

Wisconsin Libraries

Building a Better Tomorrow



Rosemary Garfoot Public Library, Cross Plains—Wisconsin's first green library

▶ Conference Schedule at a Glance	pages 7-9
▶ Tuesday	page 32
▶ Wednesday	pages 34-41
▶ Thursday	pages 43-52
▶ Friday	pages 55-58

Featured Speakers



Toni Samek



John Magnuson



Peggy Barber



Bill Barnes and Gene Ambaum



Marie Radford



Catherine Gilbert Murdock



The goal of the 117th Annual WLA Conference is to provide programs and events that will showcase how libraries help people make sense of and use information and technology to improve their lives. Conference programs also will help libraries in their role as an important community resource and gathering place to develop and share new ideas. Finally, a number of programs emphasize the adoption of energy-saving “green” practices—in both daily operations and new library facilities. We hope you enjoy your time in Middleton!

Topics



Being Green(er)



Books, Books, Books



Marketing and Advocacy



Intellectual Freedom



Technology



...and so much more!

▼ Other Stuff Inside the Book

▶ Board, Business and Committee Meetings	page 10
▶ Featured Speakers	page 28-31
▶ Annual Meeting Agenda	page 53
▶ Awards Banquet	page 54

search

Applications

- ▶ Exhibits
- ▶ Groups
- ▶ Network
- ▶ Colleagues
- ▶ Meetings
- ▶ Awards
- ▶ Autographs

SUPPORT Wisconsin Libraries
Keep Us All In A Better State™



Foundation Fundraiser

Let your hair down and try something new! Wii is all the rage, and libraries have turned to this new sensation for programming for all ages. Support the WLA Foundation by joining us for Wii games, and perhaps even a tournament with prizes. Music by Mississippi Blue is also on tap!



CO₂GETHER

paring our soles: a new Web tool for a cleaner Wisconsin

Each of us has a carbon footprint. If we truly want a healthy planet, all of us need to do our part to reduce greenhouse gas emissions. 1000 Friends of Wisconsin, Madison Gas and Electric and UW-Madison SAGE partnered to develop CO₂gether, an action-oriented Web tool to help track and trim our environmental impacts, individually and together.

Learn more about how you and your patrons can use this new Wisconsin-based tool:

- Visit MGE's WLA Exhibit Booths 223 and 322 for a "demo."
- Attend our presentation on Thursday, Nov. 6, at 10:45 a.m.
- Visit www.CO2gether.org.

Welcome to the 117th Annual WLA Conference, Wisconsin Libraries: Building A Better Tomorrow. Cheryl Becker and her wonderful conference committee have worked hard to provide programs and events that will showcase how libraries:

- ▶ Help people make sense of and use information and technology to improve their lives
- ▶ Provide resources on education, health, recreation, business opportunities, job skills and more, to help people achieve a better “personal future”
- ▶ Serve as an important community resource and gathering place to develop and share new ideas
- ▶ Adopt energy-saving, “green” practices—in both daily operations and new library facilities.

There are programs about the ways to make your library a “greener” facility and ways to make your workflows more efficient and cost effective; programs that showcase new ILS systems and new resources for families faced with autism and other challenges. Opportunities abound to discuss common issues faced as a library director or to listen to award-winning authors. Our keynote speaker this year, Dr. John J. Magnuson, Emeritus Professor of Zoology and Limnology, UW-Madison, is a leading authority on the effects of climate changes on our environment, a topic that we all need to pay more attention to. I know that you will have a hard time choosing which of these exciting and interesting programs to attend.

In addition to all your sessions, please put the WLA Foundation Fundraiser on Wednesday evening on your “must do” list. We are looking forward to an evening of gaming and fun. I will take on all challengers at Guitar Hero for the title of “fastest guitar at the conference.”



New this year is the Book Cart Drill Team event on Friday morning. I hope to see many of you out there with your spangles and cool moves, or there cheering on your fellow librarians. The creators of the hilarious (and all-too-true) comic strip “Unshelved” and I will be judging. All bribes accepted!

And don’t forget to schedule time to visit the vendors and the silent auction. Shopping for new tech ideas, seeing the latest books, and putting a bid on that perfect gift are always high on my conference list. See you there.

This is the premier opportunity each year to gather with your colleagues and recharge your batteries. Thank you for attending this year’s WLA Conference. Have fun!

Pat Chevis
WLA President

Conference booklet published courtesy of Madison Gas and Electric

Contents

Conference Greetings	3	Featured Speakers	28–31
2008 Board of Directors	4	Program Schedule — Tuesday	32
Conference Information	5	Program Schedule — Wednesday	34–41
Middleton and Madison Area Attractions	5	Program Schedule — Thursday	43–52
Conference Center Map	6	WLA & WLAF Annual Business Meeting	53
Conference at a Glance	7–9	2008 Awards and Honors	54
Board, Business & Committee Meetings	10	Program Schedule — Friday	55–58
Exhibit Categories	12–13	2007 WLA Program Sponsors & Partners	59–62
Directory of Exhibitors	14–25	Non-Member Conference Speakers	63–65
Conference Hours	26	Credits & Thanks	66
Autograph Garden	26	Conference Committee and WLA and WLA Foundation Staff	66
Special Thanks and Exhibits Showcase Drawing	27		

2008 WLA Board of Directors



President
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Madison



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Library System, Horicon



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Support Staff Section
Cynthia Wallace
Winnefox Library System, Berlin

Youth Services Section
Marcia Sarnowski
Winding Rivers Library System, La Crosse

WEMTA Representative
Cara Cavin
Verona

Conference Information

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

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

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

The Madison Marriott West Hotel and Conference Center is a smoke-free environment.

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

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

Internet access is available in our Internet Café, Wednesday-Friday.

Middleton and Madison Area Attractions

Wisconsin Historical Museum

Located on the Capitol Square in Madison, the Wisconsin Historical Museum is full of wonderful information about the State's rich history. 816 State Street, Madison, WI 53706. Reach us by phone at 608-264-6555. www.wisconsinhistory.org/

Henry Vilas Zoo

One of the few free zoos in the country. www.vilaszoo.org

Madison Civic Center

Madison's home for arts and entertainment. Also contains Madison Art Center and gallery gift shop. www.madcivic.org

Olbrich Botanical Gardens

Features a year-round tropical conservancy and lush outdoor gardens, plus a full schedule of musical and educational events. Be sure to see the Thai Pavilion and Garden. www.olbrich.org

State Capitol Building

Free tours are offered daily, year 'round. www.doa.state.wi.us/dbps/capitol/index.asp

State Street

This vibrant pedestrian street linking the State Capitol and the University of Wisconsin campus always offers an entertaining stroll, unique shopping and enticing restaurants and cafes. www.state-st.com

University of Wisconsin

From the famed Union Terrace to beautiful Picnic Point to the ice cream shop in Babcock Hall, there's plenty for visitors to take in on this Big Ten campus. www.wisc.edu

West Towne Mall

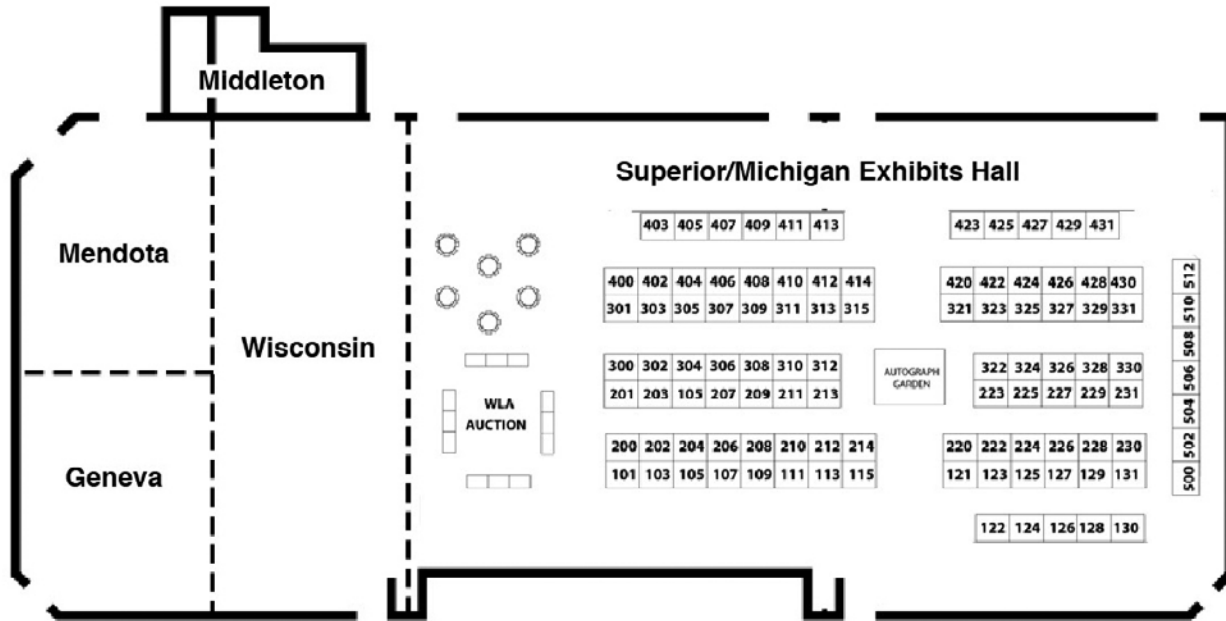
Major shopping mall includes Abercrombie & Fitch, Ann Taylor, Banana Republic, Boston Store, Milwaukee Public Museum Store, Apple Store, and more. www.shopwesttowne-mall.com/

Monona Terrace

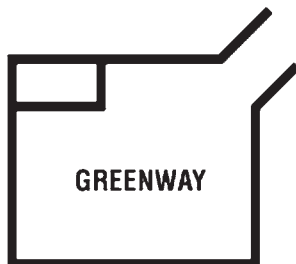
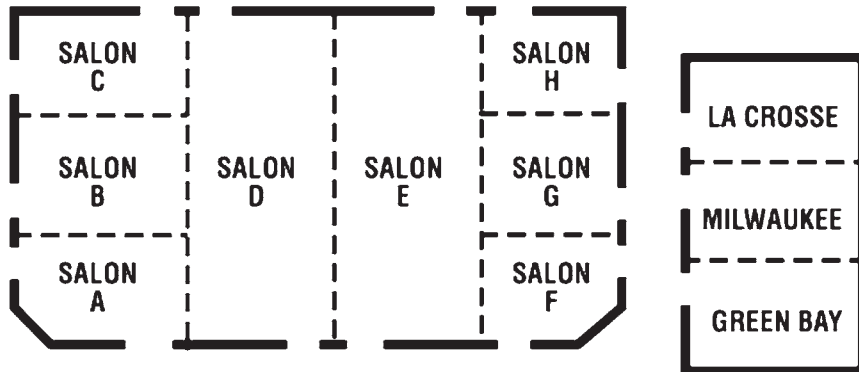
This structure, designed by Frank Lloyd Wright, extends out over Lake Monona in downtown Madison. Guided tours are available for a small fee. Gift shop specializes in Wright designs. www.mononaterrace.com

More

City of Middleton www.ci.middleton.wi.us
 Middleton Chamber of Commerce
www.middletonchamber.com
 Middleton Public Library www.midlibrary.org
 Middleton Tourism www.visitmiddleton.com/
 City of Madison www.ci.madison.wi.us/
 Greater Madison Chamber of Commerce
www.greatermadisonchamber.com
 About Madison www.ci.madison.wi.us/madabout.html
 Madison Convention and Visitor's Bureau
www.visitmadison.com
 Madison Public Library www.madisonpubliclibrary.org



BALLROOM



Tuesday, November 4, 2008

3:00 p.m.–7:00 p.m.	Registration	Madison Marriott West Convention Center Lobby
4:00 p.m.–6:00 p.m.	Vendor Reception	Mendota

Wednesday, November 5, 2008

7:00 a.m.–7:00 p.m.	Registration	Madison Marriott West Convention Center Lobby
7:00–9:00 a.m.	Conference Breakfast	Madison Marriott West Hotel Atrium
7:30–8:30 a.m.	Past President's Breakfast	Middleton
9:00–10:00 a.m.	Keynote Address: Climate Change: Local to Global and Back Again	Ballroom D and E
10:00–11:00 a.m.	Exhibits — No Conflict Time.	Superior/Michigan
10:00 a.m.–5:00 p.m.	WLA Foundation Silent Auction.	Wisconsin Internet Café
	Green Bay Exhibits.	Superior/Michigan
11:00 a.m.–12:00 p.m.	BadgerLink Update!	Ballroom D
	Choosing and Migrating to an ILS in the 21st Century	Ballroom E
	Constructing Questionnaires and Questions: It's Harder than it Seems	La Crosse
	Creating a Vision for the Future of the Wisconsin Document Depository Program in the 21st Century: A Discussion	Salon G
	Odd Wisconsin: Amusing, Perplexing, and Unlikely Stories from Wisconsin's Past	Salon F
	Quality Improvement Teams — Analyze and Improve Process Flow in Your Library.	Salon H
	Welcome to WLA! How To Get The Most Out of Your WLA Conference Experience.	Ballroom E
12:15 p.m.	Autograph Garden: Erica Janik	Superior/Michigan
12:15–1:45 p.m.	YSS Luncheon — Library Memories: Visions of Yesterday.	Mendota/Geneva
2:00 p.m.	Autograph Garden: Catherine Gilbert Murdock	Superior/Michigan
2:00–3:15 p.m.	The Cross-Generational Workforce	Ballroom D
	Email as Public Records.	Salon G
	The Future of Bibliographic Control: A Report from the Library of Congress	Salon B
	Gaming, Libraries and Literacy: Redefining Gaming	Ballroom E
	How to Reach Hard to Reach Populations.	Salon A
	Local History and Genealogy Collections at Wisconsin Historical Society.	Salon C
	READ Book Discussion: <i>The Poet of Tolstoy Park</i> by Sonny Brewer	Salon F
	Services to Special Populations: Hospital In-patients, Jails/Prisons	Salon H
	Status of Standards-Based Interlibrary Loan in Wisconsin	La Crosse
	Users and Non-Users of Public Libraries: An Analysis	Milwaukee
3:00 p.m.	Autograph Garden: Thomas Maltman.	Superior/Michigan
3:15–4:00 p.m.	Exhibits — No Conflict Time.	Superior/Michigan
	Webbies Awards (presented by Media and Technology Section)	Superior/Michigan
3:30 p.m.	Autograph Garden: Rachel Singer Gordon	Superior/Michigan
4:00–5:15 p.m.	Discussing Leadership: An Open Forum with Library Directors	La Crosse
	From Idea to Epic: Shaping a First Novel.	Salon A
	Get Your "Green On": Practical, Quirky Advice on Becoming an Eco-tistical Library.	Ballroom D
	Intermingling Worlds: How Access Services, ILL, and Reference can Work Together	Salon G
	Literacy Coaches and Programs for Tweens and Teens: How Schools and Libraries Can Support Adolescent Literacy	Salon H
	Resumé Review Drop In	Middleton
	Technical Services Workflows in Times of Diminishing Budgets	Ballroom E
6:30–7:30 p.m.	UW-Madison Library School Reunion	Mendota
	UW-Milwaukee Library School Reunion.	Geneva
8:00–11:00 p.m.	WLA Foundation Fundraiser — Wee? Wii? Que?? ... Gaming!	Wisconsin

