared list of books, or posting information online, talking about books is something we do each and every day. It is a core service, but it is also hard to teach. Booktalking is more of an art than a skill, but with the right guidance and some practice it can go a long way toward engaging your patrons and re-energizing your staff. Join experienced Readers Advisory Specialist Becky Spratford as she shares the secrets behind delivering great book talks, giving you tips and tricks you can begin using right away to hone your own skills. Rediscover the power and joy that comes from sharing books with patrons.

3:30 P.M. – 4:00 P.M.

## **Facilitated Booktalking Practice**

10-Minute Break

4:10 P.M. – 5:00 P.M.

## RA Rethink: Merchandising and Upselling Edition

If someone told you there's a practical and easy way to increase circulation, patron visits, program attendance and the job satisfaction of your staff, would you do it? Of course you would. Becky has developed a method you can use to accomplish all of this and it plays off of the skills, talents, and interests you already possess. She'll explain how to deepen staff involvement in readers advisory in a way that gets everyone from staff to patrons excited. You are spending a lot of effort and money on cultivating good collections, but are you giving those collections a fair chance to shine? Are you linking your programming and other services to items you are finding for your patrons? Do your patrons even know the full breadth of what you offer them? And how are you measuring results? With just a few simple tweaks to how you already market your collections, services, programs and even staff, Becky will help you leave a trail of happier and more engaged patrons in your wake.

2:00 P.M. – 4:00 P.M.

## Wisconsin Public Library Consortium (WPLC) Meeting

Radisson Hotel - Minnesota AB

## WLA Finance Committee Meeting

Radisson Hotel - Wisconsin I

3:30 P.M. – 6:30 P.M.

## Registration

La Crosse Center South Hall Lobby

4:00 P.M. – 5:00 P.M.

## Wisconsin Association of Public Libraries (WAPL) Leadership Meeting

Radisson Hotel - Wisconsin II

*Rochelle Hartman, La Crosse Public Library; Barry McKnight, La Crosse Public Library*

5:00 P.M. – 7:00 P.M.

## Wisconsin Library Association (WLA) Board of Directors Meeting

Radisson Hotel - Wisconsin I

7:00 P.M. – 9:00 P.M.

**WLA President's Welcome Reception**  
in the Radisson Hotel Ballroom Foyer  
with live music by Under Paris Skies (French gypsy café music), hors d'oeuvres, cash bar

*Sponsors: Marge Loch-Wouters*

*Chippewa Valley Technical College*

## LACTATION ROOM



Room priority given to nursing mothers.

Nursing mothers, if you need access or have questions:

- Call or text Jill Fuller at 608.201.4664
- Call or text Barry McKnight at 612.990.2275
- Stop at the Registration Desk



# Wisconsin Library Systems

Supporting Wisconsin's Public Libraries

*Enjoy the WLA Conference!*

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7:00 A.M. – 7:00 P.M.

## Registration

La Crosse Center South Hall Lobby

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7:00 A.M. – 8:30 A.M.

## Continental Breakfast

La Crosse Center South Hall - Second Floor Hallway

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7:00 A.M. – 9:30 A.M.

## WLA Foundation Silent Auction Drop-Off

La Crosse Center South Hall A

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7:30 A.M. – 8:30 A.M.

## Past Presidents' Breakfast

Radisson Hotel - Iowa

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8:30 A.M. – 10:00 A.M.

## Keynote Address

### Igniting Interest in Every Child at Every Level

La Crosse Center South Hall - Ballroom

*Sybil Madison-Boyd, Ph.D.*



How do we ensure that everyone is supported in their journey to discover their passions and abilities?

This keynote address identifies and generates ideas, tools and design approaches to impacting youth from our realms of influence in libraries.

This collective conversation focuses on libraries as public spaces that have a unique power to ignite and propel interest and development at every level.

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10:00 A.M. – 10:45 A.M.

## Grand Opening and No-Conflict Time in Exhibit Hall

La Crosse Center South Hall A

Meet up in the Exhibit Hall for a great start to the day! Pick up a snack and beverage, greet your favorite vendors and meet some new ones during this no-conflict time. One lucky conference attendee will win a Samsung Galaxy tablet, generously donated by OverDrive. Join us in the Exhibit Hall for the Grand Opening as we draw the winner of the tablet and the winners of other vendor-donated gifts.

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10:00 A.M. – 5:00 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.

## Activities in Exhibit Hall

La Crosse Center South Hall A

8:30 A.M. – 12:00 P.M.

## Sign Up for Thursday Headshots with Kelly Doering of Stick People Productions

Sign up at the Career Center for a five-minute photo session with one of Madison's premiere photographers. There will be a limited number of drop-in, first-come-first-served slots available between 1:00 P.M. and 3:00 P.M. on Thursday, so don't miss this opportunity to have a professional portrait to add to your website or LinkedIn profile.

11:00 A.M. – 1:00 P.M.

## Résumé Review: Drop-Off

Looking for a first job? Applying for a new position? Have a library manager review your résumé first! Drop it off at the Career Center in the Exhibit Hall between 11:00 A.M. and 1:00 P.M. and it will be reviewed by a library administrator. Stop back between 3:30 P.M. and 4:30 P.M. and view the results.

3:30 P.M. – 4:30 P.M.

## Résumé Review: Pick-Up

Conference attendees who dropped off résumés or curricula vitae earlier in the day can pick them up and view the results between 3:30 P.M. and 4:30 P.M.

10:00 A.M. – 1:00 P.M.

## Hands-On Programs — Craft It – Traveler’s Notebooks

La Crosse Center South Hall - Lower Level  
(Outside of Exhibit Hall)

**Kathy Kabat**, *La Crosse Public Library*

Whether you journal, make mini-scrapbooks, write about your travel adventures or need a fancy to-do list — make it yourself. Join us in making a traveler’s notebook, which is a reusable cover that uses elastic bands to hold multiple small notebooks or inserts and keeps your place with decorative ribbons.

11:00 A.M. – 11:45 A.M.

## Approaching the Library Future: Progress Without Plans

La Crosse Center South Hall - Ballroom A

**Anna Stadick**, *UW-Parkside Library, Kenosha*

Is it possible to see the library future? How far ahead should we be looking? The woman who cuts my hair, Arthur C. Clarke, and the ALA Center for the Future of Libraries have some suggestions. This presentation looks at the process of prediction and envisioning the future of academic libraries, as well as models for planning, and asks what processes may be most helpful and efficient.

## Bringing Teens to the Library Through Volunteering

La Crosse Center South Hall - B3

**Ashlee Kunkel**, *Milton Public Library*

They say if you feed them, they will come. But what else brings teens to the library? Volunteer opportunities! Teens are constantly looking for volunteer hours, but libraries only have so many books to shelve and crafts to cut out. Ashlee will talk about the ways she has encouraged teens to volunteer at the library, and, in doing so, has created some lasting and unique programs.

## Discussions Anytime, Anywhere: Creating Community Facebook Groups

La Crosse Center South Hall - B4

**Becky Rech**, *Hennepin County Library, MN*



Finding a time that works for everyone is one of the biggest challenges in starting a new discussion group at the library. What if patrons could participate fully at any time, day or night, and anywhere by using a Facebook Group? Facebook Groups allow patrons to participate in library programming from any location convenient to them. Learn how to facilitate and manage a Facebook Group, as well as discover ideas for marketing and creating content for it.

## Maximizing Your Conference Experience

La Crosse Center South Hall - Boardroom C

**Nyama Reed**, *Whitefish Bay Public Library*; **Marge Loch-Wouters**, *WLA President*

Are you a first-time WLA Conference attendee? Do you have general questions about how to get the most out of your conference experience? Attend this orientation session for tips on navigating the conference, getting to know other professionals and to learn how WLA can help you fulfill your passion for libraries.

## Podcasting Our Way to Better Leadership

La Crosse Center South Hall - Ballroom B

**Mary Jordan**, *Executive Director, Central Minnesota Libraries Exchange*

Leadership in libraries is an eternal learning process. In our multitype library system, we create and share a podcast, *Linking Our Libraries*, to provide one tool to help library people build their leadership skills. Based on years of teaching management classes, research in library management, and writing a management textbook, we are building important new skills each season. Podcasts make learning easy: It’s bite-sized, it’s portable, and we have fun with our topics! In this session we look at our strategies for content creation and give the participants tools to consider building their own podcast training programs.

## Stayin’ in Genre Shape

La Crosse Center South Hall - Ballroom C

**Becky Spratford**, *La Grange, IL*

Once you know what makes a mystery a mystery or a fantasy a fantasy and why a patron may prefer one of those genres to another, it is time to move on to the next step...keeping that genre knowledge up to date. Yes, Harry Potter will always be classified a fantasy and Agatha Christie a mystery, but within those larger categories there are smaller subgenres and trends that evolve over time. Join Becky as she gives you a workout plan for staying in genre shape. She will show you not only how vital it is to stay on top of the changes within genre fiction, but also how easy and, more importantly, fun it is to stay in genre shape. Together you will rethink the entire concept of genre and how to use it to help readers find their next good read.



## EXHIBIT HALL GRAND OPENING

Wednesday, October 24, 10:00 A.M. – 10:45 A.M.

La Crosse Center South Hall A

Meet up in the Exhibit Hall for a great start to the day! Pick up a snack and beverage, greet your favorite vendors and meet some new ones during this no-conflict time. One lucky conference attendee will win a Samsung Galaxy tablet, generously donated by OverDrive. Join us in the Exhibit Hall for the Grand Opening as we draw the winner of the tablet and the winners of other vendor-donated gifts.

## Virtual Library Cards — Fine Free Forever

La Crosse Center South Hall - B1

**Anneliese Finke**, Mead Public Library, Sheboygan; **Matt Beinemann**, Mead Public Library, Sheboygan; **Melissa Prentice**, Mead Public Library, Sheboygan

Imagine we told you there was a way to increase your library's circulation and database usage, build a strong partnership with your community's schools and never have to worry about lost materials and fines? What if there was a way to share resources, save money and provide access to your library's databases and electronic resources to all children in your community's public schools? Learn about our new Virtual Library Cards rolling out for all public school K-12 students this fall. Join us to discover what we're doing and how you can make this a reality for your library too!

## Wisconsin Author Project

La Crosse Center South Hall - B2

**Tovah Anderson**, Arrowhead Library System, Milton; **Melody Clark**, WiLS, Madison; **Amy Lutzke**, Dwight Foster Public Library, Fort Atkinson

This year, the Wisconsin Public Library Consortium grew to include some new products and services from BiblioBoard, including the Wisconsin Author Project, made possible in part by IMLS. Libraries are helping local self-published Wisconsin authors get the recognition they deserve for writing great books through a contest with submissions reviewed by Biblioboard and Library Journal and judged by a WLA committee. Hear winners present on the program process, the library's role and their submission. Attendees will also hear about the contest process and how to market to local authors the resources libraries have available from the WPLC.

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12:00 P.M. – 1:30 P.M.

## AWSL Business Meeting

TLR, Radisson Hotel

## YSS Luncheon: Saying 'Yes' All the Way to Mr. Lemoncello's Library: One Author's 'Yes...And' Life

Radisson Hotel - Ballroom

**Christopher Grabenstein**, Author

Chris demonstrates how obeying the cardinal rule of improv comedy (always saying, "Yes! And...") has guided him from being a kid with a big imagination to becoming an award-winning, #1 New York Times bestselling author. Be prepared to laugh.



