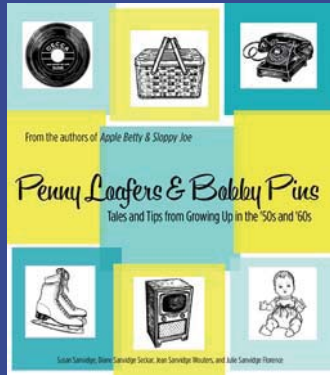




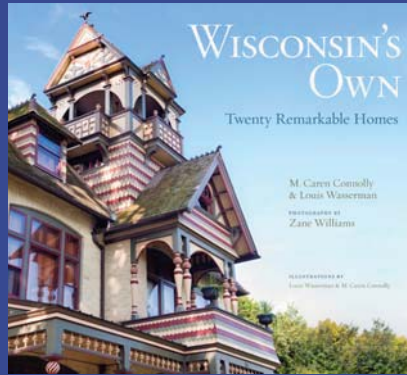
Libraries: Create Adventure

2010 WLA CONFERENCE
November 2-5, 2010
Kalahari Resort &
Convention Center
Wisconsin Dells

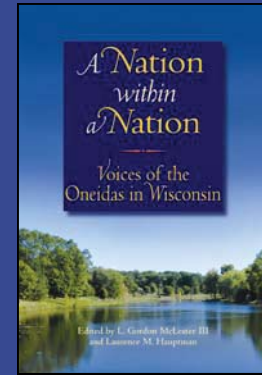
NEW FALL BOOKS FROM THE WISCONSIN HISTORICAL SOCIETY PRESS



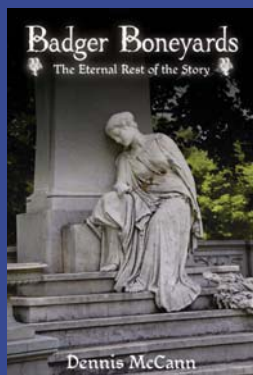
**Penny Loafers & Bobby Pins:
Tales and Tips from Growing Up
in the '50s and '60s**
Susan Sanvidge, Diane Sanvidge
Seckar, Jean Sanvidge Wouters,
and Julie Sandvidge Florence
Paperback: \$18.95
240 pages, 150 b/w photos and
illus., 7x8
ISBN: 978-0-87020-446-3



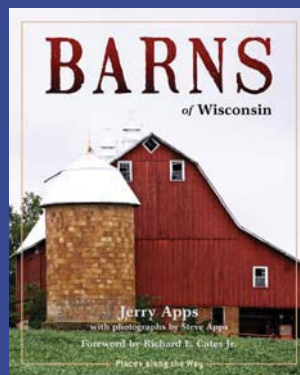
**Wisconsin's Own:
Twenty Remarkable Homes**
M. Caren Connolly & Louis
Wasserman
Photographs by Zane Williams
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photos and illus., 11x10
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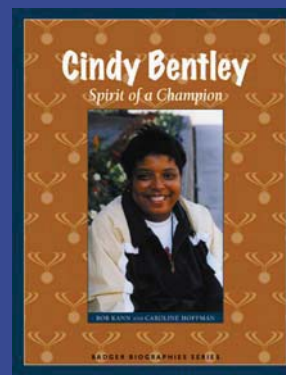
**A Nation within a Nation:
Voices of the Oneida
in Wisconsin**
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L. Gordon McLester III
and Laurence M. Hampton
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Story**
Dennis McCann
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451-7



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Foreword by Richard (Dick)
Cates Jr.
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PRESS**

Conference Greetings & Contents

Welcome to the 2010 Wisconsin Library Association Conference. From Tuesday's preconferences, *Lessons to Lead By* and *The Magic, Power and Joy of Philanthropy*, through the *President's Luncheon* with Aldo Leopold's biographer Curt Meine on Friday, the Kalahari Resort & Convention Center offers us the opportunity to experience *Libraries: Create Adventure*. Many thanks to the WLA Conference Planning Committee, chaired by Melissa McLimans and Linda Vincent, for their creative ideas and hard work. They have done an excellent job of pulling together a great schedule of presentations and activities for attendees.