Conference at a Glance

Thursday, November 6, 2008

7:00 a.m.–7:00 p.m.	Registration	Madison Marriott West Convention Center Lobby
7:00–9:00 a.m.	Hot Breakfast	Mendota/Geneva
8:30 a.m.–5:00 p.m.	Internet Café	Green Bay
	Exhibits.	Superior/Michigan
	WLA Foundation Silent Auction.	Wisconsin
8:45–10:00 a.m.	Best Books for Young Adults: 2009 Nominees.	Salon G
	Energy Efficiency and Renewable Energy.	Salon C
	Keeping it all Together: One Library’s Strategy for Electronic Resource Management.	Ballroom D
	The Library Reformation: 95 Edicts You Should Nail to Your Library’s Door	Salon F
	Notable Book Marathon	Salon A
	Powerful Presentations: What Every Presenter Needs To Know	Salon B
	+ Privacy 2.0: Implications in a Connected World	Salon H
	Student Research Forum	La Crosse
	What’s New With Your EBSCOhost Resources?	Ballroom E
9:45 a.m.	Autograph Garden: James Campbell.	Superior/Michigan
10:00–10:45 a.m.	Exhibits — No Conflict Time.	Superior/Michigan
10:15 a.m.	Autograph Garden: Helen Adams and Bob Bocher	Superior/Michigan
10:45 a.m.–12:00 p.m.	Helping Patrons Better Understand Environmental Issues	Salon F
	From Queer to Gay and Back Again: Young Adult Books	Milwaukee
	I Can’t Thank you Enough: The Importance of Good Stewardship	Salon A
	Managing Your Carbon Emissions: An Innovative, Wisconsin-Based Web Tool.	Salon H
	* Marketing as a Team Sport	Ballroom E
	* Public Library Resources for Children with Autism and their Families	Salon B
	James Campbell, RR Donnelly Award Winner	Salon D
	WisconsinEye: A Progress Report.	Salon G
12:15–1:45 p.m.	Wisconsin Library Trustees and Friends Business Meeting/Luncheon	Mendota/Geneva
2:00 p.m.	Tour of American Girl Inc. Library and Marshall Erdman Resource Center	
2:00–3:15 p.m.	Community-based Research and the Relevance of Libraries.	Milwaukee
	Information Literacy across the Library Spectrum	Greenway
	Elizabeth Burr/Worzalla Children’s Book Award Winners George Shannon, author; Laura Dronzek, illustrator.	Salon F
	* The Power of Word-of-Mouth Marketing	Ballroom E
	Project Play: Play More, Learn More, Fear Less	Ballroom D
	The Role of Digitization in Enhancing Knowledge Discovery	Salon G
	Small Town Characters	La Crosse
	Volunteers in the Library: Public and Special Libraries Share their Experiences.	Salon B
	What’s New Under the Dome: The Saga Continues	Salon A
3:15–4:00 p.m.	Exhibits — No Conflict Time.	Superior/Michigan
3:30 p.m.	Autograph Garden: Greg Peck; George Shannon and Laura Dronzek	Superior/Michigan
	WLA Foundation Silent Auction Pickup and Pay	Wisconsin
4:00–5:15 p.m.	+ Challenges for Reference Excellence	Ballroom E
	Library for the Blind: Update on New Audio Formats	Salon G
	National Broadband Problem: A Library Perspective	Salon F
	Reel to Real: a New Season of PBS Films for your Library.	Salon A
	Resumé Review Drop In	Middleton
	Roadmap to the Future of Wisconsin Libraries.	Salon H
	The Shared Ideal: The Carnegie Libraries of Claude & Starck.	La Crosse
	WISCAT Update!	Ballroom D
7:00–9:00 p.m.	Awards Banquet	Mendota/Geneva

* Handouts available on-line

+ Program taped for viewing on Conferencecaster

Friday, November 7, 2008

7:00–11:00 a.m.	Registration	Madison Marriott West Convention Center Lobby
7:00–9:00 a.m.	Continental Breakfast	Madison Marriott West Hotel Atrium
8:30–11:30 a.m.	Internet Café	Green Bay
8:45–10:00 a.m.	The Courage to be Culturally Competent: Overview.	Salon C
	Cut to the Chase: Evaluating Services and Programs.	Salon A
	Dynamic Teen Departments	Salon F
	Open Source OPAC: An Alternative Solution	Ballroom E
	Perspectives on the Library Past	Milwaukee
	Policies for Effective Management of Employees and Benefits	Salon B
	Support Learning in Virtual Worlds	Salon G
	Autograph Session: Marie L. Radford	Salon A
	Book Cart Drill Team Competition	Wisconsin
	OverDrive Update and User Group	Ballroom E
10:15 a.m.	+ Reflections on Intellectual Freedom: From the Local to the Global Community.	Ballroom D
	The Role of Library Staff and the Profession in Addressing Diversity.	Salon F
	Serving Patron's Information Needs 24/7 — the Role of Virtual Reference.	Salon G
10:15–11:30 a.m.	Autograph Session: Dr. Toni Samek.	Ballroom D
	President's Luncheon: A Funny Thing Happened.	Mendota/Geneva
11:45 a.m.	Autograph Session: Bill Barnes and Gene Ambaum	Mendota/Geneva
11:45 a.m.–2:00 p.m.		
2:00 p.m.		

+ Program taped for viewing on Conferencecaster

Tuesday, Nov. 4, 2008

4:00–6:00 p.m. Wisconsin Association of Public Libraries Board Meeting Milwaukee
 6:00–8:00 p.m. Wisconsin Library Association Board Meeting Middleton

Wednesday, Nov. 5, 2008

7:30–8:30 a.m. Government Information Round Table Milwaukee
 New Member Round Table Business Meeting Salon H
 Youth Services Section Business Meeting La Crosse
 12:15–1:45 p.m. Association of Wisconsin Special Librarians Business meeting Salon Hv
 1:00–1:45 p.m. Wisconsin Genealogy and Local History Round Table Business Meeting Middleton
 5:30–6:30 p.m. Resource Sharing Round Table Business Meeting La Crosse
 Wisconsin Education and Curriculum Librarians Meeting Salon H

Thursday, Nov. 6, 2008

7:30 a.m.–8:30 a.m. Circulation Services Round Table Business Meeting Salon F
 Library User Education Round Table Business Meeting Greenway
 Outreach Services Round Table Business Meeting La Crosse
 Readers Section Business Meeting Salon H
 8:00 a.m.–10:00 a.m. WLA Foundation Board Meeting Middleton
 12:15 p.m.–1:45 p.m. Wisconsin Small Libraries Round Table Business Meeting Milwaukee
 5:30 p.m.–6:30 p.m. Wisconsin Library Association and WLA Foundation Business Meeting Ballroom D

Friday, Nov. 7, 2008

7:30 a.m.–8:30 a.m. Media and Technical Services Section Business Meeting Salon G
 Reference and Adult Services Section Business Meeting Middleton
 Technical Services Section Business Meeting La Crosse

Registration

Madison Marriott West Convention Center Lobby
 Tuesday, 3:00 p.m.–7:00 p.m.
 Wednesday, 7:00 a.m.–7:00 p.m.
 Thursday, 7:00 a.m.–7:00 p.m.
 Friday, 7:00 a.m.–11:00 a.m.

Exhibits

Superior/Michigan
 Wednesday, 10:00 a.m.–5:00 p.m.
 Thursday, 8:30 a.m.–4:30 p.m.

Breaks in Exhibit Hall

Superior/Michigan
 Wednesday, 10:00–10:45 a.m., 3:15–4:00 p.m.
 Thursday, 10:00–10:45 a.m., 3:15–4:00 p.m.

Internet Café

Green Bay
 Wednesday, 10:00 a.m.–5:00 p.m.
 Thursday, 8:30 a.m.–5:00 p.m.
 Friday, 8:30 a.m.–11:30 a.m.

WLA Foundation Silent Auction

Wisconsin
 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



- Library Architecture
- Library Planning
- Library Interior Design
- Library Space Analysis
- Library Feasibility Studies
- Library Programming
- Referendum Assistance
- Landscape Architecture
- Landplanning
- Cost Estimating
- Site Analysis
- Site Selection

25 S. Grove Avenue
 Suite 500
 Elgin, Illinois 60120
 847-695-5840
www.bca-arch.com

Burnidge Cassell Associates

BCA

Exhibit Categories

Architecture & Design

Burnidge Cassell Associates
Durrant Group, Inc.
Engberg Anderson, Inc.
Frye Gillan Molinaro Architects
HGA Architects & Engineers
J. Stewart Roberts Associates
Architects, Inc.
Nagle Hartray Danker Kagan McKay
Penney Architects
Short Elliott Hendrickson, Inc.

Associations

AAA Wisconsin

Audio Materials

Baker & Taylor, Inc.
BBC Audiobooks America
Books on Tape/Listening Library
Brodart Company
BWI
Ingram Library Services Inc.
OverDrive, Inc.
Recorded Books, LLC

Audio Visual Equipment/ Systems

Camera Corner/Connecting Point
Sebco Books

Binding

Northern Micrographics

Book Jobber/Wholesaler

Brodart Company
Davidson Titles, Inc.
Emery-Pratt Company
Ingram Library Services Inc.
Learning Opportunities, Inc.
Penworthy Company, The
Sebco Books
SharpeReference/Salem Press/ABC
CLIO

Books

Alpine Book
Baker & Taylor, Inc.
BBC Audiobooks America
Brodart Company
Brookhaven Press
BWI
Catering By Design
Davidson Titles, Inc.
Gale, part of Cengage Learning
H.W. Wilson Company
Ingram Library Services Inc.

Learning Opportunities, Inc.
Maris Associates
Mister Anderson's Company
Penworthy Company, The
Quality Books Inc.
Rainbow Book Company
Scholastic Classroom & Library Group
Sebco Books
SharpeReference/Salem Press/ABC
CLIO
University of Wisconsin Press
Woodland Pattern Book Center

Children's Books/ Materials

BBC Audiobooks America
Brodart Company
Catering By Design
Davidson Titles, Inc.
DEMCO, INC.
Ingram Library Services Inc.
Learning Opportunities, Inc.
Maris Associates
Mister Anderson's Company
Penworthy Company, The
Rainbow Book Company
Recorded Books, LLC
Sebco Books
Upstart/UpstartBooks
Woodland Pattern Book Center
World Book, Inc.

Children's Programs

AWE, Inc.
Catering By Design
Mister Anderson's Company
Quality Books Inc.

Computer Software

SirsiDynix

Computers

Camera Corner/Connecting Point

Consortium

ProQuest
Wisconsin Library Services (WiLS)

Databases

EBSCO Information Services
Gale, part of Cengage Learning
H.W. Wilson Company
Maris Associates
ProQuest
Scholastic Classroom & Library Group
Wisconsin Library Services (WiLS)

Digital Scanning & Preservation

Camera Corner/Connecting Point
MTM International, Inc.
Northern Micrographics
ProQuest

Distributor

Baker & Taylor, Inc.
BBC Audiobooks America
Emery-Pratt Company
Ingram Library Services Inc.
Maris Associates
Rainbow Book Company
Sebco Books

Download Digital Media

OverDrive, Inc.

DVDs & Videos

Quality Books Inc.

e-books

Ingram Library Services Inc.

Education

AWE, Inc.
H.W. Wilson Company
National Network of Libraries of
Medicine
ProQuest
Scholastic Classroom & Library
Group
UW-Madison SLIS
UW-Milwaukee School of
Information Studies
WebJunction
Wisconsin Library Services (WiLS)
WisconsinEye

Engineers

Durrant Group, Inc.
HGA Architects & Engineers
Short Elliott Hendrickson, Inc.

Furniture

Brodart Company
Buckstaff Company
Camera Corner/Connecting Point
DEMCO, INC.
Embury, Ltd.
Highsmith Inc.

Genealogy/Local Histories

Brookhaven Press

Government Agency

National Network of Libraries of
Medicine

Government Information

WisconsinEye

Interior Design

Burnidge Cassell Associates
Durrant Group, Inc.
Embury, Ltd.
Engberg Anderson, Inc.
Frye Gillan Molinaro Architects
HGA Architects & Engineers
Nagle Hartray Danker Kagan McKay
Penney Architects

Internet

OverDrive, Inc.

Large Print Books

Gale

Literacy

AWE, Inc.

McNaughton Leased Products & Services

Brodart Company

Metadata

Northern Micrographics

Microfilming

Northern Micrographics

Microform/Microform Equipment

MTM International, Inc.

Movers

Coakley Bros. Company
Yerges Moving and Storage

Newsletter Mailing

Adaptive Technology Resources, Inc.

Online Databases for Reference

World Book, Inc.

Online Encyclopedia Databases

World Book, Inc.

Online Information

Baker & Taylor, Inc.
EBSCO Information Services
H.W. Wilson Company
National Network of Libraries of
Medicine
OverDrive, Inc.
Portalwisconsin.org
ProQuest
WebJunction
Wisconsin Library Services (WiLS)
WisconsinEye

Portal Software

Portalwisconsin.org

Program Resources

Mister Anderson's Company
WebJunction

Programming

Burnidge Cassell Associates
Promotional Materials
Upstart/UpstartBooks

Publishers

BBC Audiobooks America
Books on Tape/Listening Library
Brookhaven Press
Gale, part of Cengage Learning
H.W. Wilson Company
Maris Associates
Scholastic Classroom & Library
Group
University of Wisconsin Press

Puppets

Mister Anderson's Company
Penworthy Company, The

Puzzles

Mister Anderson's Company

Reference Materials

Davidson Titles, Inc.
EBSCO Information Services
Gale, part of Cengage Learning
H.W. Wilson Company
Learning Opportunities, Inc.
Maris Associates
ProQuest
World Book, Inc.

Retirement Planning

AAA Wisconsin

RFID

3M Company

Security

Brodart Company

SELF-CHECK

3M Company

Shelving

Brodart Company
Buckstaff Company
DEMCO, INC.
Embury, Ltd.

Signage

Brodart Company
Camera Corner/Connecting Point
DEMCO, INC.

Storage

Coakley Bros. Company
MTM International, Inc.
Yerges Moving and Storage

Storytelling Resources

H.W. Wilson Company
Mister Anderson's Company

Subscription Services

EBSCO Information Services

Supplies

Brodart Company
DEMCO, INC.
Highsmith Inc.

Technology Management

3M Company
Camera Corner/Connecting Point
H.W. Wilson Company
MTM International, Inc.
Northern Micrographics
SirsiDynix
WebJunction

Video & DVD

BBC Audiobooks America
PBS Video

Videoconferencing

Camera Corner/Connecting Point

VOIP Telephony

Camera Corner/Connecting Point

Directory of Exhibitors

3M Company*

3M Center, Building 0225-04-N-14
St. Paul, MN 55144
(612) 281-3600
(651) 732-7790 (fax)
www.3m.com/us/library

Representative: Chris Nault
3M provides solutions designed to increase productivity, security and information management.

AAA

160 South McCarthy Road
Appleton, WI 54914
(920) 560-1878
(920) 738-4234 (fax)
www.aaa.com

Representative: Kiersten Gustafson
AAA, partnering with WLA, offers members 15% savings on AAA membership and up to 25% savings on auto/home insurance. Stop at our booth for more information.

Adaptive Technology Resources, Inc.

N54 W613 Mill Street, Suite 500
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Madison, WI 53716
(608) 224-5394
(608) 224-6178 (fax)
www.dpi.state.wi.us/rll/index.html

Representatives: Mary Clark, Vickie Long, Beth Palmquist, Terry Wilcox, Lisa Reale

This state clearinghouse provides reference and inter-library loan referral services, develops resource sharing tools and manages statewide contracts to support life-long learning for Wisconsin residents.

Wisconsin Historical Society Press Booths 329/331

816 State Street
Madison, WI 53706
(608) 264-6550
(608) 264-6575 (fax)
www.wisconsinhistory.org

Representatives: Kathy Borkowski, John Lemke, Melanie Roth, Kate Thompson

As the state's oldest publisher, the WHS Press takes pride in publishing the finest books on Wisconsin history and culture.

 Indicates WLA member

Wisconsin**Library Services (WiLS)***

728 State Street, #464
Madison, WI 53706
(608) 263-2773
(608) 262-6067 (fax)
www.wils.wisc.edu

Representatives: Sara Van Cleef, Tom Zillner, Mark Beatty
WiLS supports libraries in areas of shared bibliographic information, resource sharing, inservice training and other cooperative activities relating to information technology.

WisconsinEye**Booth 115**

122 West Washington Avenue, Suite 200
Madison, WI 53703
(608) 316-6850
(608) 316-6868 (fax)
www.wiseye.org

Representatives: Chris Long, Claudia Looze
WisconsinEye is a new statewide public affairs network presenting civic and community life in Wisconsin, beginning with State government in Madison.

Wisconsin Women Library Workers**Booth 203**

P.O. Box 1425
Madison, WI 53703
www.danenet.wicip.org/wwwlw/

Representative: Mary Knapp
WWLW is an organization committed to improving the status of women in the library field and to the elimination of sex role stereotyping and sex bias.

Woodland Pattern, Inc.***Booths 325/327**

720 East Locust Street
Milwaukee, WI 53212
(414) 263-5001
www.woodlandpattern.org

Representatives: Karl Gartung, Anne Kingsbury, Chuck Stebelton, Carolyn Elmer
Woodland Pattern is a nonprofit literary arts center that specializes in contemporary literature with special emphasis on poetry, small press and cross cultural titles.

Breaks in Exhibit Hall

Superior/Michigan

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

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

World Book, Inc.* Booth 315

233 North Michigan Avenue, Suite 2000
Chicago, IL 60601
(800) 656-1636
(888) 216-8306 (fax)
worldbk@ix.netcom.com

Representatives: Becky Carroll, Jim Carroll
World Book, Inc., sole source publisher of reference, non-fiction and online databases. "The Best for Less!"
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Yerges Moving and Storage Booth 205

P.O. Box 339
Fort Atkinson, WI 53538-0339
(920) 563-5000
(920) 563-5096 (fax)
www.yergesmoving.com

Representative: Kevin Becker, E.G. Becker
Commercial movers with extensive experience in library relocations and remodeling projects. Also moving of medical equipment and household furniture. Onsite storage available.

Wisconsin Library Association

5250 East Terrace Drive, Suite A1
Madison, WI 53718-8345
(608) 245-3640
(608) 245-3646 (fax)
www.wla.lib.wi.us

- **Government Information Booth 424 Round Table (GIRT)**

Serves librarians and other library staff who work with the information provided in all formats by government agencies at all levels.

- **Media and Technology Booth 502 Section (MATS)**

Come see the winners of the WEBBIE Awards.