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1:30 P.M. – 3:30 P.M.



## Tour of Gundersen Health System's John and Nettie Mooney Library

Transportation provided; bus leaves from the west side (river) of the Radisson Hotel Lobby.

1:45 P.M. – 2:30 P.M.

## **Collaborating Across Disciplines: The Art and Science of Water**

La Crosse Center South Hall - Boardroom B

*Anne Moser, UW-Madison Water Library*

Wisconsin Sea Grant (WSG) seeks out a diversity of collaborators to reach a wide range of audiences with its outreach and education efforts in order to inspire a science-informed society. As an outreach component of WSG, the Wisconsin Water Library creates events in support of this multidisciplinary approach. Learn about recent activities where unique collaborations were forged and surprising common ground was found between artists and scientists approaching wicked problems related to water. We'll touch on a brief history of art and science collaborations and highlight three recent projects on marine debris, book arts and lake sturgeon.

## **Hiring for Our Diverse Communities**

La Crosse Center South Hall - B1

*Tasha Saecker, Appleton Public Library*

Appleton Public Library serves a diverse community in NE Wisconsin with a large Hmong and Hispanic population and a healthy influx of refugees from other nations. In the last decade, APL has made a concerted effort to build a more diverse staff to meet the needs of the entire community. Join APL's Assistant Director, who manages all of the hiring processes, including every job ad and most interviews, as she explores how to get qualified talent to apply and to be contenders, approaches to building a diverse staff, and how participating in community projects/ programs allowed APL to become a center of diversity and acceptance in the Fox Cities.

## **The Medium Is the Message: Teaching College Students to Think Critically About Media and Information Using Marshall McLuhan**

La Crosse Center South Hall - B2

*Eric Jennings, UW-Eau Claire McIntyre Library; Hans Kishel, UW-Eau Claire McIntyre Library*

Understanding the Framework for Information Literacy is something that most instruction librarians want for students, yet find difficult to accomplish. In this presentation we will describe Marshall McLuhan's frustratingly difficult and seminal work, *Understanding Media*, and how to use it to further students' critical thinking abilities.

## **Social Justice Work and Staff Engagement: Our Stories and Yours**

La Crosse Center South Hall - Ballroom A

*Raina Bloom, UW-Madison College Library; Ellen Jacks, UW-Madison Memorial Library; Carrie Kruse, UW-Madison College Library*

This presentation and discussion will focus on the internal, staff-related aspects of social justice and non-neutrality in libraries. Through our own experiences at two different libraries and the experiences that participants share, we will describe and explore training and learning opportunities related to social justice work, empowerment of staff in decision-making, developing a staff culture that permits discussion of challenging topics, doing social justice work with varying levels of support from colleagues and institutions, and facilitating action both at the individual and group level.

## **Stronger Together: Breaking Down Library Silos**

La Crosse Center South Hall - Ballroom B

*Cindy Halter, Central High School, La Crosse School District; Teri Holford, UW-La Crosse Murphy Library; Liz Humrickhouse, UW-La Crosse Murphy Library; Linda Jerome, La Crosse Public Library*

Why don't libraries of different types work together more often? Learn from the planning team of the Conference About Libraries & Learning about how they developed this conference which brings together librarians from public, school, academic and special libraries. Participants will discover why it's crucial for libraries of all types to collaborate and support each other, how to enrich their own personal learning network, and gain perspective about how they fit into the larger library ecosystem.

## **To Fine or Not to Fine: One Library's Quest to Answer the Simple Question "Why Don't People Return Their Library Books?"**

La Crosse Center South Hall - Ballroom C

*Paula Kiely, Milwaukee Public Library; Joan Johnson, Milwaukee Public Library; Joyce Latham, UW-Milwaukee SOIS*

With public libraries increasingly eliminating fines as a means of reducing barriers to library access, Milwaukee Public Library and the UWM School of Information Studies dared to ask the most basic question: Why don't people return their books? In the fall of 2016, over 10,000 people had their fines forgiven and their library privileges restored in the city of Milwaukee. Within 90 days, 8% of those individuals found themselves in the same position, with fines and fees ranging from \$7 to over \$400. MPL administrators and UWM researchers wanted to better understand the precipitating behavior. Learn how the research team developed the methodology, executed the plan, and the surprising results.





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## **Under The Hood: Discovering How the WLA Engine Works**

La Crosse Center South Hall - B4

*Marge Loch-Wouters, WLA President*

Join this year's chief mechanic and learn how WLA works — what those unit acronyms stand for; how things get done; what is on the annual maintenance schedule to keep WLA purring along; and how you, our members, are the gas that helps the organization run at maximum efficiency as well as the drivers that help us get to where we're going to make Wisconsin libraries great.

## **Using Retail Customer Service Tools to Improve the Patron Experience at a Public Library**

La Crosse Center South Hall - B3

*Sue Gerth, Marion, IA, Public Library*



Hired as "Customer Experience and Access Services Coordinator" to improve customer service because of her experience in retail bookstore management and customer service, Sue makes "Customer Service" the top focus every day, with every customer. As a new hire, improvements were made using tips and tricks from her previous experience. Learn about key customer service changes at the circulation desks

that refocused on the library's most important stakeholder: the customer. Changes include decreased waiting time for materials, better communication with fellow network libraries and improved customer service skills.

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2:45 P.M. – 3:30 P.M.

## **An Unexpected Partnership: Adult and Youth Programmers Teaming Up to Improve Early Literacy Rates**

La Crosse Center South Hall - B2

*Phil Schomber, Hedberg Public Library, Janesville; Julie Westby, Hedberg Public Library, Janesville; Jeni Schomber, Beloit Public Library*

Approximately one-third of children start school without the early literacy skills they're going to need to succeed. The problem is even more acute in low income families. Sounds like a problem for the Youth Services department, right? Wrong. Find out why the Adult and Youth Services programmers at the Hedberg Public Library and Beloit Public Library teamed up to provide early literacy training for parents in their community's Early Head Start program.

## **Books, Brews and Bands: Your Guide to a Successful NEA Big Read**

La Crosse Center South Hall - B1

*Paige Barreto, UW-Parkside Library, Kenosha; Shauna Edson, UW-Parkside Library, Kenosha*

Libraries in southeastern Wisconsin have participated in the NEA Big Read seven times and we're just getting started! Our panel session will share what we've learned about hosting this energetic and engaging literacy program, from promoting the program at farmers markets to filling the audience seats at the keynote kick-off. From a public and an academic library perspective, we'll share our major milestones, community response, and lessons learned. Books and stories remain a powerful medium for bringing communities together, and participating in the NEA Big Read can be a real force for literacy, empathy and innovation in your community!

## **From Vinyl to Video Games: Expanding Library Collections with Unique Offerings**

La Crosse Center South Hall - Ballroom B

*Chris Baker, Portage Public Library; Laurie Bartolini, Mount Horeb Public Library; Guy Hankel, Madison Public Library*

Join this panel of individuals representing multiple libraries as they discuss some outside-the-box ways they have expanded their collections — by looking to the past with vinyl records and to the future with video games. They'll speak about the research that inspired the projects; what to collect and how to fund, package, display, catalog and circulate it; which promotion and outreach ideas took off (and which didn't); patron response; and, most importantly, why they'd do it all again.



## **WLA Foundation Fundraiser: The Dark La Crosse Show**

Wednesday, October 24, 8:00 P.M. – 11:00 P.M.

Radisson Hotel - Ballroom

The La Crosse Public Library Archives is proud to present the debut performance of the 2018 version of their popular annual Dark La Crosse Show, an informative and entertaining look into the underbelly of local history that is rarely remembered but deserves to be told. Be among the first to see the new production of material highlighting the seedier side La Crosse's rich cultural history. The unique production, performed in the style of an old-time radio and variety show, features exclusive stories, period-appropriate live music, and a multi-media visual experience heavy on archival photographs.

Entry includes a charitable contribution to the WLA Foundation.

## Makerspace Confidential

La Crosse Center South Hall - Ballroom C

*Josh Cowles, Fond du Lac Public Library*

It's not all 3D printers and rainbows but it's a beautiful thing when it works. The Idea Studio at the Fond du Lac Public Library opened in 2016 and has been a place of continuous change since: from staffing to equipment to policy, staff buy-in and more. Join Josh for a candid discussion of successes, lessons learned and guiding principles that have seen us through all of it.

## Mix Things Up: Digitize Your Teaching

La Crosse Center South Hall - Ballroom A

*Jen Cook, Chippewa Valley Technical College, Eau Claire; Vince Mussehl, Chippewa Valley Technical College, Eau Claire*

It's time to roll up our sleeves and get digital! Whether you are leading an information literacy course, developing a technology tutorial for your public library, or just looking for a new twist to add some formative assessment in a class, this session is for you. We will demo some free, accessible tools we use for teaching both credit and non-credit classes and discuss how you can apply some of these ideas in your organization to mix things up to increase learner success.

## Speak Up!: Public Tips on Speaking and Presenting for Introverts

La Crosse Center South Hall - B3

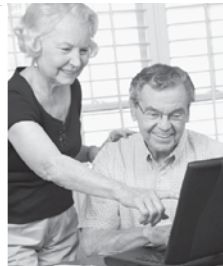
*Kris Turner, UW-Madison Law School*

Librarians — we're supposed to be quiet and bookish, right? Well, that doesn't mean we cannot be powerful public speakers or great presenters, even if we are often more introverted. Join AWSL as we debunk the myth of the introvert who is unable to speak publicly. We'll discuss tips on how to become a better presenter, teacher and public speaker, examine common problems and how they are overcome, and perhaps try a few public speaking practices ourselves. Great not only for public services staff, but any library staff hoping to brush up on their skills in speaking with patrons, colleagues or employees.

## My Library is my...



Cool Books Place



Staying Connected Place



Local History Place

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

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## Spreading the Love: An Exciting History of Library Systems

La Crosse Center South Hall - Boardroom B

*Joyce Latham, UW-Milwaukee SOIS*

Library systems — the networks that allow local libraries to share resources and expertise with other libraries — emerged early in the 20th century. Originally county based, they developed into regional library systems designed to provide the same levels of expertise and service across all participating libraries. The core value behind the systems was a foundational love of books, and then the delivery of “access for all” to expanding information resources. These values continue to inform our discussions of the role of library systems today. We will explore these roots and consider which values persist in our current environment.

## Survey Smarts: Developing Effective Surveys

La Crosse Center South Hall - B4

*Kate Hinnant, UW-Eau Claire McIntyre Library; Robin Miller, UW-Eau Claire McIntyre Library*

Surveys are a dime a dozen these days, but surveys that yield useful results are like gold. In this mini-workshop, presenters will facilitate interactive activities that will help you think about survey design strategically. Through group discussions, we will help you clarify the goals of a user survey, evaluate the merits of various question types, and consider how you might turn results into action. We will also discuss when your queries are better served using other methods. This session can help a librarian in any setting develop surveys to learn more about your patrons and their user experiences and desires.

### BREAKS IN EXHIBIT HALL

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

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

### WLA FOUNDATION SILENT AUCTION

La Crosse Center South Hall A

Wednesday, October 24, 10:00 A.M. – 5:00 P.M.

Thursday, October 25, 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.



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3:30 P.M. – 4:15 P.M.