So much to do, so much to hear and enjoy! Don't miss Marilyn Johnson's keynote address, *This Book is Overdue* and follow it up by joining the Wednesday afternoon *One Conference, One READ, Book Discussion* on her book.

Don't miss the grand opening of the Exhibit Hall on Wednesday morning, and enjoy the *Ho Chunk Wisconsin Dells Singers* who will be accompanied by a large dance drum. Top off the day by helping the WLA Foundation help all of us by placing a bid at the *Silent Auction*.

Thursday maintains the fevered pace: a myriad of *breakout sessions, exhibits and a tour of the library at the Circus World Museum in Baraboo*.

Throughout the conference there will be many opportunities to mix, mingle and network with your colleagues, starting Tuesday night with the *Meet and Mingle with Exhibitors*, continuing Wednesday with *Speed Networking* and the *WLA Foundation Fundraiser, Bowling and Boards*, and on to Thursday's *SLIS and SOIS reunions* and the *WLA Awards Banquet*.

Great opportunities for refueling are *no-conflict Exhibit times*, the *YSS Luncheon with Gordon Korman*, *OSRT Luncheon with Art Munin*, *WLTF Annual Meeting and Luncheon with Marcy Heim* and the *President's Luncheon with Curt Meine*.



Take home a treasure by bidding at the WLA Foundation Silent Auction, buy books authored by our speakers and get them signed at the Autograph Garden.

There is an Internet Room for communicating with those back home.

Most important of all, come learn, renew friendships with colleagues from all over the state and renew your energies. I'll see you at the WLA and WLA Foundation Business Meeting on Thursday night. If I don't yet know you, please say hello and introduce yourself.

Please remember to bring your non-perishable or canned food donations to the registration desk Tuesday to Friday during the conference. Donated food will go to the Wisconsin Dells-Lake Delton Community Food Pantry.

Thank you for attending the 2010 WLA Conference!

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Wisconsin Small Libraries Section

Edie Phillips
Winneconne

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 Wisconsin Dells area. There are many casual or fine dining options located within minutes of the Kalahari. The downtown Wisconsin Dells area also boasts several unique dining establishments. For restaurant selections, please check the local arrangements table for area guide books and brochures.

Join us Wednesday and Friday for a continental breakfast; on Thursday, enjoy the hot breakfast buffet.

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

Smoking is not permitted in meeting rooms, at meal functions or in the Exhibits Area.