- **Wisconsin Small Libraries Booth 426 Round Table (WISLR)**

Advocacy and support for small libraries. Information, handouts and fun stuff.

Wisconsin Library Association Foundation

5250 East Terrace Drive, Suite A1
Madison, WI 53718-8345
(608) 245-3640
(608) 245-3646 (fax)
www.wla.lib.wi.us/wlaf/

- **Fundraiser**

Wisconsin Room (adjacent to Silent Auction)
Wednesday, November 5, 8:00 p.m. - 11:00 p.m.

- **Silent Auction**

Superior/Michigan (Exhibit Hall)
Wednesday and Thursday during Exhibit hours

- **Wisconsin Library Booth 406 Heritage Center**

Wednesday and Thursday during Exhibit hours

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uwbookstore.com

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

Registration

Madison Marriott West Convention Center Lobby
Tuesday, 3:00 p.m.–7:00 p.m.
Wednesday, 7:00 a.m.–7:00 p.m.
Thursday, 7:00 a.m.–7:00 p.m.
Friday, 7:00 a.m.–11:00 a.m.

Exhibits

Superior/Michigan
Wednesday, 10:00 a.m.–5:00 p.m.
Thursday, 8:30 a.m.–4:30 p.m.

Breaks in Exhibit Hall

Superior/Michigan
Wednesday, 10:00–10:45 a.m., 3:15–4:00 p.m.
Thursday, 10:00–10:45 a.m., 3:15–4:00 p.m.

Internet Café

Green Bay
Wednesday, 10:00 a.m.–5:00 p.m.
Thursday, 8:30 a.m.–5:00 p.m.
Friday, 8:30 a.m.–11:30 a.m.

WLAFF Silent Auction

Wisconsin
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

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Autograph Garden

Wednesday, November 5

12:15 p.m., Superior/Michigan
Erica Janik, *Odd Wisconsin: Amusing, Perplexing, and Unlikely Stories from Wisconsin's Past*

2:00 p.m., Superior/Michigan
Catherine Gilbert Murdock, *Dairy Queen; The Off Season; Princess Ben*

3:00 p.m., Superior/Michigan
Thomas Maltman, *The Night Birds*

3:30 p.m., Superior/Michigan
Rachel Singer Gordon, *The NextGen Librarian's Survival Guide; What's the Alternative? Career Options for Librarians and Info Pros; The Accidental Library Manager*

Thursday, November 6

9:45 a.m., Superior/Michigan
James Campbell, *The Final Frontiersman; Ghost Mountain Boys*

10:15 a.m., Superior/Michigan
Helen Adams and **Bob Bocher**, *Privacy in the 21st Century: Issues for Public, School, and Academic Libraries*

3:30 p.m., Superior/Michigan
Greg Peck, *Death Beyond the Willows*
George Shannon, author, and **Laura Dronzek**, illustrator, *Rabbit's Gift*.

Friday, November 7

10:15 a.m., Salon A
Marie L. Radford, *Web Research: Selecting, Evaluating, and Citing; Virtual Reference Service: From Competencies to Assessment*

11:45 a.m., Ballroom D
Dr. Toni Samek, *Intellectual Freedom and Social Responsibility in America Librarianship, 1967–1974*

2:00 p.m., Mendota/Geneva
Bill Barnes and **Gene Ambaum**, creators of the library cartoon *Unshelved*

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

Exhibits Showcase Drawing

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

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

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

GRAND PRIZE

The Radisson Paper Valley Hotel in Appleton has generously donated a Gift Certificate that entitles the recipient to one night's lodging and breakfast/brunch for two. Lodging is based on double occupancy in a standard room. Blackout dates apply including Packer home games and EAA. Advanced reservations required.

2008 Door Prize Contributors

3M Company	Highsmith Inc.	Rainbow Book Company
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Baker & Taylor	Internet Scout/AMSER	Recorded Books
Brodart	JanWay Company	Sebco Books
Camera Corner/ Connecting Point	MTM International	Trillium Productions
Clear Image Solutions	Mister Anderson's Company	UW-Milwaukee School of Information Studies
HGA Architects and Engineers	National Network of Libraries of Medicine	Upstart/UpstartBooks

Featured Speakers



Keynote

Climate Change: Local to Global and Back Again

Wednesday, November 5, Ballroom D and E

John J. Magnuson

Emeritus Professor of Zoology and Limnology, UW-Madison

This year's keynote speaker is John J. Magnuson, an Emeritus Professor of Zoology and Limnology and past Director of the Center for Limnology at UW-Madison, and an expert on global climate change. While Climate Change is global in extent, the impacts are felt locally and can provide strong evidence for climate change. Ice cover of Lake Mendota and other Wisconsin lakes are as useful as a miner's canary, and when combined with global ice information can indicate global warming. Magnuson is a member of The Intergovernmental Panel on Climate Change, which shared the Nobel Peace prize in 2007 for its science synthesis (this is the prize most often associated with former Vice President Al Gore). Its analyses reveal that the pattern of change in temperature and precipitation are heterogeneous around the world. These differences point to markedly different impacts in different regions of the globe. The challenges of climate change are to mitigate the causes to reduce the magnitude of change and to adapt to the inevitable changes that are occurring. In Wisconsin the Governors Task Force is considering the mitigation issues and the Wisconsin Initiative on Climate Change Impacts (WICCI) is considering adaptation. Both require action and taking a long-term view.

He earned his BS and MS from the University of Minnesota-St. Paul in fish and wildlife management and his Ph.D. from the University of British Co-

lumbia, Canada, in zoology with a minor in oceanography. He joined the faculty in 1968 and taught Limnology and Ecology of Fishes. At Madison, he taught Limnology and Ecology of Fishes and mentored graduate students in aquatic ecology. He was one of the co-chairs of the Waters of Wisconsin Project for the Wisconsin Academy of Sciences, Arts and Letters (2001-03), is a member of the Dane County Lakes and Watershed Commission, and a Co-chair of the Council for the Wisconsin Initiative on Climate Change Impacts. He played a lead role in the lakes and streams portions of the 1995 and 2001 Assessments by Intergovernmental Panel on Climate Change as well as the Union of Concerned Scientist's "Confronting Climate Change in the Great Lakes Region." He is presently co-chair of the "Wisconsin Initiative on Climate Change Impacts." His most recent book, *Long-Term Dynamics of Lakes in the Landscape* by Magnuson, Kratz, and Benson, was published by Oxford University Press in 2006. John Magnuson's research interests are in long-term regional ecology, aquatic ecology and climate change and variability, biodiversity and invasions, and fish and fisheries ecology.

Dr. Magnuson will put a local face on this global issue, and help us understand how what we do locally can have either positive or negative effects.

Peggy Barber

Can everyone on your staff deliver the library's key message? The first of Peggy Barber's two workshops focuses on what everyone on your staff needs to know about marketing, and how it relates to good customer service. Participants will learn basic marketing principles, how to build an overall marketing/communication plan, how to promote good two-way communication between the library and its key audiences, and how to develop and deliver an effective message. Her second workshop is based on the premise that all of us who believe in libraries can help deliver the message and can by our own enthusiasm inspire others to use and support our unique resources. In this age of dot.coms, cell phones, and road rage, caring and conviction still rule. It's time to get passionate about "selling" libraries. Learn about the most powerful form of advertising of all (what/why/how/when/where) and how to make it work for you.



Bill Barnes and Gene Ambaum

If you work in libraries, you know that sometimes you have to laugh or else you'll cry. In this 50-minute talk, the creators of the Unshelved will deliver the laughs as they take you on a tour of the world's only library comic strip.

The staff and patrons of the Mallville Public Library are supposed to be fictional, but they are instantly recognizable, giving the audience a unique opportunity to gently laugh at themselves and the people with whom they work. They will deconstruct some of their greatest hits, and tell the true library stories that inspired them.

Gene talks about what it's like to transfer his daily life as a real-life librarian to paper, the events that become strips more or less unchanged, the ones that get altered and why, and the ones he has to leave out.



James Campbell

Wisconsin native James Campbell has written numerous travel, environmental and military history articles for *Outside*, *National Geographic Adventure*, *Backpacker*, *Audubon*, *Field and Stream*, as well as many other publications.

Campbell earned his B.A. from Yale University and received his M.A. from the University of Colorado. His first book, *The Final Frontiersman*, was named Amazon's Outdoor Book of the Year in 2006 as well as one of their 50 Top Titles of that year.

In both of his first two novels, Campbell chose an up close and personal approach to researching his topic. For his first book, he spent long periods of time in the Arctic Circle with his cousin, and subject of the book, Heimo Korth and his family. For 2007's *Ghost Mountain Boys*, he took the same approach, traveling to New Guinea to follow the same cruel trail that cost the lives of so many of the soldiers he expertly portrays. One can only imagine what adventures he has in mind for his third and fourth books, which are now in the works.



Marcy Heim

Marcy Heim brings two decades of advancement experience to discuss the positive and ethical values associated with development work, both of the donor and the institution. What inspires people to give? What are the specific roles of leadership and members in the process of the Cycle of Successful Development? The process should culminate in good stewardship from both annual givers and major donors. Ideas for creative stewardship can enhance giving.



Note: WLA members who are conference presenters are not included in this listing unless they are featured at luncheon events. Nevertheless, their participation is critical to the success of our conference, and we thank them. For contact information, please consult your WLA Membership Directory & Handbook.

Featured Speakers

Erika Janik

Odd Wisconsin captures the Wisconsin people, places, and events that didn't make it into conventional state histories, lowering a bucket into the depths of Wisconsin history and bringing to light curious fragments of forgotten lives. Author Erika Janik unearths the stories that got lost to history even though they may have made local headlines at the time. *Odd Wisconsin* features strange but true stories from Wisconsin's past that will surprise, perplex, astonish, and otherwise connect readers with the state's fascinating history. "[A]n amazing collection of stories about people and things that have made this state a great place in which to live... A fun book from start to finish." (Larry Meiller, Wisconsin Public Radio). Erika Janik is a writer and editor at the Wisconsin Historical Society by day, and obsesses about food, the environment, farms, architecture, history, and anything else she recently read or saw by night. Her work has been featured in Madison's *Isthmus*, *Wisconsin Trails*, *Renewing the Countryside: Wisconsin* (UW Press), *On Wisconsin*, *Wisconsin Magazine of History*, *Wisconsin State Journal* and on the Eat Feed Midwest podcast.

Kathy Kieley

Kathy Kieley has been with EBSCO Publishing for over six years. She began working with EBSCO Publishing Customer Satisfaction focusing on technical support in the Midwest and Northwest US regions. Prior to transitioning to her current role as Implementation Specialist, Kathy managed and developed the EBSCO Publishing Technical Support team. Before coming to EBSCO Publishing, Kathy was an elementary school teacher and also conducted a variety of training sessions as a corporate trainer. As an Implementation Specialist, Kathy's key responsibility is to familiarize customers with their EBSCOhost products and new features through a variety of training resources.



Catherine Gilbert Murdock

Catherine Gilbert Murdock burst onto the scene of young adult literature with her award-winning and best-selling debut novel, *Dairy Queen* (2006). The sequel, *The Off Season*, soon followed and met with the same success. Murdock's newest title, *Princess Ben*, was released in May 2008. Murdock and her family live outside of Philadelphia, where she is hard at work on a third book starring D.J. Schwenk.



Rick Pifer

Rick Pifer is the Director of Reference and Public Services for the Library/ Archives Division of the Wisconsin Historical Society. He has been an archivist for 28 years, and has taught numerous classes and workshops on genealogy and local history. He holds a doctorate in American History from the University of Wisconsin-Madison, and is the author of *A City at War: Milwaukee Labor During World War II*.



Marie Radford

Marie L. Radford is an Associate Professor at Rutgers University School of Communication, Information, and Library Studies. Previously, she was Acting Dean at Pratt Institute, New York City, and Head of Curriculum Materials at William Paterson University of New Jersey. She holds a Ph.D. from Rutgers and an MLS from Syracuse University. Her research interests are qualitative evaluation, interpersonal communication aspects of reference, nonverbal communication, and media stereotypes of librarians. Her dynamic presentation style is well known, as she has given numerous conference presentations and workshops. She also has published extensively in library journals and is active in professional organizations, including ALA and RUSA. She chaired the program of the "Reference Renaissance" conference held in August 2008 in Denver. Marie is an editor of *Virtual Reference Service: From Competencies to Assessment* (Neal-Schuman, 2008). Her book, *Web Research: Selection, Evaluation, and Citing*, was published by Allyn & Bacon (2006) and *The Reference Encounter: Interpersonal Communication in the Academic Library*, by ACRL/ALA (1999). She blogs at Library Garden (<http://librarygarden.blogspot.com/>) and her website is at www.scils.rutgers.edu/~mradford.



Dr. Toni Samek

The recipient of the 2007 Library Journal teaching award, Dr. Toni Samek will speak on intellectual freedom issues, ranging from the local, grass-roots community-based challenges to large-scale concerns facing the global community. Samek will reflect on her experiences chairing the Canadian Library Association's Intellectual Freedom Committee, while sharing examples of the fragility of intellectual freedom. Her talk will be a rallying call for all LIS professionals and workers to return to, and embrace, the fundamental principles of intellectual freedom.



Vicky Selkove

Vicky Selkove is the Mobilization Strategies Manager for the Wisconsin Council on Children and Families (WCCF), an advocacy organization founded in 1881, whose mission seeks to ensure that every child in Wisconsin grows up in a just and nurturing environment.



Vicky develops and implements strategies to create and sustain a strong statewide network of advocates engaged in policy work. She also coordinates the Vision 2020 Campaign to End Child Poverty in Wisconsin, a joint project of WCCF, Wisconsin Community Action Program (WISCAP) and the Wisconsin Head Start Association. Vicky earned her undergraduate degree in Sociology and Economics from Beloit College in 1996 and her law degree from the University of Wisconsin in 2003. Prior to joining WCCF, Vicky provided free legal representation to low-income workers and public benefit recipients in Dane County. Her background also includes extensive policy advocacy and grassroots organizing in Washington, D.C., Milwaukee and Madison on numerous issues impacting low-income families including welfare reform, paid sick days, community and economic development, affordable housing, and immigrant rights. Vicky serves on the Workers' Rights Center Board of Directors, chairs the City of Madison's Affirmative Action Commission and is a member of the City's Economic Development Commission and the Dane County W-2 Steering Committee.

Rachael Singer Gordon

Today's multigenerational library workforce faces a number of both internal and external challenges, and Rachel Singer Gordon believes that to meet these challenges we need to learn how to work together effectively and draw on individuals' unique strengths. In a graying profession, we also need to pay attention to succession planning, passing on institutional wisdom, and recruiting, retaining, and mentoring the next generation of librarians.

Pat Seidel

Sooner or later, many of us are asked to get up in front of a group and speak. Attend this informative and humorous session and take home tips you can put to work immediately: reduce word count for highly effective slides; grab audience attention with proven opening techniques; avoid common mistakes most presenters make; answer three critical questions that help build a successful presentation.



3:00 p.m.–7:00 p.m.

Registration

Madison Marriott West Convention Center Lobby

4:00 p.m.–6:00 p.m.

Vendor Reception

Mendota

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

5:00 p.m.–6:30 p.m.

**Wisconsin Association of
Public Libraries Board Meeting**

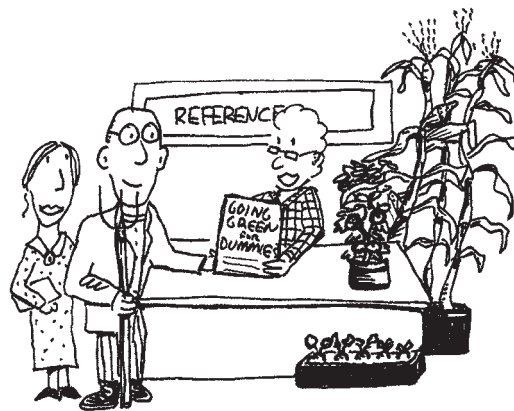
Milwaukee

6:00 p.m.–8:00 p.m.

**Wisconsin Library Association
Board Meeting**

Middleton

Helping Wisconsin grow greener.