## No-Conflict Time in the Exhibit Hall

La Crosse Center South Hall A

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3:30 P.M. – 4:30 P.M.

## Résumé Review: Pick-Up

La Crosse Center South Hall A

Conference attendees who dropped off résumés or curricula vitae earlier in the day can pick them up and view the results.

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4:30 P.M. – 5:15 P.M.

## Apples and Oranges: Comparing the ACRL and AASL Literacy Standards

La Crosse Center South Hall - Boardroom B

*Cindy Halter, Central High School, La Crosse School District; Teri Holford, UW-La Crosse Murphy Library*

The Association of College and Research Libraries (ACRL) and the American Association of School Librarians (AASL) recently published new information literacy standards. The curiosity to compare them is an itch that two La Crosse librarians, an academic and school librarian, decided to scratch. During this presentation, we'll take a brief historic glance at the concept of information literacy and how it grew to an urgent international awareness, and look at both sets of new standards before coming together as a group to spot any commonalities and differences, how they might compare, and what it means to us as librarians from different fields of librarianship.

## At the Movies XI: Book Over, Man!

La Crosse Center South Hall - Ballroom C

*Sherry Machones, Northern Waters Library Service, Ashland; Erin Foley, Adams County Public Library, Adams; Rachel Arndt, Milwaukee Public Library; Kim Dearth, Wonec Public Library; Angela Bodzislav, Spooner Public Library; Amy Stormberg, Amery Public Library*

Back by popular demand! The panel will be discussing popular books being made into movies in the fall of 2018 to the spring of 2019. 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!

## The Community for Open Wisconsin (COW): Working Together to Reduce Cost and Increase Access

La Crosse Center South Hall - Boardroom C

**Robert Butterfield**, *UW-Stout, Menomonie*

There are two elements that affect all libraries: the high cost of content and limitations on access to that content for our patrons. Enter the Community for Open Wisconsin (COW), a new WLA Special Interest Group that has been developed for this purpose. Come and learn how a group of interested individuals has banded together to collaborate on finding ways to address the cost of content and increase access. You are invited to learn, share and join us in this quest. We hope to see you there!

## Dark La Crosse: A Local History Success Story

La Crosse Center South Hall - Ballroom A

**Scott Brouwer**, *La Crosse Public Library*

Of the many varied public programs run by the La Crosse Public Library, Dark La Crosse has stood out as a suite of programs that has engaged and entertained many people outside the “normal” public library program audience. It includes walking tours, trolley tours, and an annual radio show-style stage production which have all brought local history out of the archives into the community and beyond. From a nugget of an idea to year-round planning, Dark La Crosse has been and continues to be a great success of local history public programming.

## Elder STEM: Boosting Curiosity and Engagement for Seniors, Right Where They Live

La Crosse Center South Hall - B1

**Jill Miatch**, *Kenosha Public Library*

STEM activities aren't just for kids! If your library is all about lifelong learning AND you want to be more engaged in your community, come discover a program for seniors to boost their curiosity, confidence, and comfort level with electronics and technology. Learn how to take tech toys like Makey Makey, Ozobots, Spheros, Little Bits and Osmo to senior living sites for a Tech Toy open house! Participants will learn how to pitch the program to community activity directors, how to run it, and what products are out there.

## Existence and Resistance in Recent Young Adult Literature

La Crosse Center South Hall - B4

**Morgan Foster**, *UW-Milwaukee*

In the 1960s, a growing spate of black writers began writing books specifically for teens that spoke to their lived experiences; writers, including Walter Dean Myers, Julius Lester and illustrator, Tom Feelings, wrote about contemporary issues facing urban black teens. However, much of that literature was focused on the lives of black males. Today, there is a growing number of young adult novels written by women of color that speak to

the authentic, complex experiences of young women of color in the 21st century. Young adult books by Angie Thomas, Kekla Magoon and Erika Sanchez are a tool for resistance and a means of refusing dominant white power structures and standards. Even more importantly, these books, written in first person, also give voices to young women. These writers, and their characters, are more important now than ever, and indicate a refusal to stay silent about violence inflicted on them and their communities.

## Help! My building is \_\_\_\_\_!

La Crosse Center South Hall - B3

**Jennifer Bernetzke**, *Schreiner Memorial Library, Lancaster;*  
**Angela Noel**, *Brodhead Public Library;* **Sue Ann Kucher**, *Reedsburg Public Library*

Is your building old? New? Somewhere in between? No matter the age of your building, facilities management is a task we all face. From routine cleaning and maintenance to planning for long-term upkeep and functionality, there are a wide range of considerations when taking care of your library. Join our panelists to learn how three librarians with libraries of various ages are managing. The Schreiner Memorial Library in Lancaster underwent an extensive expansion and renovation in 2015; the Brodhead Memorial Public Library was built in 2008; and the Reedsburg Public Library was built in 1998.

## The Ins and Outs of Intellectual Freedom

La Crosse Center South Hall - Ballroom B

**Kristin Pekoll**, *ALA Office for Intellectual Freedom*

We have all learned how to handle things when materials are challenged in our libraries. Intellectual freedom is an important part of the librarian profession. At the same time, periodically reviewing these concepts is beneficial to us as librarians. Libraries are continually forging into new areas and trying out new ideas. With this, new challenges and problems may arise for librarians. Join Kristin as she focuses on reviewing the principles of intellectual freedom, along with how to handle challenges and other issues that might arise as libraries continually develop new ideas and programs.



## Youth Services Coding Collective

La Crosse Center South Hall - B2

**Caitlin Schaffer**, *Oconomowoc Public Library*

Learn more about coding with your trusted youth services peeps! Hear about the Youth Services Sections “12 Months of Coding” resources and DPI’s Coding Initiative for Public Libraries. Get your hands on some coding materials and wrap your head around doing coding events for kids/teens on any budget. This informal and fun session will transition to a youth services escape room experience with a coding theme. Newbies and coding pros equally welcome!

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5:30 P.M. – 6:30 P.M.

## **Annual WLA Membership Meeting**

Radisson Hotel - Minnesota AB

## **Outreach Contraption Meetup**

The Charmant, 101 State Street, La Crosse

*Jill Miatech, Kenosha Public Library*

Do you use some kind of thing on wheels to deliver library services to your community? Maybe a Bookmobile, or a truck, or a van? How about a bike? Or who needs wheels: do you have a Book Boat? A BiblioDonkey? Join us to talk about the many ways we deliver library service outside of library walls, and explore the idea of forming a statewide Outreach Vehicle Special Interest Group! Whether you already possess a vehicle or just wish you did, whether your transportation is exotic or mundane, everyone with an interest is welcome.

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5:30 P.M. – 7:30 P.M.

## **Chippewa Valley Technical College - Library & Information Services Student Reception**

Buzzard Billy's, 222 Pearl Street, La Crosse

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6:30 P.M. – 7:30 P.M.

## **UW-Madison iSchool (SLIS) Friends and Alumni Reunion**

Radisson Hotel - Wisconsin II

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

Radisson Hotel - Wisconsin III

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7:30 P.M. – 10:30 P.M.

## **Youth Services Section (YSS) Social — Escape Room Experience**

Radisson Hotel - Wisconsin I

Participate in an escape room experience similar to that of Mr. Lemoncello's Library! Team up with other youth services librarians from across the state and flex your puzzle-solving muscles, or simply take the opportunity to socialize and network.

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8:00 P.M. – 11:00 P.M.

## **WLA Foundation Fundraiser: Dark La Crosse Show**

Radisson Hotel - Ballroom



The La Crosse Public Library Archives is proud to present the debut performance of the 2018 version of their popular annual Dark La Crosse Show. With seven performances in November at the Pump House Regional Arts Center, be among the first to see the new production of material highlighting the seedier side of La Crosse's rich cultural history. The unique production, performed in the style of an old-time radio and variety show, features exclusive stories, period-appropriate live music, and a multi-media visual experience heavy on archival photographs. Local talent will recreate true crime stories from La Crosse's past including murder in the pearl button industry, a notorious red light district madam, a 19th-century rail yard ghost that had the whole city on edge, and a love triangle saga almost too incredible to be believed cut right from the most outrageous tabloids — but it's true! The Dark La Crosse Show is an informative and entertaining look into the underbelly of local history that is rarely remembered but deserves to be told.

The cost is \$30 in advance, or \$35 at the door. Come out and support Wisconsin libraries.

# 2018 WLA and WLA Foundation Annual Membership Meeting

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

Wednesday, October 24  
Radisson Hotel - Minnesota AB  
5:30 P.M. – 6:30 P.M.

### AGENDA

- I. President, Marge Loch-Wouters  
Welcome / Call to Order  
Approval of the 2018 Agenda & 2017 Membership Meeting Minutes  
Introduction of Incoming Vice President / President Elect and Treasurer
- II. WLA Foundation Report – WLAF Board President, Jon Mark Bolthouse
- III. ALA Report – ALA Councilor, Sherry Machones
- IV. Financial Report – Treasurer, Jen Gerber
- V. WLA 2018 Year-End Review – Executive Director, Plumer Lovelace
- VI. Vice President / President Elect – Scott Vrieze
- VII. Resolutions – Peter Gilbert
- VIII. Adjournment

# 2018 WLA End of Year Review

## 2018 WISCONSIN LIBRARY ASSOCIATION ROADMAP

### END OF YEAR REVIEW

KEY AREAS	TASKS REQUIRED	CURRENT STATUS
<b>Membership</b>	Retention & Growth <ul style="list-style-type: none"> <li>• Reestablish role of Membership</li> <li>• Develop contact list for non-member academic librarians</li> <li>• Develop WLA membership info for new library staff</li> </ul>	<ul style="list-style-type: none"> <li>• Created academic and public non-member contact list</li> <li>• Develop “Be A Member, Get A Member” campaign</li> <li>• Jan. 1 – Sept. 1 – 170 new members</li> </ul>
<b>Financial</b>	Focus on marketing primary revenue sources <ul style="list-style-type: none"> <li>• Membership Dues</li> <li>• Conference Registration</li> </ul>	<ul style="list-style-type: none"> <li>• On track to achieve targeted budget amount for personal membership dues</li> <li>• Achieved targeted budget amount for WAAL and SSCS</li> </ul>
<b>New Initiatives</b>	Special Interest Groups <ul style="list-style-type: none"> <li>• Implement new Special Interest Groups [SIGs] bylaw and policy changes</li> <li>• Promote and support the creation of new SIGs</li> <li>• Ensure availability of resources for new SIGs</li> <li>• Continue to monitor the transition of existing units to SIG format</li> </ul>	<ul style="list-style-type: none"> <li>• Revised bylaws to reflect new Special Interest Groups</li> <li>• Current SIGs include Alumni, Community for Open Wisconsin, Intellectual Freedom and Students</li> <li>• Board Liaisons provide on-going support for SIGs</li> </ul>
	Leadership Committee <ul style="list-style-type: none"> <li>• Use 2017 Leadership Task Force proposal to provide guidance for the new Leadership Committee</li> <li>• Focus in 2018 on evaluating success and challenges of Welead Program for potential reboot</li> </ul>	<ul style="list-style-type: none"> <li>• Current charge of Leadership Committee is based on suggestions provided by the Leadership Task Force</li> <li>• Committee completed Leadership Survey and focus group</li> <li>• Proposal provided to WLA Board in December 2018</li> </ul>
	Leadership Development Institute <ul style="list-style-type: none"> <li>• Incorporate lessons learned from 2017 rollout of program to plan 2018 LDI program (August 8–10, 2018)</li> <li>• Expand list of sponsors for 2018</li> <li>• Increase number of scholarships from 6 to 9</li> </ul>	<ul style="list-style-type: none"> <li>• Revised program curriculum</li> <li>• Increased enrollment from 20 to 23</li> <li>• Maintained 2017 sponsorship level</li> <li>• Maintained 2017 scholarship level</li> </ul>
<b>WLA Website</b>	Replace current website with MemberClicks website template	<ul style="list-style-type: none"> <li>• WLA work team completing content migration training</li> </ul>