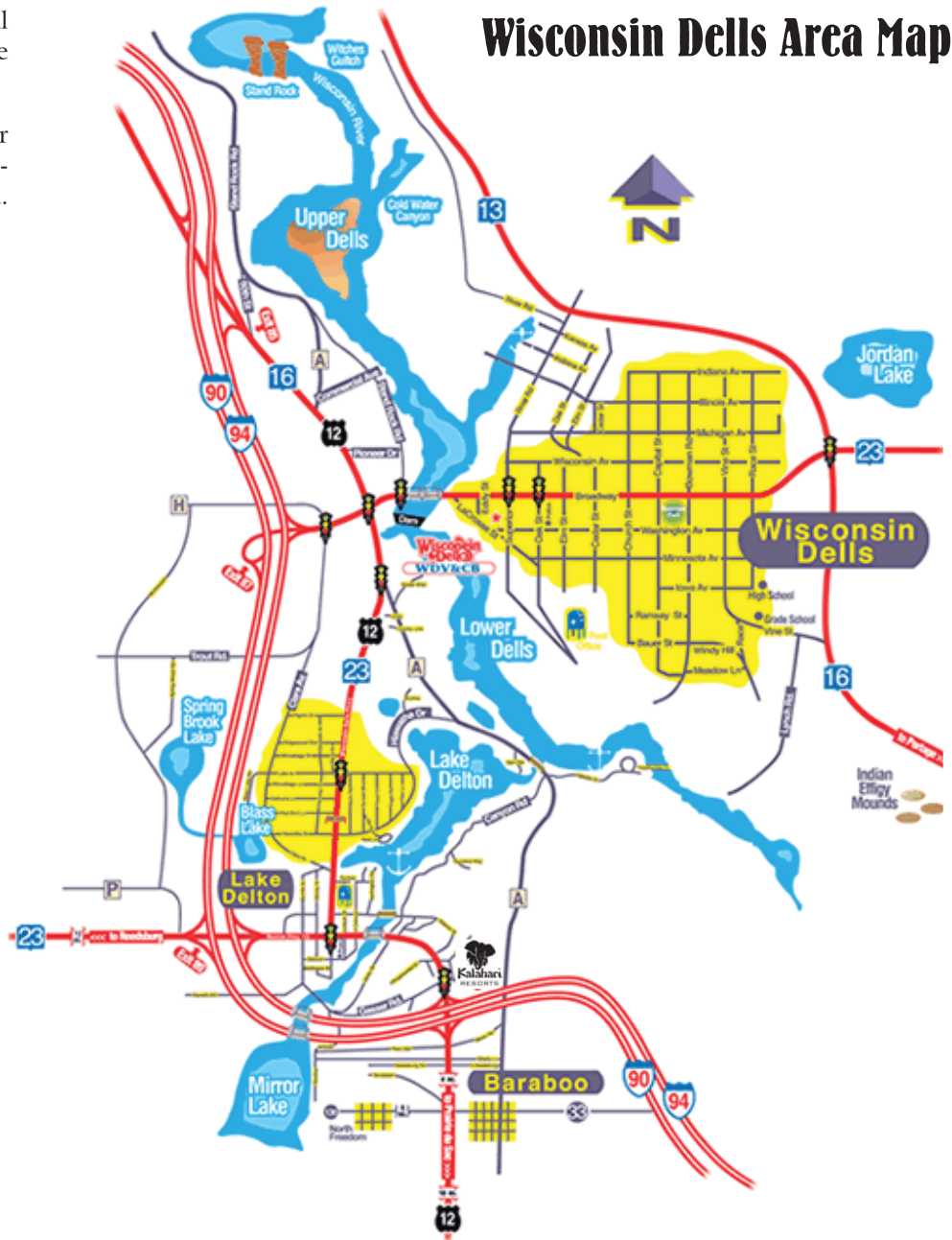
The recording of programs, meetings and meal functions by personal use of cameras or audio or video equipment is not permitted.

Badges must be worn when attending conference programs, meetings, exhibits and hospitality

functions. White name badges are required to gain entrance to conference programming. Yellow badges indicate speaker-only or exhibit-only attendees. If you would like to attend programs, please return to the registration desk to pay the conference fee.

Free Internet access is available in our Internet Café, Tuesday through Friday.