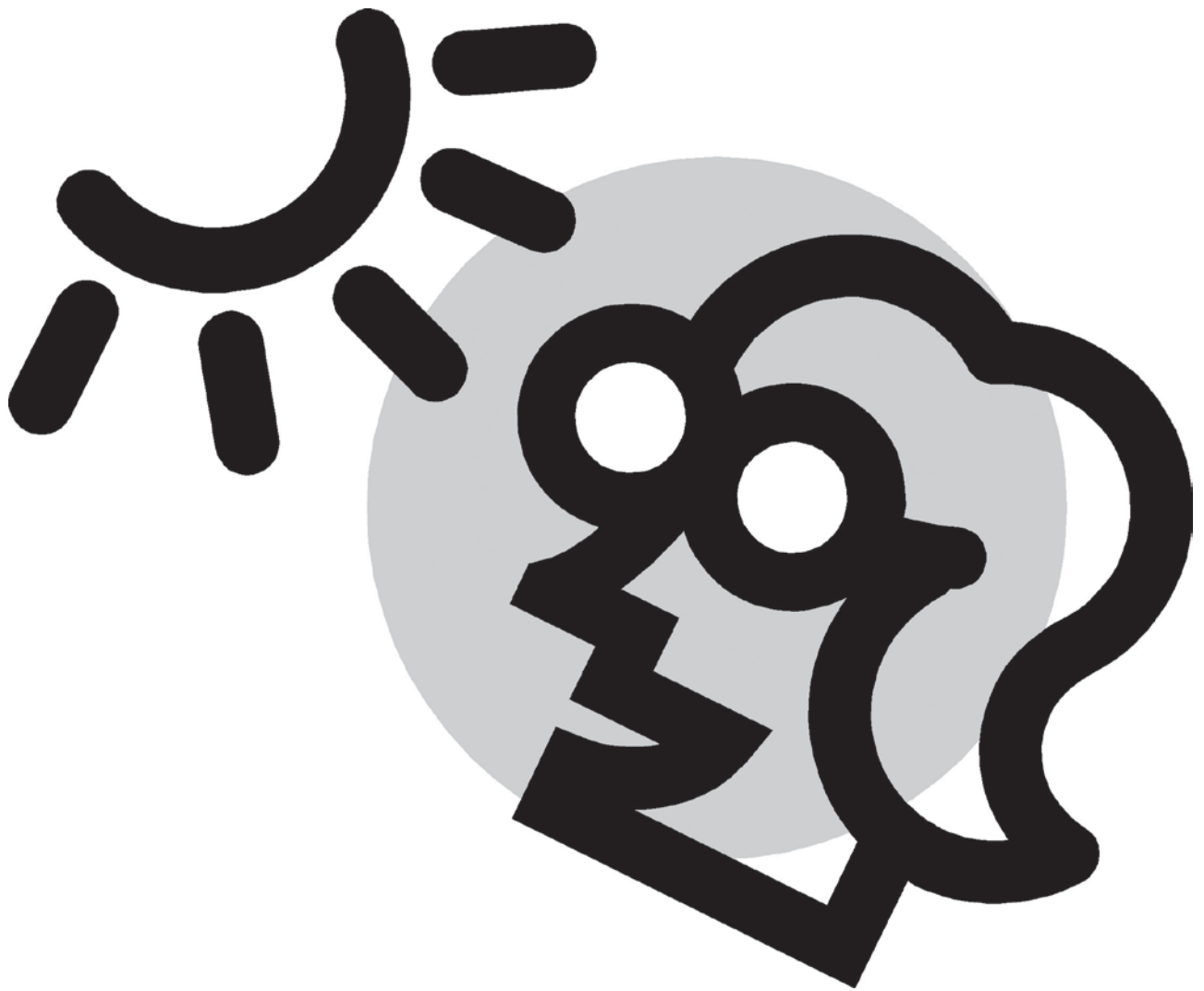


Library visits have grown 28% in the last ten years. Yet funding is drying up. To learn how you can help visit: www.wisconsinlibraries.org.

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This message is brought to you by the South Central Library System.

Wednesday

7:00 a.m.–7:00 p.m.

Registration

Madison Marriott West Convention Center Lobby

7:00 a.m.–9:00 a.m.

All Conference Continental Breakfast

Madison Marriott West Hotel Atrium

7:30 a.m.–8:30 a.m.

**Government Information
Round Table Business Meeting**

Milwaukee

**New Member Round
Table Business Meeting**

Salon H

**Youth Services
Section Business Meeting**

La Crosse

Past President's Breakfast

Middleton

WLA Foundation FundraiserWednesday, November 5, 8:00 p.m.–11:00 p.m.,
Wisconsin

Show your support for the WLA Foundation (WLA) by attending this year's fundraising event, Wee? Wii? Que?? ... Gaming! Whether you're a gaming wizard or you've never played one in your life, join in the fun of friendly competitions in Wii bowling and boxing, Guitar Hero, and Dance Dance Revolution (DDR for short). Who knows, you might discover a hidden talent and win one of the "coveted prizes" awarded to the top finishers in each contest! Need a little practice before the main event? Stop by the Highsmith exhibit booth during the day, where several Wii stations will be available.

No DDR for you? Try the real thing to the music of Mississippi Blue, back by popular demand.

For more information, see page 41.

Partner: SirsiDynix, Mississippi Blue

9:00 a.m.–10:00 a.m.

**Keynote Address: Climate Change:
Local to Global and Back Again**

Ballroom D and E

John J. Magnuson, Emeritus Professor of Zoology and Limnology, UW-Madison

While climate change is global in extent, the impacts are felt locally and can provide strong evidence for climate change. Ice cover of Lake Mendota and other Wisconsin lakes is as useful as a miner's canary, and when combined with global ice information can indicate global warming. The Intergovernmental Panel on Climate Change shared the Nobel Peace prize in 2007 for its science synthesis. Its analyses reveal that the pattern of change in temperature and precipitation are heterogeneous around the world. These differences point to markedly different impacts in different regions of the globe. The challenges of climate change are to mitigate the causes to reduce the magnitude of change and to adapt to the inevitable changes that are occurring. In Wisconsin, the Governors Task Force is considering the mitigation issues and the Wisconsin Initiative on Climate Change Impacts (WICCI) is considering adaptation. Both require action and taking a long-term view.

Partner: 3M Company



10:00 a.m.–5:00 p.m.

Internet Café

Green Bay

10:00 a.m.–11:00 a.m.

**Exhibits No Conflict
(10:15 a.m. Grand Opening)**

Superior/Michigan

10:00 a.m.–5:00 p.m.

WLA Foundation Silent Auction

Wisconsin

Exhibits

Superior/Michigan

11:00 a.m.–12:00 p.m.

BadgerLink Update!

Ballroom D

Lisa Reale, BadgerLink Coordinator, Reference and Loan Library

BadgerLink access and resources will be reviewed. Federated searching of BadgerLink databases, BadgerLink linking with Google Scholar and EBSCO's Page Composer will be demonstrated.

Choosing and Migrating to an ILS in the 21st Century

Ballroom E

Paul Onufrak, Automation Librarian, Eastern Shores Library System; Lauren Blough, Automation Project Manager, South Central Library System

A library's integrated library system (ILS) can be the single most important piece of software in its infrastructure. The ILS touches nearly every part the library, from acquisitions to cataloguing, from patron management and lending, to the OPAC and more. Given the recent spate of library system vendor acquisitions, plus an expanding field of alternative open source offerings, the challenges of choosing and migrating to an ILS can be daunting. Come to this presentation to get advice on how to best navigate your course to a new ILS.

Constructing Questionnaires and Questions: It's Harder than it Seems

La Crosse

Tom Walker, Associate Professor, UW-Milwaukee School of Information Studies

A session to follow "Applying Survey Methodology in the Real World" (presented at the 2007 WLA Conference), this session will introduce managers and others to fundamentals of questionnaire construction, including suggestions for overall structure, built-in redundancy, question construction, pre-testing and consistency. Questionnaires or other surveys are the instruments of data collection that are the most visible to those taking part in a study and are prone to problems that range from researcher bias to "impossible" questions.

Creating a Vision for the Future of the Wisconsin Document Depository Program in the 21st Century: A Discussion

Salon G

Abby Swanton, Wisconsin Document Depository Librarian, Reference and Loan Library

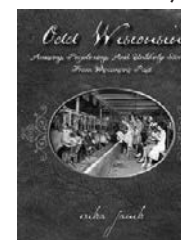
Librarians are invited to participate in an active discussion about the changing world of government information and the Wisconsin Document Depository Program. What collection development policy modifications need to be made to build stronger state government document collections? What should be distributed in print vs. electronically? How can we best help you provide access and make it easier to maintain your status as a depository library? Results from a brief survey distributed to designated depository libraries in spring 2008 will also be discussed

Odd Wisconsin: Amusing, Perplexing and Unlikely Stories from Wisconsin's Past

Salon F

Erika Janik, Editor and Writer, Wisconsin Historical Society

Odd Wisconsin captures the Wisconsin people, places and events that didn't make it into conventional state histories, lowering a bucket into the depths of Wisconsin history and bringing to light curious fragments of forgotten lives. Author Erika Janik unearths the stories that got lost to history, even though they may have made local headlines at the time. *Odd Wisconsin* features strange but true stories from Wisconsin's past that will surprise, perplex, astonish and otherwise connect readers with the state's fascinating history. "[A]n amazing collection of stories about people and things that have made this state a great place in which to live... A fun book from start to finish." —Larry Meiller, Wisconsin Public Radio



Quality Improvement Teams— Analyze and Improve Process Flow in Your Library

Salon H

Jim Backus, Trustee, Wisconsin Valley Library Service; **Garrett Erickson**, Supply Services Manager, Marathon County Public Library; **Rebecca Lemons**, Clerical Assistant and member of the QPI Team, Marathon County Public Library



This program will give a brief history of the quality improvement movement. We will then discuss why the organization decided to create a quality and process improvement team, the team's charter, how the staff were selected, which tools were used, what projects were chosen and completed, how it affected the other library staff and the team's future.

Welcome to WLA! How To Get The Most Out of Your WLA Conference Experience

Ballroom E

Bernie Bellin, Administrator, Lakeshores Library System; **Lisa Strand**, Executive Director, WLA; **Nancy McClements**, Head of Reference, UW-Madison Memorial Library; **Alice Sturzl**, 2007 WLA Librarian of the Year and Instructional Media Specialist, Laona School District

Are you new to WLA? Is this your first WLA Conference? Being a new member in any organization can be daunting, and getting the most out a professional conference can prove to be challenging. A panel of WLA Conference pros will help you make the most of your WLA Conference experience.

12:15 p.m.–1:45 p.m.

YSS Luncheon—Library Memories: Visions of Yesterday

Geneva and Mendota

Catherine Gilbert Murdock, Author
Catherine Gilbert Murdock burst onto the scene of young adult literature with her award-winning and best-selling debut novel, *Dairy Queen* (2006). The sequel, *The Off Season*, soon followed and met with the same success. Her newest title, *Princess Ben*, was released in May 2008. Catherine Gilbert Murdock and her family live outside Philadelphia, where she is hard at work on a third book starring D.J. Schwenk. For more information, visit www.catherinemurdock.com.



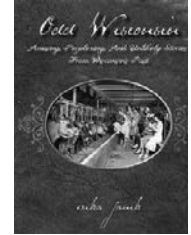
AWSL Business Meeting

Salon H

Autograph Garden

Superior/Michigan (Exhibits)

Erica Janik, author of *Odd Wisconsin: Amusing, Perplexing and Unlikely Stories from Wisconsin's Past*



1:00 p.m.–1:45 p.m.

Wisconsin Genealogy and Local History Round Table Business Meeting

Middleton

2:00 p.m.–3:15 p.m.

Autograph Garden

Superior/Michigan (Exhibits)

Catherine Gilbert Murdock, author of *Dairy Queen*, *The Off Season* and *Princess Ben*



The Cross-Generational Workforce

Ballroom D

Rachel Singer Gordon, Consulting Editor, ITI Books and Web master for LISjobs.com

Today's multigenerational library workforce faces a number of both internal and external challenges. To meet these challenges, we need to learn how to work together effectively and draw on individuals' unique strengths. In a graying profession, we also need to pay attention to succession planning, passing on institutional wisdom and recruiting, retaining and mentoring the next generation of librarians.

Email as Public Records

Salon G

Amy Moran, State Records Manager, Department of Administration, **Nan Kunde**, UW-Madison General Libraries
This program will explore the complex issues of trying to determine when email is a public record—and thus must be retained—and when it is not. Also explored will be the broader issue of determining when any document in electronic format is a public document and thus subject to retention. The state's Department of Administration will soon release an email retention "best practices" document. A draft will be reviewed.

The Future of Bibliographic Control: A Report from the Library of Congress

Salon B

Diane Dates Casey, Dean, Library Services/Academic Computing, Professor of Library Science, Governors State University

In January 2008, the Library of Congress Working Group on the Future of Bibliographic Control released its official report on that topic. The group had as its central goals the redefinition of bibliographic control, of the bibliographic universe and of the role of the Library of Congress. The report, which deals with everything from productivity to LIS education, rare items and beyond, has generated a great deal of discussion in the library technical services community. Diane Dates Casey was a member of the LC Working group and will discuss the group's findings as presented in the report.



Gaming, Libraries and Literacy: Redefining Gaming in the Academic and Public Library Landscape

Ballroom E

Jeannie McBeth, Oshkosh Public Library; Terrance Newell, Assistant Professor, UW-Milwaukee School of Information Studies

A panel of librarians whose libraries offer video game programming will talk about How Their Library Does It Good (best practices, marketing, etc.), and offer counterpoints to the argument that gaming doesn't belong in libraries.



How to Reach Hard-to-Reach Populations

Salon A

Pam Peterson, Door County UW Extension Family Living Educator; Mary Driscoll, Dane County Library Service Outreach Librarian

Designing innovative programs for library users is challenging, but creating programs that focus on previously non-user populations is even tougher. Mary Driscoll and Pam Peterson will talk about reaching out to members of the community that aren't regular library users.

Local History and Genealogy Collections at the Wisconsin Historical Society

Salon C

Rick Pifer, Director of Reference and Public Services, Library/Archives Division, Wisconsin Historical Society

Did you know that the best place in the world to study Wisconsin local history is the Wisconsin Historical Society? Did you know that most of the Historical Society's family histories are now on Google Books? This session will focus on how to find and use the local history and genealogy collections (virtual and physical) available through the Library and Archives at the Wisconsin Historical Society.



WLA FOUNDATION

WLA Foundation Silent Auction

Wednesday, November 5,
10:00 a.m.–5:00 p.m., Wisconsin

Thursday, November 6, 8:30 a.m.–3:30 p.m.
3:30 p.m.–pay and pickup, Wisconsin

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

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READ Book Discussion: *The Poet of Tolstoy Park* by Sonny Brewer

Salon F

Gary Warren Niebuhr, Director, Greendale Public Library
Join READ and Gary Niebuhr as we discuss *The Poet of Tolstoy Park*. From *Publisher's Weekly*: "A dying man's decision to move from Idaho to Alabama becomes a quixotic spiritual journey in Brewer's ruminative, idiosyncratic first novel, based on a true story. In 1925, widowed Henry Stuart learns that he has tuberculosis and will probably be dead within a year. Stuart's initial reaction is optimistic resignation, as he regards his illness as a final philosophical journey of reconciliation, one that sends him back through the writings of his beloved Tolstoy and other literary and spiritual figures to find solace and comfort. Despite the protests of his two sons and his best friend, he decides to move to the progressive town of Fairhope, Ala. There, he begins to build a round, domed cottage where he seeks to "learn in solitude how to save myself" and earns himself the sobriquet "the poet of Tolstoy Park." The plot, such as it is, runs out of steam when Brewer makes an ill-advised decision to jump forward in time in the last chapters, but the heady blend of literary and philosophical references and some fine character writing make this a noteworthy debut."

Services to Special Populations: Hospital In-patients, Jails/Prisons and Other Institutions

Salon H

Jennifer Friedman, Librarian, Mendota Mental Health Institute Patients Library; **Casey Peterson**, Consumer Health Librarian, St. Mary's Health Resource Center; **Wendy Cramer**, Librarian, Racine Correctional Institution

If serving the general public is a challenge, serving the general public while they are ill, incarcerated, or both brings a whole different set of challenges. Working with people under unusual stress means never a dull moment in the library—but it can also be very fulfilling. Hear from a prison librarian, a mental health institute librarian and a hospital family resource center librarian about their jobs and the particular issues they face.

Status of Standards-Based Interlibrary Loan in Wisconsin

La Crosse

Bob Shaw, WiLS ILL Services Librarian; **Terry Wilcox**, Interlibrary Loan Librarian, Reference and Loan Library
Standards-based interlibrary loan allows interlibrary loan requests to travel from one library to another, regardless of which ILL software each library uses. Since February 2008, WiLS has been receiving Wiscat AGen ILL requests within WiLS' resource sharing management software called ILLiad. Terms such as ISO, Z39.50, SIP2, NCIP are also beginning to creep into discussions. What does implementing these standards actually mean? How might it change workflow in your library?

Users and Non-Users of Public Libraries: An Analysis of Their Household Characteristics

Milwaukee

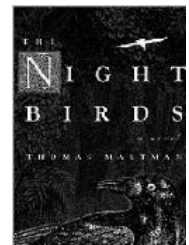
Sei-Ching Joanna Sin, Doctoral Student, UW Madison SLIS; **Kyung-Sun Kim**, Associate Professor, UW-Madison SLIS
Understanding who the users/non-users are is crucial for public libraries' strategic planning. Analyzing data from the Current Population Survey and Public Libraries Survey, this study examines characteristics of households (n=50,000+) using public libraries. Findings suggest that the distance from the library, school attendance status and use of other types of libraries are among the variables affecting public library use. Less advantaged groups, including ethnic minorities and recent immigrants, are more likely to be non-users of public libraries.

3:00 p.m.