# 2018 WLA Foundation End of Year Review

## 2018 WISCONSIN LIBRARY ASSOCIATION FOUNDATION ROADMAP END OF YEAR REVIEW

KEY AREAS	TASKS REQUIRED	CURRENT STATUS
<b>Fund Development Committee</b>	<ul style="list-style-type: none"> <li>Continue to seek Fund Development Committee Chair to organize effort to seek large contributions to the endowment</li> </ul>	<ul style="list-style-type: none"> <li>WLA Foundation Board agreed to fill only the Fund Development Committee Chair position</li> </ul>
<b>Fundraising</b>	<ul style="list-style-type: none"> <li>Determine a summer fundraising activity</li> <li>Ensure Foundation presence at WAAL, WAPL and WLA Conferences</li> <li>Generate minimum of 4 donor letters in 2018</li> <li>Promote planned giving option</li> </ul>	<ul style="list-style-type: none"> <li>WLA Foundation Board agreed to postpone the summer fundraising event indefinitely</li> <li>On-going</li> <li>Generated one donor letter</li> <li>On-going</li> </ul>
<b>Endowment</b>	<ul style="list-style-type: none"> <li>Continue to expand non-WLA Annual Conference fundraising opportunities</li> </ul>	<ul style="list-style-type: none"> <li>On-going</li> </ul>
<b>Marketing</b>	<ul style="list-style-type: none"> <li>Use multiple channels to promote Foundation to new WLA members</li> <li>Promote status of Endowment to general WLA membership</li> </ul>	<ul style="list-style-type: none"> <li>On-going</li> <li>On-going</li> </ul>
<b>Alternative Revenue Streams</b>	<ul style="list-style-type: none"> <li>Develop a plan to explore opportunities to secure grant money for WLA Foundation</li> </ul>	<ul style="list-style-type: none"> <li>List of potential funding sources submitted to Foundation Board</li> </ul>
<b>Board Development</b>	<ul style="list-style-type: none"> <li>Complete Board orientation for new officers</li> </ul>	<ul style="list-style-type: none"> <li>On-going</li> </ul>
<b>Board Recruitment</b>	<ul style="list-style-type: none"> <li>Develop a section of the Foundation web page devoted to seeking volunteers for the Board</li> <li>Continue to feed Leadership Pipeline. Contact WLA members in advance to discuss their interest in becoming a future Foundation President</li> </ul>	<ul style="list-style-type: none"> <li>Added WLA Foundation volunteer role to WLA "Call for Volunteers" online form</li> </ul>

Wisconsin Library Association Statement of Financial Position August 31, 2018		Wisconsin Library Association Foundation, Inc. Statement of Financial Position August 31, 2018	
Net Assets		Net Assets	
Fund Balance	200,496.34	Fund Balance	356,456.11
Increase to Net Assets	49,115.94	Increase to Net Assets	4,111.14
<b>TOTAL NET ASSETS</b>	<b>249,612.28</b>	<b>TOTAL NET ASSETS</b>	<b>360,567.25</b>

7:00 A.M. – 5:00 P.M.

## Registration

La Crosse Center South Hall Lobby

7:30 A.M. – 8:30 A.M.

## Breakfast Buffet

La Crosse Center South Hall - Second Floor Hallway

## Unit Business Meeting

### Intellectual Freedom Special Interest Group Meeting

La Crosse Center South Hall - Boardroom B

### Support Staff & Circulation Services Meeting

Radisson Hotel - Minnesota A

### Technical Services Section Meeting

Radisson Hotel - Minnesota B

### Wisconsin Small Libraries Meeting

Radisson Hotel - Illinois

### Youth Services Section Leadership Meeting

Radisson Hotel - Iowa

8:30 A.M. – 10:30 A.M.



## Tour of the La Crosse Marsh

Join a WisCorps naturalist for a tour of the scenic and environmentally diverse La Crosse Marsh. The tour is two hours long and will cover 1.25 miles of easily navigable trails. Transportation provided; meet in front of the La Crosse Center South Hall Lobby.

## AWARDS & HONORS RECEPTION

Thursday, October 25, 5:30 P.M. – 7:00 P.M.

Radisson Hotel Ballroom

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. Music by Luke Thering, pianist.

## BREAKS IN EXHIBIT HALL

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

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

8:30 A.M. – 4:30 P.M.

## Activities in the Exhibit Hall

La Crosse Center South Hall A

### 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!

11:00 A.M. – 1:00 P.M.

### Résumé Review: Drop-Off

Looking for a first job? Applying for a new position? Have a library manager review your résumé first! Drop it off at the Career Center in the Exhibits Hall between 11:00 A.M. and 1:00 P.M. and it will be reviewed by a library administrator. Stop back between 3:30 P.M. and 4:30 P.M. and view the results.

1:00 P.M. – 3:00 P.M.

### FREE Professional Headshots with Kelly Doering of Stick People Productions

Don't miss this opportunity to have a professional portrait to add to your website or LinkedIn profile. Kelly Doering of Stick People Productions is offering FREE professional headshots. Five minutes is all it takes! Those who signed up on Wednesday will get priority; those who drop in will be taken on a first-come-first-served basis. Mr. Doering will send your portrait directly to you in the weeks that follow the conference.

3:30 P.M. – 4:30 P.M.

### Résumé Review: Pick-Up

Conference attendees who dropped off résumés or curricula vitae earlier in the day can pick them up and view the results.

9:00 A.M. – 12:00 P.M.

## Hands-On Programs — Creating a Hot Mess

La Crosse Center South Hall A - Outside of Exhibit Hall

**Kathy Kabat**, *La Crosse Public Library*

Join us for a hands-on activity in which participants will be creating a hot mess. A hot mess is made by painting a random pattern with a variety of colors. Apply a stencil on your mess and coat it with white paint; let it dry and peel off the stencil and see what happens.

9:00 A.M. – 9:45 A.M.

## Health Literacy for the Rest of Us

La Crosse Center South Hall - Boardroom B

**Kaye Crampton**, *Gundersen Health System, John & Nettie Mooney Libraries, La Crosse*

What is health literacy? Why should you care? Health literacy is important even if you don't work in the health care field. The consequences of low health literacy affect all of us. In this presentation you will learn: the differences between regular literacy and health literacy, how health literacy affects health care costs, the cost to people who are not health literate and what librarians can do about health literacy. This presentation will include strategies and practices you can use in your work lives as well as in your roles as parents, managers of chronic illness or as caregivers for aging parents.

### "I'll have that \$10 sandwich, for \$7, please": Saying Enough to Inequitable County Reimbursement

La Crosse Center South Hall - Ballroom A

**Amanda Hegge**, *Whitehall Public Library*; **Jessica Schoonover**, *Shirley M. Wright Memorial Library, Trempealeau*

Across Wisconsin, county boards are reimbursing libraries at 70% of the costs they incur to serve county residents who don't have a library. Hear the story of how nine Wisconsin Library Directors organized themselves to petition their county to provide these small rural libraries equitable reimbursement (100%) for the services they are providing to all who walk through their doors. The speakers will outline their efforts, provide essential talking points they have found to be successful, and share their insights on the importance of beginning this conversation across counties throughout the state.

## Nighttime Is Teen Time

La Crosse Center South Hall - B3

**Rebecca Barry**, *Chilton Public Library*; **Terry Ehle**, *Lester Public Library, Two Rivers*; **Lisa Pike**, *Manitowoc Public Library*

Are extracurriculars keeping teens from your after-school programs? Struggling to find the best time to get teens in the door? Then after-hour programs may be for you! From big ideas to small, our panel of late-night experts will share their experiences with teen programming after the sun goes down and the library doors close. Panelists will share after-hours experiences including a new community initiative that brings a late-night program every weekend to teens in the community; tips and tricks on how to get started; and ideas for monthly themed teen nights and Random Fandom after-hours events.

## Not-So-Passive Programming

La Crosse Center South Hall - B2

*Susan DeBolt, L.E. Phillips Public Library, Eau Claire; Michaela Walters, L.E. Phillips Public Library, Eau Claire*

Looking to engage adult patrons with minimal effort? Try passive programming! Through monthly games and periodic activities, the L.E. Phillips Memorial Public Library in Eau Claire has established a following of library participation junkies. We will share ideas that have worked for us, as well as some that haven't. Get tips and tricks on how to keep staff time manageable while still offering new and diverse challenges. Collaboration is key to the success of passive programming, so prepare to share.

## Popular Materials Weeding for the Small and Medium Library

La Crosse Center South Hall - B4

*Jennifer Bernetzke, Schreiner Memorial Library, Lancaster; Angela Noel, Brodhead Public Library*

Weeding can be a difficult and time-consuming task, but we all have to do it. What can a small library do to free up space when some of our patrons' favorite authors become absurdly prolific? Join us in examining strategies to keep a handle on the Pattersons, Robertses, and Woodses in your collection without alienating your community.

## Shaking Up Your Collections!

La Crosse Center South Hall - B1

*Candi Fitzsimons, Johnson Public Library, Darlington; Tara Fortney, Schreiner Memorial Library, Lancaster*

Turn your Children's collection into an easily-navigated, exciting treasure trove for your patrons, young and old! Our small libraries completely re-imagined our picture book organization and came up with a fresh, fun way to browse and shelve! Using popular categories, colorful signage and things you already have in your storage closet, you can create a system that your staff and patrons will love to dive into! We'll also give you tips on how to dump "Dewey" in both your Children's AND Adult sections!

## Transform Your Library with a One-Page Strategic Plan

La Crosse Center South Hall - Ballroom C

*Amanda Standerfer, Fast Forward Libraries*



In this session you'll learn how to develop an engaging and inspiring one-page strategic plan that guides your library to increased usage and support. Transform your library into a strategically-focused learning organization by developing a simple and appealing one-page plan. Your one-page plan will connect to your library's operations and how you measure success. You'll learn about libraries using one-page plans for decision-making, community outreach, and fundraising. Your short plan will generate big results.

## W(L)TF are we doing? It's Not Just Book Sales and Board Meetings Anymore!

La Crosse Center South Hall - Boardroom C

*Bill Wilson, Milton Public Library and Arrowhead Library System*

WLTF conducted its second Trustee and Friends survey in 2018 (the first was in 2016). The survey explores what's happening in public libraries in regard to Library Boards (orientation of Board members, training activities, advocacy activities, etc.) and the kinds of efforts being undertaken by Friends organizations in support of their libraries (it's not just book sales anymore). WLTF Board members will present 2018 survey findings and their implications. Bring your questions and experiences for the second half and hear firsthand from other attendees about the effectiveness of their Board and Friend activities.