Wisconsin Dells Area Map



Kalahari Resort Map

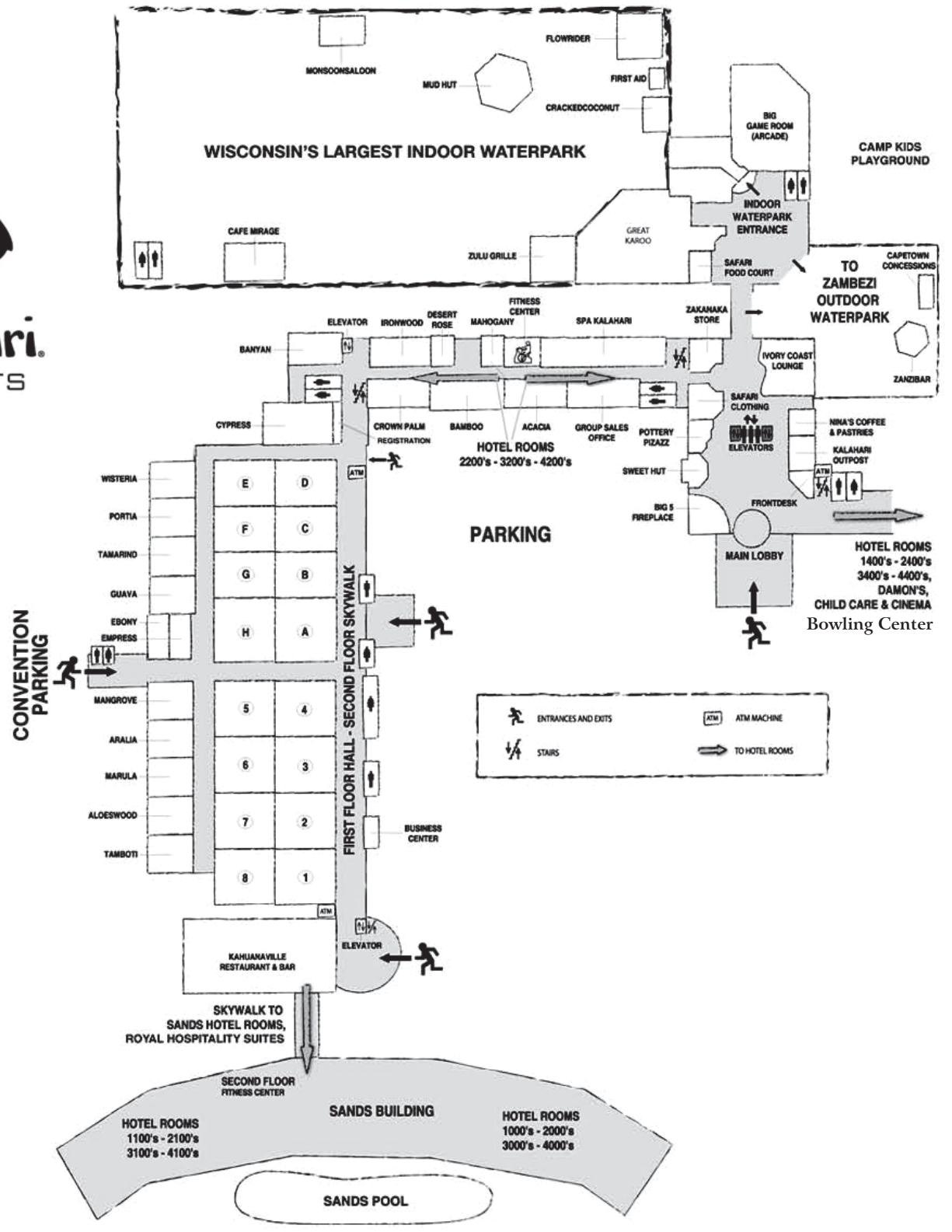
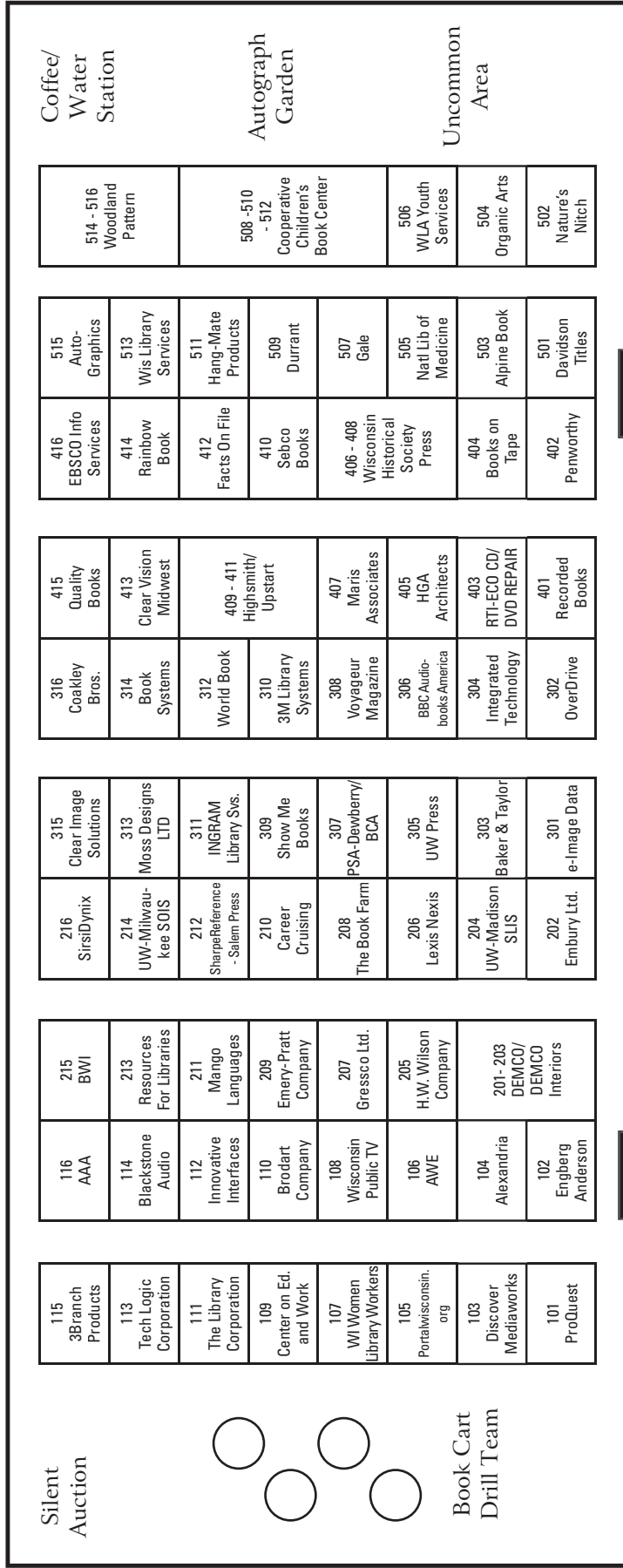