Autograph Garden

Superior/Michigan (Exhibits)

Thomas Maltman, author of *The Night Birds*



3:15 p.m.–4:00 p.m.

Exhibits—No Conflict

Superior/Michigan

Webbies Awards (presented by Media and Technology Section)

Superior/Michigan (Exhibits)

3:30 p.m.

Autograph Garden

Superior/Michigan (Exhibits)

Rachel Singer Gordon, author of *The NextGen Librarian's Survival Guide*, *What's The Alternative?*; *Career Options for Librarians and Info Pros*; *The Accidental Library Manager*



4:00 p.m.–5:15 p.m.

Discussing Leadership: An Open Forum with Library Directors

La Crosse

Peter Gilbert, Director of Seeley G. Mudd Library, Lawrence University; **Carrie Kruse**, Director of College Library, UW-Madison; **Lysianne Unruh**, Director, Mount Horeb Public Library

Bring your leadership questions for seasoned library directors to this informal panel! These library leaders will be available to address questions ranging from best practices to things they wish they had known earlier. We encourage any and all library directors or library leaders to attend and share their wisdom.

From Idea to Epic: Shaping a First Novel

Salon A

Thomas Maltman, Assistant Professor of English, Silver Lake College

Join author Thomas Maltman as he talks about the inspiration and the writing process for his 2008 Alex Award-winning book, *The Night Birds*. He will read excerpts from the novel and describe the story-behind-the-story for each scene. Research, insight, history and vision will all be covered from a first time novelist's perspective. Writers, historians and lovers of the art of storytelling will find something to enjoy in this session.

Get Your "Green On": Practical and Quirky Advice on Becoming an Eco-tistical Library

Ballroom D

Pam Bosben, Director, Rosemary Garfoot Public Library, Cross Plains

Ballyhoo is the operative word when it comes to the growing force of the environmental movement. Considering the fact that libraries have long been unintentional front-runners in this movement simply by virtue of reusing print materials, media and other assorted ephemera, it makes sense to step-up our act by "greening" internal practices and public services.

Stop on by this session for an hour of dazzling tips, reverberation of well-known advice and hopefully a few new ideas on how to sustain the environmental movement through actions, practices and services at your library.



Visit the Exhibits on Wednesday, November 5,
3:15 – 4:00 p.m., during the no-conflict time,
and view the MATS Webbie Awards.

Intermingling Worlds: How Access Services, ILL and Reference can Work Together

Salon G

Heather Weltin, Librarian, UW Memorial Library; **Martha Farley Berninger**, Librarian Supervisor, Reference and Loan Library; **Connie Von Der Heide**, Director of Reference and Outreach Services, Wisconsin State Law Library

The skills required to be an effective librarian in Access Services, ILL and Reference often overlap. This session will present librarians from three types of libraries—academic, public and special—who work in all three areas. They will show how the skills, e.g., citation searching, customer service, supervision and training, that they developed in each area complement each other.

Literacy Coaches and Programs for Tweens and Teens: How Schools and Libraries Can Support Adolescent Literacy

Salon H

Kelly J. Meyers, Associate Executive Director, Association of Wisconsin School Administrators; **Emilie Amundson**, English Language Arts Consultant, DPI Content and Learning Team; **Marcia Sarnowski**, Library Consultant, Winding Rivers Library System; **Barbara Huntington**, Public Library Youth Services and Special Services Consultant, Division for Libraries, Technology and Community Learning, DPI

Wisconsin is making adolescent literacy a priority. Learning to read proficiently is a critical element in the ability of adolescents to be successful in all learning, in the workforce and as global citizens. Statewide assessments of reading achievement show that the proportion of students proficient in reading declines as they move from elementary and middle school to high school. Join us for a discussion of how schools and libraries can work together to provide high-quality services to 'tweens and teens, supporting their continued literacy development.

Resumé Review Drop In

Middleton

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

Technical Services Workflows in Times of Diminishing Budgets

Ballroom E

Kristin Hewitt, Director, Whitefish Bay Public Library; **Michael Nitz**, Technical Services Supervisor, Appleton Public Library; **Susan Lee**, Technical Services Manager, Madison Public Library

Different libraries execute technical services in different ways. These days, however, they are all trying to do more work with fewer funds. In this discussion, technical services librarians from three different libraries will discuss how they have altered their workflows to respond to this challenge.

5:30 p.m.–6:30 p.m.

Resource Sharing Round Table Business Meeting

La Crosse

Wisconsin Education and Curriculum Librarians Meeting

Salon H

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

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

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6:30 p.m.–7:30 p.m.

UW-Madison School of Library and Information Studies Reunion

Mendota

UW-Milwaukee School of Information Studies Reunion

Geneva

8:00 p.m.–11:00 p.m.

WLA Foundation Fundraiser — Wee? Wii? Que?? ... Gaming!

Wisconsin

Show your support for the WLA Foundation (WLAF) by attending this year's fundraising event, Wee? Wii? Que?? ... Gaming! Whether you're a gaming wizard or you've never played one in your life, join in the fun of friendly competitions in Wii bowling and boxing, Guitar Hero and Dance Dance Revolution (DDR for short). Who knows, you might discover

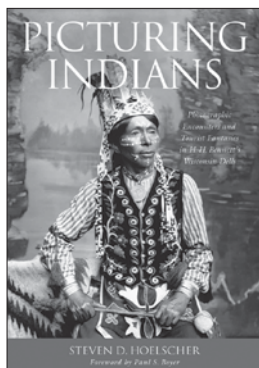


a hidden talent and win one of the "coveted prizes" awarded to the top finishers in each contest! Need a little practice before the main event? Stop by the Highsmith exhibit booth during the day, where several Wii stations will be available.

You'll also be able to check on your WLAF Silent Auction bids during the evening. Wee? Wii? Que?? ... Gaming! is open to conference registrants and non-registrants alike, so bring a friend, join your colleagues and Get Your Game On!

And, back by popular demand, Mississippi Blue! The talented David Polodna and Mike Obmascher play great tunes of their own plus covers by Tom Petty & the Heartbreakers, The Eagles, Bob Dylan, John Prine and many others.

Partner: SirsiDynix, Mississippi Blue



Picturing Indians

Photographic Encounters and Tourist Fantasies in H. H. Bennett's Wisconsin Dells

Steven D. Hoelscher

Foreword by Paul S. Boyer

"Triangulates in brilliant fashion the cultural politics of Ho-Chunk life and labor, the imaginative and material shaping of the Wisconsin landscape, and the changing tourist landscape of photographs and curios at the turn of the twentieth century. . . . A fascinating and compelling book!" —Philip Deloria, University of Michigan, author of *Indians in Unexpected Places*

Having built his reputation on his stunning photographs of the Dells' steep gorges and fantastic rock formations, Bennett, in the late 1800s, turned his camera upon the Ho-Chunk themselves, beginning a complex relationship. *Studies in American Thought and Culture*, Paul S. Boyer, Series Editor - Cloth \$39.95, Paper \$24.95

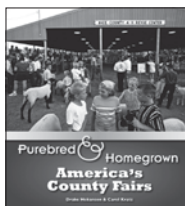
The University of Wisconsin Press has many other titles of general, regional, and scholarly interest.

Purebred and Homegrown

America's County Fairs

Drake Hokanson and Carol Kratz

Visit America's county fairs as they are vividly evoked through the images, stories, and voices of the people who make them happen—4-H kids, fair managers, pie judges, farmers and ranchers, rodeo queens, entertainers, food vendors, midway pitchmen, and assorted local characters. Cloth \$50.00, Paper \$29.95



Terrace Books, a trade imprint of the UW Press

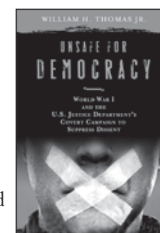
Unsafe for Democracy

World War I and the U.S. Justice Department's Covert Campaign to Suppress Dissent

William H. Thomas Jr.

During WWI the U.S. Department of Justice, used the newly passed Espionage Act and its later Sedition Act amendment, to prosecute and convict those who opposed America's entry into the conflict. Historian William H. Thomas Jr. shows that the Justice Department did not stop at this official charge but went much further. Cloth \$34.95

Studies in American Thought and Culture Paul S. Boyer, Series Editor



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School of Information Studies

7:00 a.m.–7:00 p.m.

Registration

Madison Marriott West Convention Center Lobby

7:00 a.m.–9:00 a.m.

Hot Breakfast Buffet

Mendota/Geneva

7:30 a.m.–8:30 a.m.

Circulation Services Round Table Business Meeting

Salon F

Outreach Services Round Table Business Meeting

La Crosse

Readers Section Business Meeting

Salon H

8:00 a.m.–10:00 a.m.

WLA Foundation Board Meeting

Middleton

8:30 a.m.–4:30 p.m.

Exhibits

Superior/Michigan

WLA Foundation Silent Auction

Wisconsin

8:30 a.m.–5:00 p.m.

Internet Café

Green Bay

Tour the American Girl Library and Marshall Erdman Library

Thursday, November 6, 2:00 p.m.

Limited to the first 50 registrants. A bus will be available at the Madison Marriott West Convention Center entrance nearest the Registration Desk.

8:45 a.m.–10:00 a.m.

Best Books for Young Adults: 2009 Nominees

Salon G

Tessa Michaelson, Librarian, Cooperative Children's Book Center; *Megan Schliesman*, Librarian, Cooperative Children's Book Center

Find out about books that have been nominated to be 2009 ALA/YALSA Best Books for Young Adults. Librarians from the Cooperative Children's Book Center (CCBC) will share opinions on some of their favorite books from the 2009 BBYA nominations list, along with thoughts on books they think don't quite make the cut. (The final 2009 Best Books for Young Adults list will be determined at the American Library Association 2009 Midwinter Meeting in January, 2009.)

Energy Efficiency and Renewable Energy

Salon C

Lisa Fox, Manager, Cross Sector Initiatives

This presentation will lead people through the basics of energy efficiency and renewable energy—from sources of energy to ways to save. Lisa will also explain the Focus on Energy Program and ways that Focus can help people save energy.

Keeping it all Together: One Library's Strategy for Electronic Resource Management

Ballroom D

William Doering, Librarian, UW-La Crosse Murphy Library

As the number of licensed electronic resources in libraries increases, so does the need to manage and keep track of them. Bill Doering will discuss how his library approaches these tasks. He has created a Microsoft Access database to track everything from vendor contacts, passwords, journal subscriptions and database payment information to ILL rights and collecting statistics for electronic resources. The database is made available free of charge to libraries.

The Library Reformation: 95 Edicts You Should Nail to Your Library's Door

Salon F

Nathan Deprey, Director, Osceola Public Library; **Brian Simons**, Director, Verona Public Library

This interactive program will focus on 95 things that the speakers and audience will recommend to either change or seriously consider changing in our library profession.

Notable Book Marathon

Salon A

Gary Warren Niebuhr, Director, Greendale Public Library; **James A. Gollata**, Retired, Miller Memorial Library, UW-Richland; **Helene Androski**, retired; **Elizabeth Amundson**, Librarian, Madison Public Library

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

Powerful Presentations: What Every Presenter Needs To Know

Salon B

Pat Seidel, Author and Consultant

Sooner or later, many of us are asked to get up in front of a group and speak. Attend this informative and humorous session and take home tips you can put to work immediately. Reduce word count for highly effective slides; grab audience attention with proven opening techniques; avoid common mistakes most presenters make; and answer three critical questions that help build a successful presentation.



Resumé Review Service

Wednesday, November 5 and Thursday, November 6, 4:00 p.m.–5:15 pm, Middleton

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

Privacy 2.0: Implications in a Connected World

Salon H

Helen Adams, retired School Library Media Specialist; **Bob Bocher**, Technology Consultant, Division for Libraries, Technology, and Community Learning, DPI

Wisconsin statutes were amended in 2007 to require publicly-funded libraries (including academic libraries) to provide library surveillance records to law enforcement officers, without a court order, under certain circumstances. Nationally, privacy is at risk due to encroaching government surveillance and data collection. Presenters Helen Adams and Bob Bocher, authors of the book *Privacy in the 21st Century: Issues for Public, School, and Academic Libraries*, will discuss a broad range of library privacy issues. Whether it's local library issues or threats of a broader nature, librarians need to stay informed.

Student Research Forum

La Crosse

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

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

What's New With Your EBSCOhost Resources?

Ballroom E

Kathy Kiely, Implementation Specialist, EBSCO Publishing

An overview of the recently implemented new features of EBSCOhost, focusing on effective searching, retrieving and manipulating results. Topics that will be covered include search modes, like the new search option, Smarttext Searching; increased navigation features; My EBSCOhost folder; as well as creating search and journal alerts. A review of additional EBSCOhost resources will also be covered.



9:45 a.m.

Autograph Garden

Superior/Michigan (Exhibits)

James Campbell, author of *The Final Frontiersman*, *Ghost Mountain Boys*

10:00 a.m.–10:45 a.m.

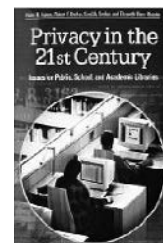
Exhibits—No Conflict

Superior/Michigan

10:15 a.m.

Autograph Garden

Superior/Michigan (Exhibits)

Helen Adams and **Bob Bocher**, authors of *Privacy in the 21st Century: Issues for Public, School and Academic Libraries***Awards and Honors Banquet**Thursday, November 6, 7:00 p.m.–9:00 p.m.,
Mendota/Geneva

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

It's Hard to Read When You're Hungry: WLA Food Drive for Middleton Outreach Ministry

Middleton Outreach Ministry (MOM), through affiliated churches, area schools, service clubs, and area businesses, helps individuals and families in need throughout the Middleton/West Madison area. MOM gives food and clothing, and it provides emergency financial assistance to cover housing, utilities, medical and other life needs.

MOM has served the community since 1980, and in 2007 distributed 218,000 pounds of food to families in need. The organization serves about 300 families each month (1,100–1,200 people), providing three to five days worth of food per visit. Their goal is to supplement a family's regular food budget, for as long as needed, so that they may use their food dollars for housing, utilities and other necessities, and avoid becoming homeless.

WLA Conference attendees are encouraged to bring food items or personal hygiene products to the conference food pantry. Specific needs right now include canned soups and fruits, macaroni and cheese, and baking items like flour, sugar and oil. Other suggested items include tuna, canned vegetables, rice and peanut butter. MOM also accepts personal hygiene items like shampoo, soap, toothbrushes, toothpaste, etc., and especially laundry detergent. Collection bins will be located in the registration area for your donations, and if you are unable to bring food or personal hygiene items you can make a cash contribution at the registration desk. Make checks payable to Middleton Outreach Ministry or MOM. All cash donations will go toward purchasing food items at Second Harvest Food Bank, where items can be purchased at \$0.18 per pound.

As librarians, you constantly give back to the community through your dedication, hard work and compassion for your patrons. It is indeed hard to read when you're hungry, so please consider the positive impact your donation will have on someone less fortunate. Help make their only hunger that for knowledge!

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Helping Patrons Better Understand Environmental Issues: An Introduction to On-Line Tools and Resources

Salon F

Dreux J. Watermolen, Chief of Science Information Services; Adam C. Mednick, Natural Resources Educator, Wisconsin Department of Natural Resources

A number of Internet resources are available that can help Wisconsin library patrons better understand environmental issues facing their communities. They will highlight several library-maintained environmental sites, and will demonstrate free on-line tools that enable users to make maps of important natural resources (such as soil type, location within a watershed and air quality), as well as environmental assessment tools that enable users to evaluate the impact of alternative land use decisions. They will also provide guidance/suggestions for how libraries might develop resource sites focused specifically on local environmental concerns.

From Queer to Gay and Back Again: Young Adult Books with Gay/Lesbian/Queer Content, 1969–2008

Milwaukee

Christine Jenkins, Associate Professor, Director of the Center for Children's Books, University of Illinois at Urbana-Champaign

The first young adult novel with gay/lesbian content was published in 1969. In the nearly 40 years since then, approximately 250 YA titles with LGBTQ (lesbian/gay/bisexual/transgender/queer/questioning) content have appeared in the U.S. This presentation introduces and examines the books that comprise this body of literature from the 1970s to the present. Elements of character, plot, setting, gender, race and class all contribute to a portrait of this increasingly complex subgenre over time.

I Can't Thank you Enough: The Importance of Good Stewardship

Salon A

Marcy Heim (CFRE), Principal and Founder, Heim Consulting Services

With over two decades of advancement experience, Marcy Heim joins us to discuss one of her favorite topics—good stewardship. Why? It's the right thing to do! So why is stewardship often just an afterthought instead of an integral part of our planning process? We'll look at the role stewardship plays in enhancing our major gift relationships by increasing our giver's connectivity and enjoyment in their philanthropy. We will highlight elements of a thoughtful stewardship plan that serves all donors. Finally, we'll discuss being good stewards to...ourselves!