## Your Library as a Resource for Families of Children with Special Needs

La Crosse Center South Hall - Ballroom B

*Maria Dietrich, Hedberg Public Library, Janesville; Jeni Schomber, Beloit Public Library; Karen Wendt, Monona Public Library*

Public or school, rural or urban, large or small—all public libraries serve children with disabilities in their communities. Panelists will share experiences getting started with Sensory Storytimes, and successes in partnering with a Parenting Connections initiative to make their libraries vibrant hubs where caregivers of children with special needs can connect with local and regional resources. Learn best practices for sustainable community partnerships, how to develop a community needs assessment, ideas for programs, and inclusive marketing strategies, as well as accessible customer service and how to make existing children's programs more welcoming for all abilities.

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10:00 A.M. – 10:45 A.M.

## No-Conflict Time and Break in Exhibit Hall

La Crosse Center South Hall A

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10:45 A.M. – 11:45 A.M.

## WLA Foundation (WLA) Board Meeting

Radisson Hotel - Iowa

11:00 A.M. – 11:45 A.M.

## Advocacy Tool Box for Friends and Trustees

La Crosse Center South Hall - Boardroom C

**Kathy Lynn Pletcher**, Nicolet Federated Library System, Green Bay; **Shannon Schultz**, Public Library Development, Department of Public Instruction, Madison; **Bill Wilson**, Milton Public Library and Arrowhead Library System

Every library needs friends and advocates but, often, libraries fail to provide the tools that their invaluable allies can use to tell their stories effectively. This program will present concrete examples of low cost/no cost tools that libraries can create in cooperation with their Friends and Trustees to make the case for libraries in their communities. The program will be a combination of “How we did it well” presented by practitioners, trustees, and Friends as well as “How-to” tips that attendees can act on back in their libraries.

## The Gender-Based Violence in the Hmoob Diaspora Project: A Collaborative, Community-Driven Oral History Project

La Crosse Center South Hall - B4

**Mai Shoua Vang**, Cia Siab, Inc.; **Xong Xiong**, Cia Siab, Inc.; **Maij Xyooj**, UW-Madison

Presenters will share the history and ongoing developments of the Gender-Based Violence in the Hmoob Diaspora Project, a collaborative oral history project between the University of Wisconsin Archives and Cia Siab, Inc., a non-profit agency that provides culturally empowering advocacy to the Hmoob community. The project aims to support Hmoob folks’ control over their stories while documenting the multiplicity of gender-based violence in the diaspora Hmoob community. In the context of white supremacy, orientalism, institutional/academic marginalization, heteropatriarchy, border imperialism, and economic violence, this project is unique because it is led by Hmoob women. Presenters will share challenges and successes.

## Other Duties As Assigned: What Public Library Management Really Entails

La Crosse Center South Hall - Ballroom A

**Molly Rach**, Blairstown Public Library, Blairstown, Iowa



So you want to be a manager or a director in a public library? As a veteran librarian of almost 15 years, Molly Rach thought she was ready to be a director in a small public library. And then reality hit. Part “what I wish I would have known” and part “here’s what I’ve learned,” this session is a look at one director’s dive into the deep end of management and what she’s learned now that her head is above water.

## Say What You Meme! Collection Displays for Every Patron and Occasion

La Crosse Center South Hall - B2

**Madelynn Austin Lehman**, Warren-Newport Public Library; **Jessica Stalker**, Warren-Newport Public Library

Displays causing dismay? Are you putting in a lot of hard work with no circ? Or do you just need a refresher? Displays can be a valuable asset to your library, helping to drive up circulation, advertising programs and little-known areas of your collection. Creating eye-catching displays doesn’t have to be complicated, expensive or formulaic. We’ll explore different ways to advertise your collections that are easy and fun, and can even elicit a giggle from the grouchiest of patrons. Your library’s personality is your greatest asset. Put it on display!

## Storytime for Adults: Why Should Kids Have All the Fun?

La Crosse Center South Hall - B3

**Linda Jerome**, La Crosse Public Library; **Barry McKnight**, La Crosse Public Library

Storytime isn’t just for kids! Learn how La Crosse Public Library, in partnership with a local brewery, attracts standing room only audiences, which range in age from 20s to 60s+, to a monthly program where librarians from public, academic and school libraries read aloud short stories, essays, book excerpts and one-act plays. You’ll discover how the partnerships between local libraries, businesses and the arts community enrich the cultural life of the community, draw those elusive “new adult” patrons to a library program, and learn how easy it is to replicate this program in your community.

## That Darn Machine: Bringing Digital Literacy Within Reach for People Experiencing Homelessness

La Crosse Center South Hall - Ballroom C

**Martin Alvarado**, Madison Public Library; **Julie Arensdorf**, UW-Madison Libraries; **Mary Fabndrich**, Madison Public Library

Based on the Community Workshop Series developed and sustained in North Carolina since 2005, the UW-Madison Libraries partnered with the Madison Public Library and Operation Welcome Home to develop a digital literacy program for adults experiencing homelessness in the Madison community. The purpose was to offer free personal and professional computer literacy development opportunities, and to pool the collective resources of the Madison Public Library, the UW-Madison Libraries, and the UW-Madison iSchool in offering this resource to the community. Attendees will gain an understanding of the specific context of this partnership, the roles of each organization, how programming was developed, and lessons learned.

## This Is Us: Library Expansion and Renovation 2016

La Crosse Center South Hall - Boardroom B

*Nan Andrews, Walter E. Olson Memorial Library, Eagle River;*  
*Mindy Sorg, OPN Architects, Cedar Rapids, IA*

Drama · Everyone has a library. And every library has a story. In this heartwarming, emotional story about a unique set of stakeholders, their struggles, and the design and construction team who helped them overcome, “This Is Us” chronicles the Olson Memorial Library through moments of love, joy, triumph and heartbreak. With OPN Architects guidance, it shed the shackles of the past, while stakeholder triplets (Foundation, Trustees and Benefactors) discover deeper meaning in their present-day library. Tune in to find out how the story ends. S1 The Game Plan / S2 The Right Thing to Do / S3 The Big Day.

## Why I Read Picture Books to College Students (And Why You Should Share Them with Everyone)

La Crosse Center South Hall - Ballroom B

*Katelyn Browne, University of Northern Iowa, Cedar Falls, IA*



Seven times a semester, I visit a Human Relations class of students who are preparing to be teachers for a read-aloud. The books we share—often picture books, but sometimes sections of novels—connect to their curricular topics, including racism, poverty, bullying and death. No matter your patrons or their ages, a shared read-aloud can be a meaningful and engaging way to center discussions of essential, emo-

tionally charged topics. In this session, Katelyn will share information about her instructional collaboration, comments from students, some recommended titles and advice for expanding read-aloud programming to include non-traditional audiences.

## “Yeah, Sure, I Don’t Care.” A Mantra to Improve Your Children’s Area

La Crosse Center South Hall - B1

*Kari Preuss, Elroy Public Library; Nikole Verde, Elroy Public Library*

Stop looking at the Children’s area as a stodgy Librarian. A small library doubled the children’s checkouts and tripled the summer library program over two years. How? We focused on what is important; what will make the kids WANT to return. We’ll share a few ideas that worked including changes in collection, space, attitudes, collaborations, forgiveness, and a staff who smiling says to the kids, “Yeah, sure, I don’t care.”

## EBSCO - Helping Libraries Succeed

EBSCO is proud to sponsor the Awards & Honors Reception at the WLA conference. The work that every librarian does is important. We’re working to optimize the value of that work with products and services that meet the needs of library users:

- EBSCO Discovery Service™
- Full-Text Databases and Archives
- Subject Indexes
- Popular Digital Magazines with *Flipster*®
- E-Journals/E-Packages
- EBSCO eBooks™, including 70,000+ DRM-Free E-books



12:00 P.M. – 1:30 P.M.

## WLTF Luncheon: Powering Progress: Libraries as Leaders in Community Engagement

Radisson Hotel - Ballroom

**Mary Garm**, *Lackawanna County Library System, Scranton, PA*  
 Librarians, trustees, Friends and volunteers have powerful personal and professional networks. Using them effectively is a first step toward turning your library into a valued center for community development and enrichment.



1:00 P.M. – 3:00 P.M.

## FREE Professional Headshots with Kelly Doering of Stick People Productions

La Crosse Center South Hall A

Don't miss this opportunity to have a professional portrait to add to your website or LinkedIn profile. Kelly Doering of Stick People Productions is offering FREE professional headshots. Five minutes is all it takes! Those who signed up on Wednesday will get priority; those who drop in will be taken on a first-come-first-served basis. Mr. Doering will send your portrait directly to you in the weeks that follow the conference.

1:30 P.M. – 3:30 P.M.



## Tour of Western Technical College's Sustainability Efforts

What does a (more) sustainable built environment look like, and how do we help others embrace this movement? Over the past decade, Western Technical College has gained local, regional and national attention for their deep engagement with sustainability in the Coulee region. Tour Western's La Crosse campus and see firsthand how we embed sustainability within our college's facilities, curriculum and culture. Transportation provided; meet in front of the La Crosse Center South Hall Lobby.

1:45 P.M. – 2:30 P.M.

## #TimesUp: Customer Service Strategies for Dealing with Sexual Harassment

La Crosse Center South Hall - B3

**Betsy Bleck**, *Oconomowoc Public Library*; **Rebecca Light**, *Middleton Public Library*; **Stephanie Ramirez**, *Delafield Public Library*; **Jocelyne Sansing**, *Middleton Public Library*

Most workplace training in today's world focuses on harassment between employees. That certainly exists in libraries – but so does harassment by the public. Has a patron or colleague ever responded to your top-notch, friendly service by asking you on a date, asking if you're single, critiquing your appearance, following you around the library, or touching you? You can address these situations professionally while still establishing personal boundaries and offering great customer service. In this session we will define sexual harassment, provide strategies for identifying and addressing harassing behavior, and learn how we can empower ourselves and each other.

## Building Relationships Between Your Public Library and Spanish-Speaking Populations in Your Community

La Crosse Center South Hall - B4

**Rebecca Gomez**, *Neighborhood Housing Services of Southwest Wisconsin, Richland Center*; **Emily Zorea**, *Ithaca School District, Richland Center*

The Hispanic/Latino population has become one of the fastest growing minorities in the United States. Yet, studies by the Pew Research Center report that this demographic is one of the least likely groups to utilize their local public libraries. How can libraries better serve the unique cultural and literacy needs of this population? This session will share how one librarian researched and completed a needs assessment for her library to answer that question, with information from community partners on the outreach and relationship building being done now as a result.

## Burr/Worzalla Children's Book Award Winner

La Crosse Center South Hall - Ballroom C

**Darcy Miller**, *Author, Prairie du Sac*

Join this year's Burr/Worzalla Award winner as she presents on her book, *Roll*, a hilariously funny and poignant coming-of-age story about Lauren, who would rather be called "Ren," who learns about friendship, family and Birmingham Roller Pigeons after he moves to the country.

Miller's book was selected as the winner by the Children's Book Award Committee of the WLA Youth Services Section (YSS) after the examination and evaluation of titles from 2017 by authors and illustrators with a Wisconsin connection.