Exhibit Hall Floor Plan



- Entrance**
- 115 3Branch Products, Inc.
- 310 3M Library Systems
- 116 AAA
- 104 Alexandria
- 503 Alpine Book
- 515 Auto-Graphics, Inc.
- 106 AWE
- 303 Baker & Taylor
- 306 BBC Audiobooks America
- 114 Blackstone Audio, Inc.
- 314 Book Systems, Inc.
- 404 Books on Tape/Listening Library
- 110 Brodart Company
- 215 BWI
- 210 Career Cruising
- 109 Center on Education and Work
- 315 Clear Image Solutions, LLC
- 413 Clear Vision Midwest
- 316 Coakley Bros. Company
- 508/510/512 Cooperative Children's Book Center
- Entrance**
- 501 Davidson Titles, Inc.
- 201/203 DEMCO/DEMCO Interiors
- 103 Discover Mediaworks, Inc.
- 509 Durrant
- 416 EBSCO Information Services
- 301 e-Image Data Corporation
- 202 Embury Ltd.
- 209 Emery-Pratt Company
- 102 Engberg Anderson Design Partners
- 412 Facts On File
- 507 Gale
- 207 Gressco Ltd.
- 205 H.W. Wilson Company
- 511 Hang-Mate Products, LLC
- 405 HGA Architects & Engineers
- 409/411 Highsmith/Upstart
- 311 INGRAM Library Services
- 112 Innovative Interfaces, Inc.
- 304 Integrated Technology Group
- 206 Lexis Nexis
- WLA Wisconsin Small Libraries Section North Atrium**
- 211 Mango Languages
- 407 Maris Associates
- 313 Moss Designs LTD
- 505 National Network of Libraries of Medicine - GMR
- 502 Nature's Nitch
- 504 Organic Arts, Ltd.
- 302 OverDrive, Inc.
- 105 Portalwisconsin.org
- 101 ProQuest
- 307 PSA-Dewberry/BCA
- 415 Quality Books, Inc.
- 414 Rainbow Book Company
- 401 Recorded Books, LLC
- 213 Resources For Libraries & Lifelong Learning
- 403 RTI - ECO CD/DVD Repair Machines
- 410 Sebcos Books
- 212 SharpeReference - Salem Press
- 309 Show Me Books, Inc.
- Entrance**
- 216 SirsiDynix
- 113 Tech Logic Corporation
- 208 The Book Farm, Inc.
- 111 The Library Corporation TLC
- 402 The Penworthy Company
- 305 University of Wisconsin Press
- 204 UW-Madison SLIS
- 214 UW-Milwaukee SOIS
- 308 Voyageur Magazine
- 406/408 Wisconsin Historical Society Press
- 513 Wisconsin Library Services
- 108 Wisconsin Public Television
- 107 Wisconsin Women Library Workers
- North Atrium WLA Wisconsin Small Libraries Section
- 506 WLA Youth Services Section
- 514/516 Woodland Pattern, Inc.
- 312 World Book