Managing Your Carbon Emissions: An Innovative, Wisconsin-Based Web Tool

Salon H

Eileen Vandoros, MGE Community Project Manager and former President, Middleton Public Library Board of Trustees; Sonja Short, MGE Marketing Communications Manager; Kim Koss, MGE Director of Marketing Information and Web Services and Co2gether Project Manager

Co2gether is an innovative web-based service and network for individuals seeking to reduce greenhouse gas emissions in their homes, organizations and other local groups. Discover how this website helps people track and manage their carbon emissions individually and together by connecting them to online calculation and data-logging tools, best practices information and other resources and to each other through online discussion groups. Find out about the benefits it offers to anyone in Wisconsin and beyond interested in managing their carbon footprint, with special features for customers of Madison Gas and Electric (MGE). Co2gether is an ongoing collaboration between MGE, the UW-Madison's Center for Sustainability and the Global Environment (SAGE) and 1000 Friends of Wisconsin.



Marketing as a Team Sport

Ballroom E

Peggy Barber, *Library Communication Strategies, Inc.*

Can everyone on your staff deliver the library's key message? This workshop focuses on what everyone on your staff needs to know about marketing and how it relates to good customer service. Participants will learn basic marketing principles, how to build an overall marketing/communication plan, how to promote good two-way communication between the library and its key audiences and how to develop and deliver an effective message.



Public Library Resources for Children with Autism and their Families

Salon B

Roxane Bartelt, *Head of Children's Services, Kenosha Public Library*; **Lisa Langsdorf**, *Children's Librarian, Kenosha Public Library*; **Patricia Herr**, *Leader, Autism Support Group, Kenosha Achievement Center*; **Theresa Heberling**, *Early Intervention Program Teacher, Kenosha Achievement Center*

Autism is a lifelong, neurological disorder significantly affecting how a person perceives the world, interacts with others and communicates, and is often referred to as a spectrum disorder (ASD). Symptoms and characteristics can present themselves from mild to severe. Autism knows no racial, ethnic, or social boundaries, occurs more in boys and has no single cause. In 2007, one in 150 eight-year-olds were affected. Early diagnosis, intervention and support are vital, and this session will teach you about resources that can help educate and inform parents, educators, staff and children.

Meet the RR Donnelly Award Winner

Salon D

James Campbell, *Author and 2008 RR Donnelly Award Winner for Ghost Mountain Boys*

The RR Donnelly Award is given each year to the most notable, outstanding literary work published in the previous year and created by a Wisconsin author. The award winner is selected by members of the Literary Awards Committee. Join author James Campbell as he discusses his books.



WisconsinEye: A Progress Report

Salon G

Christopher Long, *President and CEO, WisconsinEye*

WisconsinEye is a statewide public affairs network launched in 2007. It provides its digital cable television and Internet audience with an independent, nonpartisan view of Wisconsin civic and public life beginning with gavel-to-gavel coverage of state government activities in Madison. Chris Long, a former C-SPAN executive who became the network's President and CEO in 2006, will provide an overview of WisconsinEye's mission and history, current programming and operations, web services, planned development and governance.

12:15 p.m.–1:45 p.m.

WLTF Luncheon and Business Meeting

Poverty in Wisconsin: Challenges, Opportunities and Action

Mendota/Geneva

Vicky Selkove, *Mobilization Strategies Manager, Wisconsin Council on Children & Families*

What would happen if as many people in Wisconsin cared about ending child poverty as care about the Packers win-loss record? Is it actually possible to create a statewide network of concerned residents and advocates who know about poverty and its impacts, were knowledgeable about solutions and who are working to put poverty at the top of policy-makers' agendas? In fact, across Wisconsin, communities are systematically and strategically getting smart and organized about how they tackle poverty, and they're working diligently to put—and keep—poverty issues in the public spotlight. Wisconsin's state motto "Forward" suggests a place where all families have the opportunity to prosper. Yet, in 2007, more than 588,000 Wisconsin residents (including 187,000 children) lived in poverty. In the last year, quietly and without fanfare, individuals and communities around the state have begun to come together to ensure that this is no longer our reality and their examples provide optimism and possibility. This presentation will describe what poverty looks like in Wisconsin, the impacts it has on all of our communities and discuss ways to ensure that all Wisconsin families have the opportunity to prosper.



Wisconsin Small Libraries Round Table Business Meeting

Milwaukee

2:00 p.m.

Tour of American Girl Inc. Library and Marshall Erdman Resource Center

Amy Doyle, Resource Director, Marshall Erdman & Associates; **Meagan Eggers**, Senior Business Intelligence Analyst, American Girl Inc.

The Association of Wisconsin Special Libraries presents a tour of two area special libraries: American Girl Inc. Library and Marshall Erdman Resource Center. Attendance is limited to 50, and American Girl Inc. requires visitors to sign a non-disclosure form. All attendees will need to do so. A bus will be available at the Madison Marriott West Convention Center entrance nearest the Registration Desk.

2:00 p.m.–3:15 p.m.

Community-based Research and the Relevance of Libraries

Milwaukee

Louise Robbins, Professor; **Chelsea Couillard**, Student; **Christina Johnson**, Student; **Catherine Phan**, Student, UW-Madison SLIS

Based on an experimental course using community based research to explore barriers to participation in the global knowledge society and the role of libraries, this program will demonstrate the applicability of community based research for determining community information needs and making public libraries even more valuable to their communities. SLIS students will share their experiences with determining community needs and planning and carrying out specific projects.

Information Literacy Across the Library Spectrum

Greenway

Moderator: **Steven Baumgart**, Instruction Coordinator, Memorial Library, UW-Madison; **Keith Schroeder**, Library Media Specialist, Bay Port High School, Green Bay; **Kati Tvaruzka**, Education Reference Librarian, McIntyre Library, UW-Eau Claire; **Gretchen Revie**, Reference Librarian and Instruction Coordinator, Seeley G. Mudd Library, Lawrence University; **Mark Luetkehoelter**, Library Coordinator, Madison Area Technical College; **M. Christine Chamness**, Reference Librarian, UW Fox Valley Library

This program is a moderated panel discussion of multi-

type library approaches to information literacy instruction, information literacy levels, and expectations. The goal is to help librarians achieve a better understanding of both what is being taught before students reach them and what is expected of students as they move on. The panel will speak about their experiences with the level of information literacy they are seeing/teaching and their expectations of information literacy readiness as students reach them. This discussion is intended to improve students' transitions from one institution to another.

Meet the Burr/Worzalla Children's Book Award Winner!

Salon F

George Shannon, Author; **Laura Dronzek**, Illustrator
Meet the creators of this year's Burr/Worzalla award winning children's book, *Rabbit's Gift*. The Elizabeth Burr/Worzalla Award is given each year to the most notable, outstanding contribution in children's literature published in the previous year and created by a Wisconsin author or illustrator. Hear about their work and the experience of creating it.

The Power of Word-of-Mouth Marketing

Ballroom E

Peggy Barber, Library Communication Strategies

A workshop based on the premise that all of us who believe in libraries can help deliver the message and can by our own enthusiasm inspire others to use and support our unique resources. In this age of dot.coms, cell phones and road rage, caring and conviction still rule. It's time to get passionate about "selling" libraries. Learn about the most powerful form of advertising of all (what/why/how/when/where) and how to make it work for you.



Project Play: Play More, Learn More, Fear Less

Ballroom D

Stef Morrill, Associate Director, South Central Library System; **Beth Carpenter**, Library Services Manager, Outagamie Waupaca Library System; **Joy Schwarz**, Web Librarian, Winnefox Library System

Project Play was a very successful Library 2.0 learning project among three library systems during 2007–08. Learn from the coordinators how it worked, what library workers learned from participating and how your library can successfully replicate the project.

The Role of Digitization in Enhancing Knowledge Discovery

Salon G

Krystyna K. Matusiak, *Digital Collections Librarian, UW-Milwaukee Libraries*

Digitization is frequently presented as a conversion process that simply enables access to documents in another format. The potential of digitization in enhancing knowledge discovery and creating a new model for assisting users is often overlooked. In addition to more convenient access, digitization also offers opportunities for enhancing intellectual control and for creating new pathways in resource discovery. Using her experience of building a digital collection of early images of Tibet and other related primary resources, the presenter will explore the potential of digitization in bringing together disparate materials.

Small Town Characters

La Crosse

Greg Peck, *Editor and Author*

Greg Peck will explain how he came to write his non-fiction book, *Death Beyond the Willows*, about a couple from two small towns who met a tragic death on their wedding day. Rural history and characters fill his book, and noted author Ben Logan says the work shows that time and place can be characters, too. Peck will explain how he found a publisher, and how librarians can help other writers with their research and in finding publishers.

Volunteers in the Library: A Public Library and Special Library Share their Experiences

Salon B

Debbie Bird, *Technical Services Librarian, Sun Prairie Public Library*; **Gayle Martinson**, *Archives Collections Manager, Wisconsin Veterans Museum, Madison*

Libraries regularly utilize volunteer help whether it's to re-shelve or serve on the board. Debbie Bird and Gayle Martinson will share their experiences and insights in dealing with volunteers in their libraries. Debbie will talk about the importance of conducting background checks, orientation and providing job descriptions. These are critical elements because volunteers are often treated as unpaid staff and the responsibility of commitment and performance rests with the volunteer. She'll also talk about eliciting the help of your Friends of the Library organization to meet their own needs for programs and activities. Gayle will address meeting the needs of volunteers—intellectual stimulation, networking

and providing an inviting environment—so they want to continue volunteering at the library. She'll also talk about the importance of connecting volunteer talents with library needs.

What's New Under the Dome: The Saga Continues

Salon A

Rick Grobschmidt, *Administrator, Division for Libraries, Technology and Community Learning, DPI*; **Jessica MacPhail**, *Director, Racine Public Library and WLA Federal Relations Coordinator*; **Paul Nelson**, *Retired, Former Director of Middleton Public Library, WLA Library Development and Legislation Committee Chair*

Catch this opportunity to learn the current status of library legislation at the state and federal levels and to review progress and assess efforts on behalf of the 2008 WLA legislative agenda. Speakers will provide a summary of the 2008 election results and a preview of the state's 2009–2011 biennial budget.

3:15 p.m.–4:00 p.m.

Exhibits—No Conflict

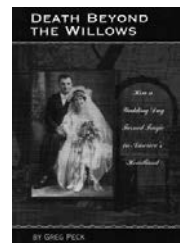
Superior/Michigan

3:30 p.m.

Autograph Garden

Superior/Michigan (Exhibits)

Greg Peck, author of *Death Beyond the Willows*



George Shannon, author, and **Laura Dronzek**, illustrator, *Rabbit's Gift*



WLA Foundation Silent Auction—Pickup and Pay

Wisconsin

4:00 p.m.–5:15 p.m.

Challenges for Reference Excellence: Realities and Possibilities

Ballroom E

Marie L. Radford, Associate Professor, Rutgers University School of Communication, Information and Library Studies

We all know that library budgets are very tight and users have high expectations for reference service. Coping with constant change, technology upgrades and multiple demands on our time threaten our professional equilibrium. Despite these realities, this program challenges you to consider the possibility of outstanding and personalized service to every library user. Come to this engaging and provocative presentation to be inspired and to reaffirm excellent service as a core library value.



Library for the Blind: Update on New Audio Formats

Salon G

Marsha Valance, Management Librarian, Wisconsin Regional Library for the Blind and Physically Handicapped

Last year we were given information on changes in audio formats, and the new formats are ready for our patrons. We will learn how and why the new formats made the cut and learn how they differ from formats we currently offer.

The National Broadband Problem: A Library Perspective

Salon F

Bob Bocher, Technology Consultant, Division for Libraries, Technology and Community Learning; **Mike Mietz**, Manager, BadgerNet Services

Acquiring sufficient broadband is a nationwide problem and libraries are not immune. Over half of the country's public libraries report insufficient broadband to access the Internet and 72% of Wisconsin's public libraries have increased their bandwidth just since January. Most of this increase has been on BadgerNet, the state's telecommunications network. This program will review the broadband issues and will solicit suggestions on what factors the state should consider for the next BadgerNet network.

Reel to Real: a New Season of PBS Films for your Library

Salon A

Lynne Blinkenberg, Director of Community Outreach, Wisconsin Public Television

Many are surprised to discover the abundance of thought-provoking films available on Wisconsin Public Television (WPT); films dealing with diversity, history, environment, civic engagement, and other topics that resonate in communities throughout Wisconsin. Reel to Real (R2R) provides tools and education on hosting local screenings and discussions, bridging the gap between viewing a film and creating community dialogue and action. Whether you are experienced or new to R2R, this session is for you.

Resumé Review Drop In

Middleton

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

Roadmap to the Future of Wisconsin Libraries

Salon H

Richard Grobschmidt, Assistant Superintendent of Public Instruction; **Kathy Pletcher**, Associate Provost for Information Services, UW-Green Bay David A. Cofrin Library

The Council on Library and Network Development (COLAND) sponsored a Visioning Summit on May 5–6, 2008, with 100 key library leaders and supporters to explore the future of Wisconsin libraries.

This program will present the vision, values and strategic directions that resulted from the Visioning Summit. COLAND is interested in feedback from the WLA community on these ideas. Come and let your voice be heard!

Frances de Usabel Award

Annette Miller, Children's Librarian,
Tomahawk Public Library
Presented by: Laurie Magee, Chair,
Outreach Services Round Table

The Shared Ideal: The Carnegie Libraries of Claude & Starck

La Crosse

Sheridan A. Glen, Board Member, Madison Center for Creative and Cultural Arts, and an avid architecture enthusiast

The Madison architectural firm of Claude & Starck received commissions for 25 of 63 Carnegie libraries built in Wisconsin. This slide show, illustrated by postcards, will show the different styles—Classical, Sullivanesque, Prairie, Original, English Gothic, and Swiss Chalet—that Claude and Starck developed for Wisconsin libraries. The legacy of their beautiful libraries seems particularly meaningful, given the importance these libraries were to the development of small town America.

WISCAT Update!

Ballroom D

Vickie Long, WISCAT Training and Technical Support; Terry Wilcox, Interlibrary Loan; Beth Palmquist, WISCAT Database Manager, Reference and Loan Library

New or improved features will be demonstrated including: federated searching of BadgerLink databases along with the union and virtual catalogs within WISCAT; the addition of Cooperative Children's Book Center's CCBC Choices reviews viewable in WISCAT bibliographic records; and more. Updates on interlibrary loan, cataloging, and the Z39.50 gateway will be presented, so bring your questions and comments to this informational session.

5:30 p.m.–6:30 p.m.

Wisconsin Library Association and Wisconsin Library Association Foundation Business Meeting

Ballroom D

7:00 p.m.–9:00 p.m.

Awards Banquet


Mendota/Geneva

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

Entertainment provided by Robin Avery, harpist, prior to start of banquet; cash bar

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WISCONSIN LIBRARY ASSOCIATION
and
WISCONSIN LIBRARY ASSOCIATION FOUNDATION
ANNUAL BUSINESS MEETING

Thursday, November 6, 2008
Madison Marriott West–Ballroom D
Middleton, Wisconsin
5:30-6:30 PM

AGENDA

- I. Call to Order, Pat Chevis, President
- II. Report of the Secretary, Tasha Saecker
 - A. Approval of the minutes of the 2007 Annual Business Meeting
- III. Report of the President, Pat Chevis
- IV. Report of the Executive Director, Lisa K. Strand
- V. Report of the Treasurer, Jan Berg
- VI. Recess the WLA Business Meeting for the Purpose of Conducting the WLA Foundation Business Meeting, Pat Chevis
 - I. Convene the WLA Foundation Business Meeting, Rick Krumwiede, WLAF PresidentApproval of Minutes of 2007 Business Meeting
Campaign for Wisconsin's Libraries
Scholarship Report
Other Business
- VII. Reconvene the WLA Business Meeting, Pat Chevis
- VIII. Report of the American Library Association Councilor, Phyllis Davis
- IX. Committee Reports
 - A. Nominations and Elections, Mark Arend and Laurie Magee, Co-chairs
 - B. Other
- X. Resolutions, Peter Gilbert
- XI. Vice President's Report, Walter Burkhalter
- XII. New Business
- XIII. Adjournment

Trustee of the Year Award

Douglas H. Lay, Wisconsin Valley Library Service, Ashland

WLA/DEMCO Librarian of the Year Award

Bernie Bellin, Lakeshores Library System, Waterford

Library of the Year Award

Elisha D. Smith Public Library, Menasha

Special Services Award

Robert Blitzke, Madison

2008 Book Awards**Literary Awards Committee Honors****RR Donnelley Award**

James Campbell

*The Ghost Mountain Boys: Their Epic March and the Terrifying Battle for New Guinea—the Forgotten War of the South Pacific***Notable Authors**Larry Watson
Edward Heth**Outstanding Achievement**John Gurda, *Cream City Chronicles: Stories of Milwaukee's Past*Douglas Jacobson, *Night of Flames*Jesse Lee Kercheval, *The Alice Stories*Martha Kimes, *Ivy Briefs: True Tales of a Neurotic Law Student*Thomas Maltman, *Night Birds*Gregg Mitman, *Breathing Space: How Allergies Shape our Lives and Landscapes*Benjamin Percy, *Refresh, Refresh: Stories*Jeremy Scahill, *Blackwater: The Rise of the World's Most Powerful Mercenary Army*Susan Vreeland, *Luncheon of the Boating Party*Larry Watson, *Sundown, Yellow Moon: A Novel***Outstanding Achievement in Poetry**Robin Chapman, *The Dreamer Who Counted the Dead*Anne-Marie Cusac, *Silkie: Poetry*Andrea Potos, *Yaya's Cloth*Shoshauna Shy, *What the Postcard Didn't Say*William Stobb, *Nervous Systems***Children's Book Award Committee****Elizabeth Burr/
Worzalla Award**George Shannon (Author)
and Laura Dronzek
(Illustrator)
*Rabbit's Gift***Notable Author/
Illustrator**

Marybeth Lorbiecki

Outstanding AchievementJames DeVita, *The Silenced*Catherine Friend (John Manders, Illustrator), *The Perfect Nest*Tom Lichtenheld, Illustrator, (Amy Krouse Rosenthal, Author), *The OK Book*
Susan L. Roth, Author and Illustrator (Nancy Patz, Author and Illustrator),
*Babies Can't Eat Kimchee!*S.D. Schindler, Illustrator (Carol Otis Hurst, Author), *Terrible Storm*Pat Schmatz, *Circle the Truth*Kashmira Sheth, *Keeping Corner*

7:00 a.m.–11:00 a.m.