## Checking Your North Star: Re-Evaluating Organizational Values

La Crosse Center South Hall - B1

**Jeff Brunner**, *WiLS, Madison*; **Melissa McLimans**, *WiLS, Madison*; **Emily Pfotenbauer**, *WiLS, Madison*; **Carrie Portz**, *Spring Green Community Library*

Having organizational north stars, like an articulated mission and value statements, are important to organizational success and resiliency. After a major reorganization of WiLS in 2013, the staff and board decided in 2018 to make sure mission and values were still appropriate and being lived by staff and board alike. Learn about the process of analyzing and modernizing values, why they added two new values on equity and advocacy, and how they are working to actively support and promote their mission and values. A library director/practicum student involved in the process shares what she learned and how she was able to take it back to benefit her own library.

## Did Someone Say Spaetzle?

La Crosse Center South Hall - Ballroom A

**D Hankins**, *New Holstein Public Library*; **Ann Heus**, *New Holstein Public Library*

Are you a small library considering a food-related program, but don't have a kitchen or a big budget? We created a successful, interactive culinary program using just a meeting room, a few carefully selected utensils, and a minimal budget; you can too! Offer your patrons an entertaining, free weeknight program that interests food students of all ages. This session will give you the tools to dream up, plan and execute your own foodie series. We'll discuss our experiences and offer alternatives to scale the program up or down based on the library setting. Come see what's cookin'!

## Going Beyond Headcounts — How to Use Project Outcome to Show the Tangible Results of Programming in My Library

La Crosse Center South Hall - Boardroom C

**Tammy Peasley**, *Black River Falls Public Library*

Looking for a way to turn all your hard work (Inputs!) into information that your library, board and community can use? Wish you could say more about programs other than how many people attended (Outputs!)? The Public Library Association's FREE online toolkit, Project Outcome, is your solution! Learn how one small library is using Project Outcome to capture and demonstrate the community impact of its programming. This easy-to-use toolkit is designed to collect and analyze patron outcome data through simple surveys and ready-made reports and dashboards, helping turn better data into better libraries.

## Google and Hathi Go Local

La Crosse Center South Hall - Boardroom B

**Nancy Mulhern**, *Wisconsin Historical Society*

Digitizing local and state Wisconsin government information was the Wisconsin Historical Society's focus during its participation in the second cooperative book scanning project between Google and UW-Madison. Learn how to access local planning documents, city council proceedings, county educational directories and county board proceedings via Google Book and Hathi Trust. Discussion will focus on how to efficiently utilize Hathi Trust and Google Book to fulfill your local history needs. Learn how to embrace the snippet and limited (search only) access as an aid to discovering not only what exists and where to find it, but also pinpointing the information you need within the resource.

## It Begins with YOU: Maintaining a Professional Attitude in the Midst of Challenges

La Crosse Center South Hall - Ballroom B

**Jean Anderson**, *South Central Library System, Madison*; **Katherine Elchert**, *Rice Lake Public Library*; **Leah Langby**, *Indianhead Federated Library System, Eau Claire*; **Joleen Sterk**, *Menomonie Public Library*

Challenging situations can happen anytime in the library — or anywhere. Jean Anderson, Leah Langby, Joleen Sterk, and Katherine Elchert are all certified in the Crisis Prevention Institute (CPI) Prepare Training program. You'll learn (and practice) a few tips and tricks to help navigate these situations with confidence. We'll talk about how to use body language and nonverbal communication to relieve tension, maintaining a professional attitude when responding to a challenging situation, and more.



2:45 P.M. – 3:30 P.M.

## All Together Now: Building a Great Library Team



La Crosse Center South Hall - B1

**Mary Garm**, Lackawanna County Library System, Scranton, PA

Great things happen when your library team plays well together! Board members, Friends, and staff all have roles to play in making your team successful. Learn how to build your best team with good communication, trust, and respect.

## Communicating the Value of Cataloging

La Crosse Center South Hall - Boardroom B

**Tina Marie Maes**, Madison Public Library; **Kathy Setter**, Indianhead Federated Library System, Eau Claire; **Catherine Markwiese**, Milwaukee Public Library

This is a panel presentation for catalogers about how catalogers can advocate for the value of cataloging within their library to non-cataloging library staff, directors, library board members, etc. We will touch on different ways to do this, including “elevator speeches,” infographics, etc.

## Curating Community Digital Collections: Collaborating to Build Digital Capacity

La Crosse Center South Hall - Ballroom B

**Emily Pfothenbauer**, WiLS, Madison; **Vicki Tobias**, WiLS, Madison

The Curating Community Digital Collections (CCDC) initiative, sponsored by Recollection Wisconsin and supported by an IMLS Laura Bush 21st Century Librarian Program grant, offers graduate students in the iSchool at UW-Madison and the School of Information Studies (SOIS) at UW-Milwaukee hands-on experience in digital stewardship and digital preservation through summer fieldwork placements at small libraries, archives and museums across Wisconsin. In this panel, participating students, site supervisors and mentors will share their experiences and lessons learned from the Summer 2018 CCDC cohort.

## HR for Non-HR Professionals

La Crosse Center South Hall - B4

**Emily Kornak**, Lake Geneva Public Library; **Angela Zimmermann**, Mukwonago Community Library; **Joe Davies**, Burlington Public Library

People are an organization’s most important resource, but do you sometimes feel like you’re in a wind tunnel when dealing with HR? Perhaps you’ve recently transitioned to a new management role or feel that you don’t have the necessary HR experience for a (desired) position? Library directors have to understand best HR practices while also managing staff as effectively and empathetically as possible. The presenters will share their experiences as library directors, covering topics including man-

aging a multi-generational staff, staff engagement, managing up (managers, supervisors, library boards), while keeping perspective and maintaining that elusive work-life balance.

## Inclusive Services Institute: Being Part of Positive Change

La Crosse Center South Hall - B3

**Martha Bauer**, Brewer Public Library, Richland Center; **René Bue**, Hedberg Public Library, Janesville; **Shauna Koszegi**, Sun Prairie Public Library; **Bobbie Kuehn**, Brown County Library, Green Bay; **Jessica MacPhail**, Racine Public Library; **Laurie Ollhoff**, T.B. Scott Free Library, Merrill; **Tessa Michaelson Schmidt**, Public Library Development, Department of Public Instruction, Madison; **Glenny Whitcomb**, Chilton Public Library

Participants from the inaugural Inclusive Services Institute will share what motivated them to apply to participate and their experiences during the two intensive three-day conferences. Panelists will also share why they feel the Inclusive Services Institute and the tool they created are so important to all public libraries in Wisconsin.

## No One Checked It Out: Transforming Perceptions of Diverse Books

La Crosse Center South Hall - B2

**Dawn Foster**, Portage Public Library; **Jenna Gilles-Turner**, Chippewa Falls Public Library; **Jessi Peterson**, Chippewa Falls Public Library; **Megan Schliesman**, Cooperative Children’s Book Center, Madison; **Aimee Schreiber**, Sparta Free Library

You know it’s important to buy diverse books. But your community is small, your budget is small, and it’s hard to justify when they rarely leave the shelf. What can you do? Embrace your power as a role model! Incorporate diverse books in story times, displays, and other programming throughout the year. Make diversity visible and show it’s valued. Let your community see that diverse books aren’t about “the other” but about “us.” This session will feature a panel of practitioners using diverse books on a regular basis across their programming.

## PLSR Project — The Recommendation Report and Beyond

La Crosse Center South Hall - Ballroom C

**Martha Berninger**, Resources for Libraries & Lifelong Learning, Department of Public Instruction, Madison; **John DeBacher**, Public Library Development, Department of Public Instruction, Madison; **Kurt Kiefer**, Division for Libraries & Technology, Department of Public Instruction, Madison; **John Thompson**, Indianhead Federated Library System, Eau Claire

The PLSR recommendation report was presented to the Department of Public Instruction earlier this year. Join us for a brief wrap-up on the process and the recommendation report, and to hear what happens next. DPI staff members will share an update on the implementation road map and the possible paths to bringing equity and efficiencies to the services provided to Wisconsin’s public libraries.

## WLA Is for ALL Library Staff!

La Crosse Center South Hall - Ballroom A

**Jennifer Cook**, *Chippewa Valley Technical College, Eau Claire*; **Skip Mosshamer**, *Lakeshores Library System, Waterford*; **Nyama Reed**, *Whitefish Bay Public Library*

You may wonder how you fit into WLA with all the talk about “librarians” if you don’t have an MLIS. Did you know the VAST majority of library employees in Wisconsin do not have an MLIS degree? I bet you do know that all staff are vital and do awesome things for their communities! Attend this session to find out how WLA supports all library staff and how you can belong to our great community.

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3:30 P.M. – 4:15 P.M.

## No-Conflict Time in Exhibit Hall

La Crosse Center South Hall A

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3:30 P.M. – 4:30 P.M.

## Résumé Review: Pick-Up

La Crosse Center South Hall A

Conference attendees who dropped off résumés or curricula vitae earlier in the day can pick them up and view the results.

## WLA Foundation Silent Auction

La Crosse Center South Hall A

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

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4:30 P.M. – 5:15 P.M.

## Friends 101: Starting, Growing and Sustaining a Successful Friends Organization

La Crosse Center South Hall - Boardroom B

**Carol Chapman**, *South Central Library System, Madison*; **John DeBacher**, *Public Library Development, Department of Public Instruction, Madison*; **Skip Mosshamer**, *Lakeshores Library System, Waterford*; **Bill Wilson**, *Milton Public Library and Arrowhead Library System*

Everybody needs a friend, but starting, growing and sustaining a successful Friends of the Library organization can be complicated. Just like personal relationships, creating, nurturing, and maintaining mutually beneficial strong bonds of friendship requires attention. This interactive program will give attendees an opportunity to explore ways to “make new friends and keep the old ones!” Please attend if you’re a Friend or a Trustee and, if you’re a library director or staff member, please come...and bring a Friend!

## Low - (NO!) Budget Storytime Props

La Crosse Center South Hall - B1

**Kirsten Almo**, *Edgerton Public Library*

Looking for ways to energize your storytime or preschool programs with a low (or NO) budget? Are you falling into a slump and ready for some new additions to your already awesome programs? This session will send you back with loads of ideas you can use TODAY! Even better, you can add most of these fun props without breaking your non-existent budget!

## Notable Books Marathon

La Crosse Center South Hall - Ballroom A

**Jean Anderson**, *South Central Library System, Madison*; **Helene Androski**, *Retired, UW-Madison*; **Eliot Finkelstein**, *UW-Madison*; **Amy Lutzke**, *Dwight Foster Public Library, Fort Atkinson*

Hosted by the READ section, the annual Notable Books Marathon features librarians from across the state discussing books from ALA’s Notable Books list. In addition, the panel will highlight titles from the current WLA Literary Award Committee’s list of Outstanding Achievement winners. Come and find more books to add to your TBR list!

## Public Library Director Boot Camp REUNION

La Crosse Center South Hall - Boardroom C

**Shannon Schultz**, *Public Library Development, Department of Public Instruction, Madison*

Since its inception in 2012, survivors of the New Public Library Director Boot Camp (held by DPI) have asked for a gathering at the WLA Conference. We have listened and here it is! Past boot camp participants and the general library public are welcome to attend this session, where we will share our experiences as new directors and have any questions answered. Anyone new to the field or interested in public library administration will find this session very informative.