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Conference at a Glance

Tuesday, November 2, 2010

9:00 a.m. – 3:00 p.m.	Lessons to Lead By: WeLead Pre-Conference	Marula
	The Magic, Power and Joy of Philanthropy: WLAFL Pre-Conference	Portia
3:00 p.m. – 7:00 p.m.	Registration	North Atrium
4:00 p.m. – 6:00 p.m.	Vendor Reception/Meet WeLead Protégés	North Atrium

Wednesday, November 3, 2010

7:00 a.m. – 7:00 p.m.	Registration	North Atrium
7:00 a.m. – 8:30 a.m.	Continental Breakfast	North Atrium
7:30 a.m. – 8:30 a.m.	Past President's Breakfast	Ironwood
8:45 a.m. – 10:00 a.m.	Keynote Address: Marilyn Johnson, <i>This Book Is Overdue!</i>	Convention A/B/G/H
10:00 a.m. – 5:00 p.m.	WLAFL Silent Auction	Exhibit Hall
	Exhibits	Exhibit Hall
	Internet Café	Empress
10:00 a.m. – 10:45 a.m.	Exhibits: Wisconsin Dells Singers – No Conflict	Exhibit Hall
	Autograph Garden: Marilyn Johnson, Dennis McCann	Exhibit Hall
10:45 a.m. – 12:00 p.m.	Badger Boneyards: The Eternal Rest of the Story	Marula
	Books: Bridges to the World	Tamboti
	Can You Hear Me Now? Shhhh!: Mobile Devices	Aloeswood
	Creating a Successful Facebook Fan Page	Tamarind
	Elizabeth Burr/Worzalla Children's Book Award	Cypress
	How We Hacked WordPress	Guava
	Speed Networking	Exhibit Hall
	Student Research Forum	Portia
	Wisconsin Humanities Council: A Great Resource	Mangrove
12:00 p.m. – 12:30 p.m.	Autograph Garden: Dennis McCann	Exhibit Hall
12:00 p.m. – 2:00 p.m.	YSS Luncheon – Gordon Korman	Convention A/H
2:00 p.m. – 2:30 p.m.	Autograph Garden: Gordon Korman	Exhibit Hall
2:00 p.m. – 3:15 p.m.	BadgerLink: Striving to Evolve	Aloeswood
	Building the Future: Libraries and BadgerNet Fiber Grant	Aralia
	Can Children's Books Save the World?	Cypress
	Digital (and Free!) Tools in Your Library	Portia
	One Conference, One READ Book Discussion	Convention G
	Online Data à la Carte: Web-based Tables	Mangrove
	Raiders of the Lost ARCs: Adventures in Local Digitization	Tamarind
	Testing RDA: How Will It Really Work?	Marula
	What's New With the Wisconsin Talking Book/Braille Library	Guava
	Yes We Can! Creating Effective Partnerships	Tamboti
3:15 p.m. – 4:00 p.m.	Exhibits – No Conflict	Exhibit Hall
	Autograph Garden: Marilyn Johnson, Kathleen Horning, Jerry Apps	Exhibit Hall
4:00 p.m. – 5:15 p.m.	Books, Authors, Literature...BadgerLink!	Cypress
	Graphically Speaking	Guava
	Stories of Rural Life: Horse-Drawn Days and Barns	Mangrove
	MacGyver Library vs. Have You Heard About...?	Aloeswood
	Notable Books Marathon	Marula
	Sharing the Library Adventure in Your Community	Aralia
	Vocera – Instant Voice Communication	Tamarind
5:15 p.m. – 5:45 p.m.	Autograph Garden: Jerry Apps	Mangrove
5:30 p.m. – 6:30 p.m.	3rd Annual Book Cart Drill Team Competition	Exhibit Hall
.	New Member Round Table Social	Kahunaville Restaurant & Bar
6:30 p.m. – 7:30 p.m.	UW-Madison SLIS Reunion	Wisteria
	UW-Milwaukee SOIS Reunion	Portia
8:00 p.m. – 11:00 p.m.	WLA Foundation Fundraiser – Bowling and Boards!!	Kalahari Bowling Center