Registration

Madison Marriott West Convention Center Lobby

7:00 a.m.–9:00 a.m.

Continental Breakfast

Madison Marriott West Hotel Atrium

7:30 a.m.–8:30 a.m.

**Media and Technical Services
Section Business Meeting**

Salon G

**Reference and Adult Services
Section Business Meeting**

Middleton

**Technical Services Section Business
Meeting**

La Crosse

**Book Cart Drill Team
Competition—
Sponsored by DEMCO**Friday, November 7, 10:15 a.m.–11:30 a.m.,
Wisconsin

Librarians have many talents, and this year's Book Cart Drill Team competition is the perfect opportunity to highlight a unique set of skills. Come and join the Mad Town Truckers, the Baraboo Bookers and other teams for the fun!



8:30 a.m.–11:30 a.m.

Internet Café

Green Bay

8:45 a.m.–10:00 a.m.

**The Courage to be Culturally
Competent: Overview**

Salon C

Don Coleman, Clinical Assistant Professor, UW-Madison
Don Coleman will offer an overview of the topic "The Courage to Be Culturally Competent." Cultural Competence is a set of congruent practice skills, attitudes, policies and structures that come together in a system, agency or among professionals and enable that system, agency, or those professionals to work effectively in cross-cultural situations. The need for cultural competence is intuitively recognized, but this can prove challenging as it becomes "one's professional methodology." Change is the watchword.

**Cut to the Chase: Evaluating Services
and Programs Using the Critical
Incident Technique**

Salon A

*Marie L. Radford, Associate Professor, Rutgers University
School of Communication, Information and Library Studies*
Bored or dissatisfied with standard user surveys? Want to discover what is most valued in library service or programs? Need data to inform anticipated changes? This program introduces the Critical Incident Technique (CIT), an exciting qualitative approach that answers questions like "What do users like most about our programs and services?" Learn when and how to use the CIT for quality assessment.



Following her program, Marie Radford will autograph her books *Web Research: Selecting, Evaluating and Citing* and *Virtual Reference Services: From Competencies to Assessment*

Dynamic Teen Departments

Salon F

Jill Lininger, Librarian, Racine Public Library; **Barbara Huntington**, Public Library Youth Services and Special Services Consultant, Division for Libraries, Technology and Community Learning, DPI

Come along on a virtual tour of the coolest youth spaces in Wisconsin libraries! Jill Lininger and Barb Huntington, with help from the staff of some of the featured libraries, will describe some of the interesting teen areas, shelving and display choices and unique and creative reading nooks in Wisconsin libraries. Small, medium and large libraries will be featured because great libraries come in all sizes.

Open Source OPAC: An Alternative Solution

Ballroom E

Brian Simons, Director, Verona Public Library; **Jim Novy**, Systems Services Technician, Lakeshores Library System

Are you tired of not getting what you want out of your vendor-based OPAC? There is another option that you can customize. Explore how this open source product could revolutionize patron services and the relationship libraries have with vendors.

Perspectives on the Library Past

Milwaukee

Christine Pawley, Professor, UW-Madison SLIS; **Greg Downey**, Associate Professor, UW-Madison SLIS; **Ethelene Whitmire**, Associate Professor, UW-Madison SLIS; **Louise Robbins**, Professor, UW-Madison SLIS

UW-Madison SLIS historians will present three very different views of our past: Christine Pawley will talk about "Spreading Small Libraries: The Wisconsin Free Library Commission"; Greg Downey will discuss the 1960s "Library of the Future" World's Fair exhibitions; and Ethelene Whitmire will share her biographical work on Regina Andrews, the first African-American branch chief of the New York Public Library and an important figure in the Harlem Renaissance. Louise Robbins, author of *The Dismissal of Miss Ruth Brown*, will moderate the presentation.

Policies for Effective Management of Employees and Benefits

Salon B

Marion Smith, Director of Labor Research, Michael Best & Friedrich

This program will address: 1) What areas should an effective policy manual cover? 2) Current challenges and developments that mandate policy updates, and 3) Examples of how effective policies can assist the library in dealing with difficult employee issues.



Support Learning in Virtual Worlds

Salon G

Moderator: **Ulrike Dieterle**, Distance and Outreach Coordinator, Ebling Library, UW-Madison; **Debra Duncan**, Librarian, Polk Library, UW-Oshkosh; **Catherine Stephens**, Information Processing Consultant, CIMC, UW-Madison School of Education; **Susan Haydock**, Gifted Coordinator and Curriculum Specialist, Random Lake School District

This program is a panel presentation demonstrating how librarians, educators and instructional technology staff are supporting learning and research in virtual worlds. Each panelist will present unique work and experiences with online learning environments, providing learning spaces, reference, conducting research and development in virtual worlds. Presentations will include School of Education support for teaching and learning in Second Life, including participation on design teams to develop Critique_IT™ at UW-Madison; a librarian building objects in Second Life to support a campus nursing education initiative at UW-Oshkosh; and a demonstration of how educators in Random Lake are using the virtual space of River City to teach seventh grade science.

See you at the
WLA 2009 Conference
at Radisson Paper Valley Hotel
Appleton, Wisconsin
October 20–23, 2009

10:15 a.m.–11:30 a.m.

Book Cart Drill Team Competition— Sponsored by DEMCO

Wisconsin

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

OverDrive Update and User Group

Ballroom E

Nancy Fletcher, *Special Needs/PR, Waukesha County Federated Library System*; **Steve Hesser**, *Library Systems Administrator, Milwaukee County Federated Library System*; **Mary Knapp**, *Librarian, Madison Public Library*; **Carol Kuntzelman**, *Librarian, Hedberg Public Library, Janesville*

OverDrive is the product used by all Wisconsin public libraries for downloadable audiobooks, music, videos and more. Come to this session to hear what's new with Overdrive in Wisconsin, to learn about how titles are selected and to hear best practices for using the service, including promotion, troubleshooting and more.

Reflections on Intellectual Freedom: From the Local to the Global Community

Ballroom D

Dr. Toni Samek, *Professor, School of Library and Information Studies, University of Alberta*

Dr. Toni Samek, the recipient of the 2007 Library Journal teaching award, will speak on intellectual freedom issues, ranging from the local, grass-roots community-based challenges to large scale concerns facing the global community. Samek will reflect on her experiences chairing the Canadian Library Association's Intellectual Freedom Committee, while sharing examples of the fragility of intellectual freedom. Her talk will be a rallying call for all LIS professionals and workers to return to, and embrace, the fundamental principles of intellectual freedom.



Following her program, Dr. Samek will autograph her book, *Intellectual Freedom and Social Responsibility in American Librarianship, 1967–1974*.

The Role of Library Staff and the Profession in Addressing Diversity: Issues and Concerns

Salon F

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

Since 2000 some important changes have occurred concerning the recruitment and retention of minorities. Although the workforce has experienced some positive results, the library profession is still being challenged by the issue of creating a more diverse population of librarians. Besides focusing on the search process and related issues, Edwards will examine inherent obstacles that exist in the workplace and offer suggestions to correct the problems regarding the lack of diversity in the profession.

Serving Patron's Information Needs 24/7—The Role of Virtual Reference

Salon G

Martha Farley Berninger, *Librarian Supervisor, Reference and Loan Library*; **Mark Beatty**, *Trainer and QuestionPoint Support, WiLS*

Virtual reference is an increasingly important part of the information services offered to patrons of all ages. Public, academic and special libraries are using a variety of tools to make reference service available. This program will examine the range of services being offered, the staffing and training considerations around virtual reference and the benefits and challenges of virtual reference.

11:45 a.m.–2:00 p.m.

President's Luncheon: A Funny Thing Happened on the Way to the Library

Mendota/Geneva

Unshelved Creators **Bill Barnes and Gene Ambaum**

If you work in libraries you know that sometimes you have to laugh or else you'll cry. In this 50-minute talk the creators of *Unshelved* will deliver the laughs as they take you on a tour of the world's only library comic strip. The staff and patrons of the Mallville Public Library are supposed to be fictional, but they are instantly recognizable, providing a unique opportunity to gently laugh at yourself and the people you work with. Bill and Gene will deconstruct some of their greatest hits, and tell the true



library stories that inspired them. Gene talks about what it's like to transfer his daily life as a real-life librarian to paper, the events that become strips more or less unchanged, the ones that get altered and why, and the ones he has to leave out.

Following their program, Bill and Gene will autograph *Unshelved* materials.



AWSL—Association of Wisconsin Special Librarians

AWSL Business Meeting
 Tour of the American Girl Inc. Library and Marshall
 Erdman Resource Center
 Services to Special Populations: Hospital In-patients,
 Jails/Prisons, and Other Institutions
 Wisconsin-Eye: A Progress Report
 Library for the Blind: Update on New Audio Formats

Children's Book Award Committee

Best Books for Young Adults: 2009 Nominees
 Meet the 2008 Burr/Worzalla Children's Book Award
 Winner!
 Library Memories: Visions of Yesterday: YSS Author
 Luncheon featuring Catherine Gilbert Murdock

CSRT—Circulation Services Round Table

Marketing as a Team Sport
 The Power of Word-of-Mouth Marketing
 CSRT Business Meeting

DPI—Department of Public Instruction

Serving Patron's Information Needs 24/7—The Role of
 Virtual Reference
 WISCAT Update!
 The National Broadband Problem: a Library
 Perspective
 Email as Public Records
 BadgerLink Update!
 What's New Under the Dome: The Saga Continues
 Dynamic Teen Departments
 Literacy Coaches and Programs for Tweens and Teens:
 How Schools and Libraries Can Support Adolescent
 Literacy
 Privacy 2.0: Implications in a Connected World

GIRT—Government Information Round Table

Creating a Vision for the Future of the Wisconsin
 Document Depository Program in the 21st Century:
 A Discussion
 Wisconsin-Eye: A Progress Report
 GIRT Business Meeting

IFRT—Intellectual Freedom Round Table

Reflections on Intellectual Freedom: From the Local to
 the Global Community

LD&L—Library Development and Legislation Committee

What's New Under the Dome: The Saga Continues

Literary Awards Committee

Meet the R.R. Donnelly Award Winner—James
 Campbell

LRRT—Library Research Round Table

The Shared Ideal: The Carnegie Libraries of Claude &
 Starck
 Perspectives on the Library Past
 Constructing Questionnaires and Questions: It's Harder
 than it Seems
 Student Research Forum

LUERT—Library User Education Round Table

Information Literacy Across the Library Spectrum

MATS—Media and Technology Section

Webbies Awards
 Choosing and Migrating to an ILS in the 21st Century
 MATS Business Meeting
 Project Play: Play More, Learn More, Fear Less
 Get your "Green" On: Practical and Quirky Tips on
 How to Become an Eco-tistical Library
 Gaming, Libraries and Literacy: Redefining Gaming in
 the Academic and Public Library Landscape
 Open Source OPAC
 OverDrive Update and User Group
 Powerful Presentations: What Every Presenter Needs to
 Know
 Privacy 2.0: Implications in a Connected World

NMRT—New Member Round Table

Welcome to WLA! How to Get the Most out of Your
 WLA Conference Experience
 NMRT Business Meeting

2007 WLA Program Sponsors & Partners

OSRT—Outreach Services Round Table

OSRT Business Meeting
Public Library Resources for Children with Autism and their Families
Library for the Blind: Update on New Audio Formats
Community-based Research and the Relevance of Libraries

P2C2—Personnel and Professional Concerns Committee (WAPL)

Policies for Effective Management of Employees and Benefits
The Cross-Generational Workforce
Powerful Presentations: What Every Presenter Needs to Know

RASS—Reference and Adult Services Section

The Courage to be Culturally Competent: Overview
Open Source OPAC
RASS Business Meeting

READ—Readers Section

READ Business Meeting
READ Book Discussion: *The Poet of Tolstoy Park* by Sonny Brewer
Notable Book Marathon
From Idea to Epic: Shaping a First Novel
Meet the R.R. Donnelly Award Winner—James Campbell
Small Town Characters

RSRT—Resource Sharing Round Table

Intermingling Worlds: How Access Services, ILL, and Reference Can Work Together
The Status of Standards-Based Interlibrary Loan in Wisconsin
RSRT Business Meeting
The Shared Ideal: The Carnegie Libraries of Claude & Starck

SLIS—UW-Madison School of Library and Information Studies

Perspectives on the Library Past
UW-Madison SLIS Reunion
Community-based Research and the Relevance of Libraries
Users and Non-users of Public Libraries: An Analysis

SOIS—UW-Milwaukee School of Information Studies

UWM SOIS Reunion

SSS—Support Staff Section

The Shared Ideal: the Carnegie Libraries of Claude & Starck
Odd Wisconsin: Amusing, Perplexing, and Unlikely Stories from Wisconsin's Past
Marketing as Team sport
The Power of Word-of-Mouth Marketing

TSS—Technical Services Section

Open Source OPAC
TSS Business Meeting
Technical Services Workflows in Times of Diminishing Budgets
Keeping it all Together: One Library's Strategy for Electronic Resource Management
The Future of Bibliographic Control: A Report from the Library of Congress

WAAL—Wisconsin Association of Academic Librarians

Technical Services Workflows in Times of Diminishing Budgets
Keeping it all Together: One Library's Strategy for Electronic Resource Management
The Future of Bibliographic Control: A Report from the Library of Congress
Supporting Learning in Virtual Worlds
Information Literacy Across the Library Spectrum
The Role of Digitization in Enhancing Knowledge Discovery
Library for the Blind: Update on New Audio Formats
Open Source OPAC
A Funny Thing Happened on the Way to the Library

WAPL—Wisconsin Association of Public Libraries

OverDrive Update and User Group
 Public Library Resources for Children with Autism and their Families
 The Cross-Generational Workforce
 Community-based Research and the Relevance of Libraries
 Users and Non-users of Public Libraries: An Analysis of their House-hold Characteristics
 Technical Services Workflows in Times of Diminishing Budgets
 A Funny Thing Happened on the Way to the Library
 Powerful Presentations: What Every Presenter Needs to Know
 The Library Reformation: 95 Edicts You Should Nail to Your Library's Door
 Best Books for Young Adults: 2009 Nominees
 Meet the 2008 Burr/Worzalla Children's Book Award Winner!
 Library Memories: Visions of Yesterday: YSS Author Luncheon featuring Catherine Gilbert Murdock
 Marketing as Team sport
 The Power of Word-of-Mouth Marketing
 The Courage to be Culturally Competent: Overview
 WAPL Board Meeting

WeLEAD

Discussing Leadership: An Open Forum with Library Directors
 The Cross-Generational Workforce

WEMTA—Wisconsin Educational Media and Technology Association

Reflections on Intellectual Freedom: From the Local to the Global Community
 Wisconsin Education and Curriculum Librarians Meeting

WIGLHR—Wisconsin Genealogy and Local History Round Table

Local History and Genealogy Collections at the Wisconsin Historical Society
 WIGLRH Business Meeting

WISLR—Wisconsin Small Libraries Round Table

Small Town Characters
 Library for the Blind: Update on New Audio Formats
 WISLR Business Meeting

WLA—Wisconsin Library Association

Reel to Real: A New Season of PBS Films for Your Library
 Past President's Breakfast
 WLA New Members Reception
 WLA Board of Directors Meeting
 WLA and WLA Foundation Business Meeting
 Keynote Speaker: John Magnuson
 Book Cart Drill Team