## Re-Envisioning Space: Collaboration, Creativity, and Strategic Partnerships to Drive Change

La Crosse Center South Hall - B2

**Kate Kramschuster**, *UW-Stout, Menomonie*; **Cory Mitchell**, *UW-Stout, Menomonie*

The UW-Stout Library created a student-focused destination on a shoestring budget by utilizing existing resources, collaborating across units, and forming strategic partnerships with the campus and local community. A large weed of print periodicals created room for “Creative Collaborative Collection Spaces” to showcase two of our most dynamic and popular collections. The Comics and Graphic Novels Collection has adjacent drafting tables, art equipment, and lighting. Through collaboration with the Arts Integration Menomonie grant, the Educational Materials Center curriculum collection now includes a children’s theater, murals, and spaces for art and literacy programs for students and the community.

## State of Craft Beer

La Crosse Center South Hall - Ballroom C

**Matthew Janzen**, Author



Take a brewery tour of Wisconsin with *State of Craft Beer* author and photographer Matthew Janzen. Matthew's presentation goes behind the scenes and beyond the taprooms, on the journey that led him to meet farmers, artists, scientists, virtually all walks of life and businesses that are benefiting from craft beer's astronomical growth. Even if you're not a fan of craft beer, you will be captivated by the trends he

discovered while driving over 30,000 miles to explore the economic impact of this booming industry. Learn how breweries are strengthening their communities, and how the importance of that story became a book.

## What I Wish I Had Known Then: Lessons Learned as Managers/Leaders

La Crosse Center South Hall - B3

**Ryan Claringbole**, Monona Public Library; **Nathan Dowd**, Edgewood College, Madison; **Stef Morrill**, WiLS, Madison; **Tasha Saecker**, Appleton Public Library

Moving into a management position provides many opportunities to learn about leadership, your organization, and yourself. Sometimes, the "opportunities" can feel overwhelming, and you just wish that someone would have told you some of this before you got into this position! Our panel of leaders is here to help! Through a Q&A format, the panel will share what they wish they had known earlier in their careers about leadership, ranging from the practical to the philosophical.

## Who Needs a Good Laugh?

### 11 Types of Humor Found in Serious Literature, and How I Almost Used One of Them

La Crosse Center South Hall - Ballroom B

**Matt Cashion**, Author



Borrowing ideas from classic comics such as Freud, Aristotle and Henri Bergson, this interactive session will take a look at 11 ways that authors find the laughs. We'll ask ourselves: when do we laugh, and why, and can we do it more often, please? We'll look at a few examples from recent centuries, highlight some contemporary writers who make the messy world more bearable and I'll share a very brief excerpt from my

novel, *Our Thirteenth Divorce*, winner of the 2017 Edna Ferber Fiction award. The award's judge, Robert Olmstead, said, "It's terribly hard to write funny and Cashion accomplishes that with rare aplomb." I'm not sure what "aplomb" means, but I appreciate Bob's kindness. In addition, we can share titles of our favorite funny writers and add to our lists of books that will keep us laughing.

## Who's the Boss? Your Community!

La Crosse Center South Hall - B4

**Linda Gard**, Cobb Public Library; **Sarah Kyrie**, Argyle Public Library; **Gina Rae**, Wilton Public Library

Sometimes we have a tendency to think we know what's best for our library. But is this really true? Join three civic-minded librarians as we brainstorm with you better ways to serve our patrons and get out of the "It's my library!" mindset. Discover ways to make your work even more community-centered through programming, compassion, partnerships and tapping the potential of library users and non-users alike!

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5:30 P.M. – 7:00 P.M.

## Awards & Honors Reception

Radisson Hotel Ballroom

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

Music provided by Luke Thering, Pianist

Sponsored by EBSCO

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5:30 P.M. – 6:30 P.M.

## Mingle Over a Beer with Matthew Janzen

Turtle Stack Brewery, 125 2nd Street South,  
La Crosse

Join *State of Craft Beer* author, Matt Janzen, at the Turtle Stack Brewery for continued conversation. The Turtle Stack Brewery is located across from the Radisson Hotel.

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7:00 P.M. – 9:00 P.M.

## Community for Open Wisconsin SIG Meeting

The Waterfront Hotel Restaurant & Tavern  
328 Front Street South, La Crosse

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8:00 P.M.

## Pub Crawl

### Led by Professional Storyteller Michael Scott

Raise some spirits tonight and have a drink with some La Crosse residents who simply refuse to leave. Have an Old Fashioned with a long-deceased supper club owner or a glass of white wine with an 8-year-old girl in a white Victorian-age dress. Maybe you would prefer to have a beer with an anal-retentive saloon owner or a White Russian with a deeply distraught barber. These are some of the ghosts you'll be drinking with tonight. Come have a cold one with a cold one.

Meet outside the front entrance of the Radisson Hotel.

Sponsored by Friends of the La Crosse Public Library

Wisconsin Small Libraries (a unit of WLA)

## Honoring Award Winners



### Celebrate at the Awards & Honors Reception

Thursday, October 25, 2018  
Radisson Hotel - Ballroom

#### 2018 Wisconsin Author Project Award

M. J. Williams  
*On the Road to Death's Door*

#### Elizabeth Burr/Worzalla Children's Book Award

Darcy Miller  
*Roll*

#### WLA Literary Award

Dan Egan  
*The Death and Life of the Great Lakes*

#### Notable Wisconsin Authors

James Campbell  
Lesley Kagen

#### Wisconsin Library Heritage Center Library Hall of Fame Inductees

Helen Adams  
Bob Bocher  
Lucy E. Smith Morris

#### SSCS Paralibrarian Award

Celine Donofrio  
La Crosse Public Library

#### Citation of Merit Award

Nicholas Family Foundation

#### Muriel Fuller Award

Alison Hoffman  
Monarch Library System  
Sheboygan

#### Special Service Award

Roxane Bartelt  
Janesville

#### Trustee of the Year Award

James C. Englebert  
Elisha D. Smith Public Library  
Menasha

#### Programming Innovation Award

McIntosh Memorial Library's Sixth Grade Journal Buddies  
Viroqua

#### Library of the Year Award

Milton Public Library

#### WLA/Demco Librarian of the Year

Jessica Schoonover  
Shirley M. Wright Memorial Library  
Trempealeau

This event is generously sponsored by EBSCO.

Be sure to stop at Booth 57 in the Exhibit Hall to thank them.

# 2018 Book Awards

## Literary Awards Committee Honors

### WLA Literary Award

*The Death and Life of the Great Lakes*  
Dan Egan

### Notable Authors

James Campbell

Lesley Kagen

David Rhodes

### Outstanding Achievement

*Hearts of Men*  
Nicholas Butler

*Heretics: the Wondrous and Dangerous  
Beginnings of Modern Philosophy*  
Steven and Ben Nadler

*Burning Bright*  
Nick Petrie

*Confessions of Young Nero*  
Margaret George

*Obroni and the Chocolate Factory*  
Steven Wallace

*Every Day We Live Is the Future*  
Douglas Haynes

*Dark Net*  
Benjamin Percy

### Outstanding Achievement in Poetry

*You Beast*  
Nick Lantz

*Cold Pastoral*  
Rebecca Dunham

*Grief Bone*  
Karla Huston

*How to Be An Indian in the 21st Century*  
Louis V. Clark III

*The Word We Used for It*  
Max Garland

*Splash of Easy Laughter*  
Shoshauna Shy

## Children's Book Award Committee Honors

### Elizabeth Burr/Worzalla Award

*Roll*  
Darcy Miller

### Notable Author

Laurence Yep

### Outstanding Achievement

*The March Against Fear: The Last Great  
Walk of the Civil Rights Movement and  
the Emergence of Black Power*  
Ann Bausum

*Slider*  
Pete Hautman

*Liberty: The Spy Who (kind of) Liked Me*  
Andrea Portes

*Big and Little Questions (according to  
Wren Jo Bryd)*  
Julie Bowe

*Egg*  
Kevin Henkes

*Pomegranate Witch*  
Written by Denise Doyen  
Illustrated by Eliza Wheeler

*Noah Webster's Fighting Words*  
Tracy Nelson Maurer

*Where Are You?*  
Sarah Williamson

*Claymates*  
Written by Dev Petty  
Illustrated by Lauren Eldridge

*Someday Birds*  
Sally J. Pla

# LIBRARY & INFORMATION SERVICES

**NEW!**

## ASSOCIATE DEGREE

**Take your skills to the next level and get that degree you've been waiting for!** If you have strong organization and customer service skills, or are already working in a library and want to advance in your organization, CVTC's new Library & Information Services program is the right choice for you.

The Library & Information Services program is 100% online – which means you can study at a time that works best for you. This program is financial aid eligible, with no program textbooks to purchase and the option to receive credit for prior learning, which means you'll earn your diploma at a fraction of the cost than at a four-year university. This program is a continuing education option for Wisconsin public library directors and K-12 teachers. Program credits will also transfer to UW-Milwaukee's online IST bachelor degree program if you choose to continue your education.



CVTC does not discriminate on the basis of race, color, national origin, sex, disability, religion in employment, admissions, programs, or activities. General inquiries regarding the College's non-discrimination policies may be directed to: Director of Human Resources • Chippewa Valley Technical College • 520 W. Cass Street • Eau Claire, WI 54701 • 715-832-1317 • WI Relay 711



### Just the Facts:

- Degree Type: Associate
- Length of Program: Two Years
- Delivery Method: Online
- Start Date: August & January
- Financial Aid Eligible: Yes

### Careers:

- Circulation Supervisor
- Education Paraprofessional
- Library Assistant
- Library Technician
- Register of Deeds
- Technology Coordinator

### You'll Learn About:

- Advocating the importance of libraries in communities
- Copyright, licensing & information ethics
- Educational and web-based technologies
- Effective use of print and online library services
- Engaging children, young readers & adults with library services
- Grant writing & programming
- Library administration
- Managing & organizing collections

**APPLY TODAY!**

- > [cvtc.edu/LibraryInfoServices](http://cvtc.edu/LibraryInfoServices)
- > 715-833-6300

**CVTC**  
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7:00 A.M. – 11:00 A.M.

**Registration**

La Crosse Center South Hall Lobby

7:00 A.M. – 8:30 A.M.

**Continental Breakfast**

La Crosse Center South Hall - Second Floor Hallway

8:00 A.M.– 8:45 A.M.

**Sunrise Speaker**

La Crosse Center South Hall - Ballroom

**Chloris Lowe**, *Sky Clan of the sovereign Ho-Chunk Nation (HCN)*



Chloris Lowe, a member of the Sky Clan of the sovereign Ho-Chunk Nation, has been invited to address us as we begin our final day at conference. He has worked extensively with and for Native American Nations and brings advocacy skills as well as a spirituality to his work. Mr. Lowe’s experience in leadership, community building and working together to create

partnerships that benefit native and non-native communities alike has strong links to the work we do in libraries.

9:00 A.M. – 9:45 A.M.

**The Biology of Sex**

La Crosse Center South Hall - Ballroom C

**Alexandra Hall, M.D.**, *UW–Stout, Menomonie*



Trained in theater, education and medicine, Dr. Hall will share what we do and do not know about the development of our biologic sex, gender identity, and sexual orientation from a scientific standpoint in this accessible and interactive session. Dr. Hall has been providing transgender health services to patients and advocating for trans health issues for over a decade and speaks both regionally and nationally on the topic.

**Experiences in Weeding Inensitive Picture Books About American Indians**

La Crosse Center South Hall - Boardroom B

**Valerie Morris**, *Whitefish Bay Public Library*

This session will discuss the experiences and issues with weeding youth picture book collections of insensitive, inaccurate, and stereotypical books about American Indians/First Nations.

The importance of providing accurate and respectful books on American Indians for young patrons will be presented with examples of books discarded and the reasons why. Session attendees will be provided with information and resources on identifying problematic books.

**Get OUT of Here! Taking Your Summer Reading Program on the Road and Bringing the Outside In**

La Crosse Center South Hall - Boardroom C

**Lara Lakari**, *Stephenson Public Library, Marinette County Libraries*

Looking for ways to engage children in your community who cannot make it into the library during the summer months? Trying to reach an audience you may have missed? We will share various methods of reaching your target audience when they cannot come to you. Mobile programs will include STEM/STEAM, Little Free Libraries, portable story times, and parking lot science. Plan on sharing your own ideas and experiences as well.

**Ignite the Fire for History in Children**

La Crosse Center South Hall - Ballroom A

**Chris Sturdevant**, *Waukesha Public Library*; **Anita Doering**, *La Crosse Public Library*

Chris and Anita share insights connecting children with history in the library. Chris has introduced award-winning Cold War era literature to book clubs for elementary school-aged children, incorporating such titles as *Breaking Stalin’s Nose* and *The Wall*. He is the author of the upcoming book *Cold War Wisconsin*. Anita will share her unique Badger Detectives tour with attendees. Anita’s hands-on history approach for children includes interactions with local history photographs, engages thought provoking questions and observations, and promotes civics.

**Is Anything Really Free on the Internet?**

La Crosse Center South Hall - B4

**Cole Zrostlik**, *River Falls Public Library*; **Kim Kiiskinen**, *River Falls Public Library*

We all know the problems that fake news, targeted marketing and internet scammers present to our patrons, but do we know how to teach our users to understand and avoid traps, trackers, misleading ads and questionable online practices? Learn how to teach patrons to recognize and think critically about the known knowns, the known unknowns and the unknown unknowns online. Discover cool tools for taking back your own personal data and easy ways to help patrons gain control over their digital footprint. Leave with resources you can immediately integrate into your library’s tech programming for all ages.

## Libraries for All: Inclusive Library Services for Children with Disabilities and Their Families

La Crosse Center South Hall - Ballroom B

**Renee Grassi**, *Dakota County Library, Minnesota*



Public or school, rural or urban, large or small—all public libraries serve children with disabilities in their communities. Librarian and advocate Renee Grassi will show how you can be more intentional about welcoming children with disabilities and their families at your library. In this program attendees will learn best practices for sustainable community partnerships, how to develop a community needs

assessment, ideas for programs, and inclusive marketing strategies. Participants will also learn about accessible customer service and how to make existing children's programs more welcoming for all abilities.

## Mentorship: Guidelines and Better Practices

La Crosse Center South Hall - B2

**Leatha Miles-Edmonson**, *Marquette University Raynor Memorial Libraries, Milwaukee*

There are many best practices for mentorship relationships, but can those guidelines be improved? This interactive presentation seeks to look at mentorship another way. It will discuss mentorship across the profession, but also the value of seeking mentorship outside of the library where you work and outside of the profession. Where are those relationships and how do we nurture them? How can those relationships be flipped? How do you mentor an established professional and where do the gaps lie? How does mentoring change as your career evolves? This interactive hands-on presentation will explore varying mentorship concepts and roles. Audience participation desired.

## Music for the Mind

La Crosse Center South Hall - B1

**Mary Dunn**, *La Crosse Public Library*

Personalized music has been found to be beneficial in a number of situations including helping people who suffer from dementia and other cognitive challenges. La Crosse Public Library, in partnership with the Aging and Disability Resource Center, has been offering the Music and Memory program since mid-2016. With 70–80% of people suffering from dementia still living at home, Music & Memory has targeted that population and has benefited 17 persons living in La Crosse in its first eight months. Let us share with you what you need to do to bring Music & Memory into your communities.

## Pride Without the Prejudice: Controversial Programming in the Library

La Crosse Center South Hall - B3

**Rebekah Palmer**, *Osceola Public Library*; **Nick Dimassis**, *Beloit Public Library*; **Amy Mitchell**, *Beloit Public Library*

Libraries are for everyone and librarians have the great responsibility of providing programming that will benefit their communities; even when that programming makes some groups uncomfortable. We'll share our experiences with hosting Drag Queen Storytimes in the library and discuss other ways in which we can make libraries more inclusive, across the ideological spectrum.

### Here's a snapshot of dates to keep in mind for 2019

- January 11 . . . Volunteer Orientation,  
DeForest Public Library
- February 12 . . . Library Legislative Day,  
Madison Concourse Hotel
- April 17–19 . . . WAAL Conference,  
Lismore Hotel, Eau Claire
- May 1–3. . . . . WAPL Conference,  
Holiday Inn & Central Wisconsin  
Convention + Expo Center, Rothschild
- May 23. . . . . SSCS One-Day Conference,  
Chippewa Valley Technical College,  
Eau Claire
- October 8–11. . . WLA Conference,  
Kalahari Resort & Convention Center,  
Wisconsin Dells



10:00 A.M. – 10:45 A.M.

## From Fact to Fiction: Using Archival Research to Inspire Travel Writing and Textured Mysteries

La Crosse Center South Hall - Ballroom A

**Dean Klinkenberg**, *Author*



*Rock Island Lines* is a mystery that plays with the idea of genealogy as destiny. The plot centers around a long-dead gangster, John Looney, and his legacy of violence and corruption. The author spent hours researching Looney's life, the era, and his conspirators and enemies. He came to the story, though, long before he was thinking about fiction—he was researching a travel guide for the Quad Cities. Learn

about his approach to writing fiction and nonfiction, how they are inextricably linked and how it is all made possible by the local archives where he spends much of his research time. What stories are hiding in your archives?

## Making Digital Information Accessible

La Crosse Center South Hall - Boardroom B

**David Kwasny**, *Marquette University Raynor Memorial Libraries, Milwaukee*

Learn about Section 508 of the Rehabilitation Act of 1973, which requires federal agencies to make their electronic and information technology accessible to people with disabilities. Hear how it affects your library and receive an introduction to website, Word document, and PDF document accessibility, plus preview accessibility tools that make digital objects accessible to disabled users.

## Providing American Sign Language Interpreters at Your Library

La Crosse Center South Hall - B3

**Julie Harrison**, *Verona Public Library*; **Trudy Lorandos**, *Verona Public Library*

More than 500,000 people in Wisconsin are affected with hearing loss. As librarians, we want to provide equal access for all. In this session we'll discuss what you need to know when you receive a request to provide an American Sign Language interpreter at your library. You'll learn about scheduling and hiring an interpreter, costs, laws, and much more. Additional information will also be presented about hearing loops, which can help enhance the library experience for patrons who use hearing aids.

## Putting Puppet Shows into Your Programing

La Crosse Center South Hall - B4

**Murray Johnson**, *Portage County Public Library, Stevens Point*

This session will discuss the process of creating and implementing 10–30 minute puppet shows geared for preschool to early grade school students that are performed by teen volunteers in both large rooms (holding over a hundred patrons) to small rooms (25 or fewer patrons). The presenter will go through the process of selecting or writing a script, creating costumes and props, marketing the program, contacting the volunteers, rehearsals, and finally, the performance.

## Sequenced Picture Books for Everyone! The Art & Literature of Graphic Novels

La Crosse Center South Hall - Ballroom B

**Virginia Roberts**, *Rhineland Public Library*; **Steph Cherrywell**, *Antigo Public Library*

Graphic novels seem to be a bit overwhelming for those unfamiliar. They're so, well, graphic, at times. This panel will help you wade through once-forbidden territory — “comic” books that have grown up into novels or even nonfiction. Popular titles and determining age appropriateness will be discussed. Discover the differences between publishing houses, formats, and foreign books now popular in the market. Reviewing and purchasing sources will be (somewhat) revealed.

## Serving Trans Youth, Students and Adults

La Crosse Center South Hall - Ballroom C

**Alexandra Hall, M.D.**, *UW-Stout, Menomonie*

Learn about some dos and don'ts for working with trans people and making public spaces welcoming from a physician who has been providing transgender health services to patients and advocating for trans health issues for over a decade. Dr. Hall will also discuss information resources trans clients are likely to want and need, and the status of non-discrimination laws and what that means for trans people.



## SimpleSteps Technology for Seniors

La Crosse Center South Hall - B1

**Kathy Helgerson**, *SimpleSteps to Technology, La Crosse*

This session will demonstrate technology that can be helpful to senior citizens both in libraries and in their homes: the MyndVR — provides an immersive experience for seniors and veterans, transporting them to places beyond the walls of a senior residence, <https://www.myndvr.com/>. Eversound — a microphone and set of headphones that may be used in libraries, <https://www.eversoundhq.com/>. CaptionCall Telephone — a free phone captioning service to be used in homes, <https://captioncall.com/>. teleCalm — a device to help caregivers monitor telephone calls, <https://www.telecalmprotects.com/>. Amazon Echo — a special focus will be given on the best way to use for seniors, [www.amazon.com](http://www.amazon.com).



## Throw Your Own Galentine's Day Party

La Crosse Center South Hall - B2

*Lindsay Schmitt, La Crosse Public Library; Kathy Kabat, La Crosse Public Library*

The La Crosse Public Library is two years into throwing annual Galentine's Day parties, with more planned for the future. They're an easy, low-cost way to add some new excitement to your programming schedule. Pick up fun tips and tricks on throwing your own party to help your patrons celebrate the awesomeness of female friendships.

## WordPress for Library Patrons

La Crosse Center South Hall - Boardroom C

*Sunstar Vue, UW-Milwaukee*

More and more people are accessing the internet for information. Using WordPress, community organizations and small businesses can create their own websites without having to spend thousands of dollars. WordPress powers around 30% of websites and these can be created without technical HTML/CSS skills or knowledge. This presentation will demonstrate how to create and edit content for a WordPress site.

11:00 A.M. – NOON

## Choose Leadership: Are You Ready?

La Crosse Center South Hall - Ballroom

*Gretchen Caserotti, Meridian Library District, Boise, ID*



What does it take to be a leader? Caserotti has been working over the last decade to make her libraries and communities better and has learned a lot of lessons in her professional journey to becoming a library director. Caserotti will reflect on nurturing leadership skills in oneself and in others that lead to positive, productive and healthy libraries.

Caserotti will reflect on nurturing leadership skills in oneself and in others that lead to positive, productive and healthy libraries.

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

## Join us for the 2019 Wisconsin Library Association Annual Conference

Kalahari Resort & Convention Center, Wisconsin Dells

October 8–11, 2019

Wednesday, October 9



The keynote will be presented by Ijeoma Oluo, author of *So You Want to Talk About Race*.



Miranda Paul, author of *Water is Water* and other books for children, will speak at the Wednesday YSS luncheon.

Thursday, October 10



John Chrastka, the executive director of EveryLibrary, will provide inspiration at the Trustee Luncheon, addressing library advocacy.

Friday, October 11

The Friday Closing Session will be presented by Michelle Hensley, founder of Ten Thousand Things Theater in Minneapolis where she has directed and produced award-winning drama for audiences in prisons, shelters and housing projects, as well as the general public.



# Non-Member Speakers

**Julie Arensdorf**

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**Dr. Alexandra Hall**

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**Ellen Jacks**

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