WLAC—Wisconsin Library Association Conference Committee

A Funny Thing Happened on the Way to the Library
 Keynote Session: Climate Change: Local to Global and Back Again
 The Role of Library Staff and the Profession in Addressing Diversity: Issues and Concerns
 Managing Your Carbon Emissions: An Innovative, Wisconsin-Based Web Tool
 Energy Efficiency and Renewable Energy
 Challenges for Reference Excellence: Realities and Possibilities
 Cut to the Chase: Evaluating Services and Programs Using the Critical Incident Technique
 Resumé Review Drop In
 Roadmap to the Future of Wisconsin Libraries (COLAND Report)
 Volunteers in the Library: Public and Special Libraries Share their Experiences
 Helping Patrons Better Understand Environmental Issues: An Introduction to On-line Tools and Resources
 What's New with your EBSCOhost Resources

WLAF—Wisconsin Library Association Foundation

Awards & Honors Banquet
 What's New Under the Dome: The Saga Continues
 WLA and WLA Foundation Business Meeting
 WLAF Board Meeting
 I Can't Thank You Enough: The Importance of Good Stewardship
 WLAF Silent Auction Fundraiser
 WLAF Evening Fundraiser—Wii, Wee, Qui
 Promoting the Economic Impact of Libraries at the Local Level

WLTF—Wisconsin Library Trustees and Friends

Quality Improvement Teams: Analyze and Improve Process Flow in Your Library
 WLTF Luncheon and Annual Meeting
 What's New Under the Dome: The Saga Continues

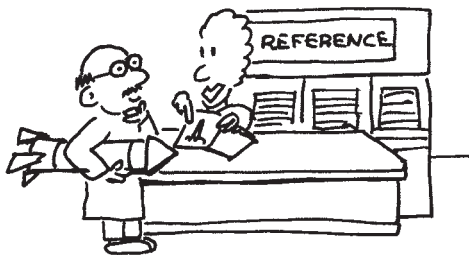
WWLW—Wisconsin Women Library Workers

From Queer to Gay and Back Again: Young Adult Books with Gay/Lesbian/Queer Content, 1969-2008

YSS—Youth Services Section

Public Library Resources for Children with Autism and their Families
 YSS Board Meeting
 Dynamic Teen Departments
 Best Books for Young Adults: 2009 Nominees
 Meet the 2008 Burr/Worzalla Children's Book Award Winner!
 How to Reach Hard to Reach Populations
 Literacy Coaches and Programs for Tweens and Teens: How Schools and Libraries Can Support Adolescent Literacy
 Library Memories: Visions of Yesterday: YSS Author Luncheon featuring Catherine Gilbert Murdock
 From Queer to Gay and Back Again: Young Adult Books with Gay/Lesbian/Queer Content, 1969-2008
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Non-Member Conference Speakers

Gene Ambaum

Overdue Media, LLC
4819 South Oregon Street
Seattle, WA 98118
(425) 669-0031 (fax)

Elizabeth Amundson

Madison Public Library
201 West Mifflin Street
Madison, WI 53703
(608) 266-6359
emamunds@scls.lib.wi.us

Emilie Amundson

Department of Public Instruction
125 South Webster Street
Madison, WI 53707-7841
(608) 266-3551
emilie.amundson@dpi.wi.gov

Peggy Barber

1830 North Fremont Street
Chicago, IL 60614
(312) 649-0028
(312) 649-0215 (fax)
barberpeg@aol.com

Bill Barnes

Overdue Media, LLC
4819 South Oregon St
Seattle, WA 98118
(425) 669-0031 (fax)
bill@overduemedia.com

Mark Beatty

WiLS
728 State Street
Madison, WI 53706
(608) 265-5719
mbeatty@wils.wisc.edu

Lynne Blinkenberg

Wisconsin Public Television
975 Observatory Drive
Madison, WI 53706
(608) 265-6331
(608) 265-5035 (fax)
lynne.blinkenberg@wpt.org

James Campbell

(608) 592-1530
bogmoose@verizon.net

Diane Dates Casey

Governors State University
University Park
University Park, IL 60466-0975
(708) 534-4110
d-casey@govst.edu

M. Christine Chamness

UW-Fox Valley Library
1478 Midway Road
Menasha, WI 54952
(920) 832-2676

Don Coleman, MSSW/LCSW

School of Social Work Education
1350 University Avenue, Office 305
Madison, WI 53706-1510
(608) 263-3834
dcoleman@wsisc.edu

Wendy Cramer

Racine Correctional Institution
2109 Wisconsin Street
Sturtevant, WI 53177-1829
(262) 886-3214x3800
(262) 866-3514 (fax)
wendy.cramer@wisconsin.gov

Greg Downey

UW-Madison SLIS
600 North Park Street
Madison, WI 53706
(608) 263-2900
(608) 263-4849 (fax)
gdowney@wisc.edu

Mary Driscoll

Dane County Library Service
201 West Mifflin Street
Madison, WI 53703
(608) 266-4419
(608) 266-6068 (fax)
dclout@scls.lib.wi.us

Debra Duncan

UW-Oshkosh Polk Library
800 Algoma Blvd
Oshkosh, WI 54901
(920) 424-0371
duncan@uwosh.edu

Jennifer Friedman

Mendota Mental Health Institute
301 Troy Drive
Madison, WI 53704
(608) 301-1196
friedjl1@dhfs.state.wi.us

Lisa Fox

Cross Section Initiatives
431 Charmany Drive
Madison, WI 53719
262-364-8561
lfox@weccusa.org

Sheridan A. Glen

First Weber
222 West Washington Avenue
Madison, WI 53703
(608) 310-8889
(608) 663-8040 (fax)
glens@firstweber.com

Rachel Singer Gordon

Information Today, Inc.
Book Publishing Division
PO Box 6931
Villa Park, IL 60181
(630) 620-6662
Rachel@lisjobs.com

Susan Haydock

Random Lake School District
605 Random Lake Road
Random Lake, WI 53075
(920) 994-4342
shaydock@randomlake.k12.wi.us

Theresa Heberling

Kenosha Achievement Center
7405 30th Avenue
Kenosha, WI 53142

Marcy Heim, CFRE

Heim Consulting Services
2679 Fahey Glen
Madison, WI 53711
(608) 772-6777 (cell)
(608) 441-8956 (fax)
marcyheim@tds.net

Patricia Herr

Parent Support Group
7405 30th Avenue
Kenosha, WI 53412
patriciaherr@sbcglobal.net

Steve Hesper

709 North 8th Street
Milwaukee, WI 53233
(414) 286-5934
steve.hesper.mcfls.org

Non-Member Conference Speakers

Kristin Hewitt

Whitefish Bay Public Library
5420 N Marlborough Drive
Whitefish Bay, WI 53217-5398
(414) 229-6813

Erika Janik

Wisconsin Historical Society
816 State Street
Madison, WI 53706
(608) 264-6482
erika.janik@wisconsinhistory.org

Christine Jenkins

University of Illinois at Urbana-
Champaign GSLIS
501 East Daniel Street, Room 220 LIS
Champaign, IL 61820
(217) 244-7452
cajenkins@uiuc.edu

Christina Johnson

UW-Madison SLIS
600 North Park Street
Madison, WI 53706
(608) 263-2908
(608) 263-4849 (fax)

Kathy Kiely

EBSCO
10 Estes Street
Ipswich, MA 1938
(800) 653-2726 x2636
(978) 356-7332 (fax)
kathykiely@ebSCOhost.com

Kyung-Sun Kim

UW-Madison SLIS
600 N Park Street, 4217 Helen C.
White Hall
Madison, WI 53706
(608) 263-2941
(608) 263-4849 (fax)
kskim@slis.wisc.edu

Sherry Klinkner

5639 Polworth Street
Fitchburg, WI 53711
(608) 274-0888
sherry.klinkner@gmail.com

Kim Koss

Madison Gas & Electric
133 South Blair Street
Madison, WI 53703
(608) 252-7975
kkoss@mge.com

Nan Kunde

UW-Madison Steenbock Library
550 Babcock Drive
Madison, WI 53706
(608) 262-3284
nkunde@library.wisc.edu

Susan Lee

Madison Public Library
201 West Mifflin Street
Madison, WI 53703
(608) 266-6300
slee@cityofmadison.com

Christopher Long

WisconsinEye
122 West Washington Avenue,
Suite 200
Madison, WI 53703
(608) 316.6850/x-302
(608) 658.7901 (cell)
(608) 316.6868 (fax)
chris.long@wiseye.org

John J. Magnuson

UW-Madison Center for Limnology
680 N Park Street
Madison, WI 53706
(608) 262 3010
(608) 265 2334 (fax)
jjmagnus@wisc.edu

Thomas Maltman

Silver Lake College
2406 South Alverno Road
Manitowoc, WI 54220
(414) 423-2136
(414) 423-2139 (fax)
tmaltman@silver.sl.edu

Gayle Martinson

Wisconsin Veterans Museum
30 West Mifflin Street
Madison, WI 53703
(608) 267-1799
Gayle.Martinson@dva.state.wi.us

Jeannie McBeth

Oshkosh Public Library
106 Washington Avenue
Oshkosh, WI 54901
(920) 236-5219x4816
mcbeth@oshkoshpubliclibrary.org

Adam C. Mednick

Wisconsin Department of Natural
Resources
PO Box 7921
Madison, WI 53707
(608) 261-6416
(608) 266-5226 (fax)
adam.mednick@wisconsin.gov

Kelly J. Meyers

Verona Area High School
300 Richard Street
Verona, WI 53593
(608) 845-4410
(608) 845-4420 (fax)
kelly.meyers@verona.k12.wi.us

Tessa Michaelson

Cooperative Children's Book Center
600 North Park Street, Room 4290
Madison, WI 53706
(608) 262-9503
(608) 262-4933 (fax)

Mike Mietz

Wisconsin Department of
Administration
5830 Femrite Drive
Madison, WI 54718
(608) 244-6184
mike.mietz@wisconsin.gov

Amy Moran

Wisconsin Department of
Administration
101 East Wilson Street
Madison, WI 53707
(608) 266-5030
(608) 264-9500 (fax)
amy.moran@wisconsin.gov

Catherine Gilbert Murdock

201 Windemere Avenue
Wayne, PA 19087
(610) 688-1414
catherine_murdock@earthlink.net

Terrence Newell

UW-Milwaukee
3210 North Maryland Avenue
Milwaukee, WI 53211
(414) 229-2861
newellt@uwm.edu

Non-Member Conference Speakers

Christine Pawley, PhD
UW-Madison SLIS
600 North Park Street
Madison, WI 53706
(608) 263-2900
(608) 263-4849 (fax)
cpawley@wisc.edu

Greg Peck
1421 Eastwood Ave
Janesville, WI 53545
(608) 752-2749
(608) 755-8278(work) (fax)
gregmpeck@sbcglobal.net

Casey Petersen
St. Mary's Health Resource Center
710 South Park Street
Madison, WI 53715

Pam Peterson
UW Extension Office
421 Nebraska Street
Sturgeon Bay, WI 54235
920-746-2264
920-746-2531 (fax)
pam.peterson@ces.uwex.edu

Rick Pifer
Wisconsin Historical Society
816 State Street
Madison, WI 53706
(608) 264-6477
rick.pifer@wisconsinhistory.org

Marie L. Radford
Rutgers University
4 Huntington Street
New Brunswick, NJ 8901
(973) 267-7996
mradford@scils.rutgers.edu

Lisa Reale
Reference & Loan Library
2109 South Stoughton Road
Madison, WI 53716
(608) 224-5389
(608) 224-6178 (fax)
lisa.reale@dpi.wi.gov

Toni Samek
University of Alberta SLIS
3-15 Rutherford South
Edmonton, Alberta, Canada T6G 2J4
(780) 492-0179
(780) 492-2430 (fax)
toni.samek@ualberta.ca

Keith Schroeder
Bay Port High School
2710 Lineville Road
Green Bay, WI 54313-7151
(920) 662-7157
keitschr@hssd.k12.wi.us

Pat Seidel
Pat Seidel Training & Consulting,
LLC
501 Windmill Road
Brooklyn, WI 53521
(608) 455-8391
patseidel@charter.net

Vicky Selkove
Wisconsin Council on Children and
Families
555 West Washington Avenue,
Suite 200
Madison, WI 53703
(608) 284-0580x326
(608) 284-0583 (fax)
vselkove@sccf.org

George Shannon
1300 Ellingsen Road
Bainbridge Island, WA 98110
(206) 780-0383
zolzoli@rmi.net

Sonja Short
Madison Gas & Electric
133 S. Blair Street
Madison, WI 53703
(608) 252-7337
sshort@mge.com

Sei-Ching Joanna Sin
UW-Madison SLIS
600 North Park Street, 4217 Helen
C. White Hall
Madison, WI 53706
(608) 271-2009
sjsin@wisc.edu

Marion Smith
Michael Best & Friedrich
100 East Wisconsin Avenue, #3300
Milwaukee, WI 53202
(414) 225-2760
(414) 277-0656 (fax)
mcsmith@michaelbest.com

Catherine Stephens
UW-Madison School of Education
CIMC
225 North Mills Street
Madison, WI 53706
(608) 263-5949
cstephens@education.wisc.edu

Abby Swanton
Reference and Loan Library
2109 South Stoughton Road
Madison, WI 53716
(608) 224-6174
(608) 224-6178 (fax)
Abbigail.swanton@dpi.wi.us

Marsha Valance
Wisconsin Regional Library
813 West Wells Street
Milwaukee, WI 53233-1436
(800) 242-8822
mvalance@milwaukee.gov

Eileen Vandoros
Madison Gas & Electric
133 South Blair Street
Madison, WI 53703
EVandoros@mge.com

Tom Walker
UW-Milwaukee School of
Information Studies
PO Box 413
Milwaukee, WI 53201
(414) 229-4707
(414) 229-6699 (fax)
walker@sois.uwm.edu

Dreux J. Watermolen
Wisconsin Department of Natural
Resources
PO Box 7921
Madison, WI 53707
(608) 266-8931
(608) 266-5226 (fax)
dreux.watermolen@wisconsin.gov

Ethelene Whitmire
UW-Madison SLIS
600 North Park Street
Madison, WI 53706
(608) 263-2900
(608) 263-4849 (fax)
ewhitmire@wisc.edu

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Back row, left-right: John DeBacher, Mary Knapp, Heather Weltin, Mary Murphy,
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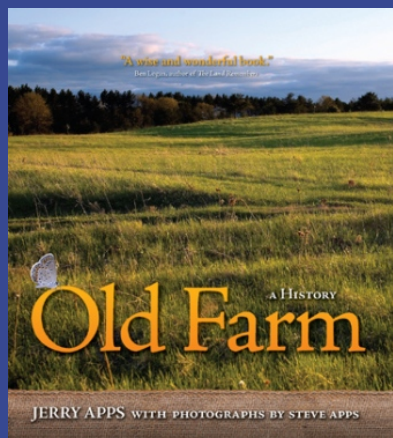
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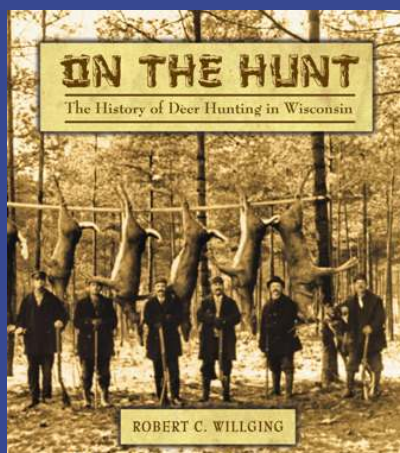
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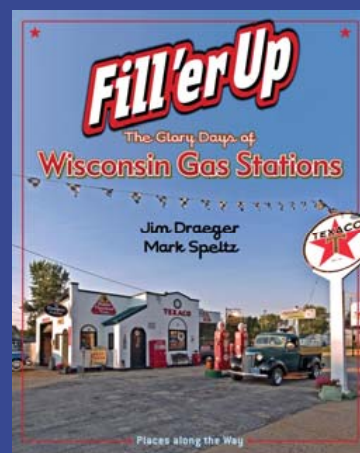
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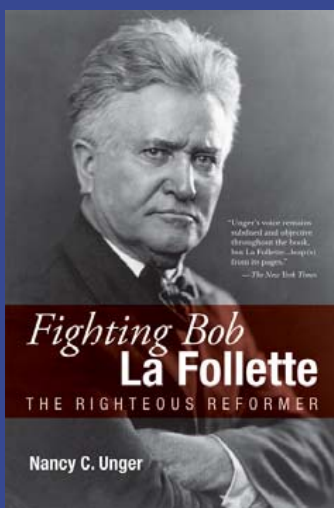
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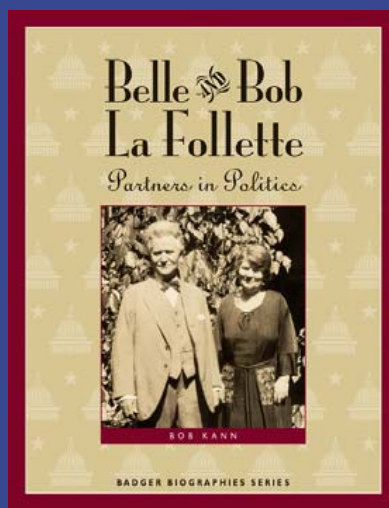
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