Conference at a Glance

Thursday, November 4, 2010

7:00 a.m. – 7:00 p.m.	Registration	North Atrium
7:00 a.m. – 9:00 a.m.	Hot Breakfast Buffet	Convention A/H
8:30 a.m. – 3:30 p.m.	WLAFL Silent Auction	Exhibit Hall
8:30 a.m. – 4:30 p.m.	Exhibits	Exhibit Hall
8:30 a.m. – 5:00 p.m.	Internet Café	Empress
8:45 a.m. – 10:00 a.m.	Best Fiction for Young Adults: 2011 Nominees	Aloeswood
	Cataloging in a Public Library System.	Suite E
	The Future of Libraries and eBooks.	Marula
	Making Tortillas Dance.	Aralia
	Outreach at the Library: A Win-Win for Staff and Patrons	Suite F
	Pirates, Patrons and You: Themes for Self-Checkout	Guava
	PowerPoint as a Marketing Tool	Tamboti
	WISCAT 2010: A Year of Significant Change.	Mangrove
	WLA Literary Award	Cypress
10:00 a.m. – 10:45 a.m.	Exhibits – No Conflict	Exhibit Hall
10:45 a.m. – 12:00 p.m.	Discover Cooperative Extension: The Wisconsin Idea in Action.	Guava
	Ethics & Leadership: Making Choices for Social Justice	Aloeswood
	Iluminar: Exciting New Look and Feel of WISCAT	Aralia
	Knowledge Journaling	Tamarind
	Learning the Latest Technology @ the Library	Marula
	Leaving the Comfort Zone: Advocacy by Friends of the Library	Tamboti
	Performing Arts in Libraries: Live!	Suite F
	Skype-Based Reference: A Study and a Pilot Project.	Mangrove
	Using Media to Market Libraries.	Cypress
12:00 p.m. – 2:00 p.m.	OSRT Luncheon with Art Munin: White Privilege 101	Convention A/H
	WLTF Luncheon and Annual Meeting with Marcy Heim.	Suite E
2:00 p.m. – 3:15 p.m.	Customer Service For Those With Special Needs	Guava
	Dewey or Don't We?: BISAC v. Dewey	Cypress
	Library Staff & Trustees Communication/Open Records Law.	Tamboti
	Penny Loafers & Bobby Pins: Growing up in the '50s and '60s	Marula
	Résumé Review Session	Suite F
	Staff Training at a Combined Services Desk.	Aloeswood
	Stealth Marketing & Clip Art: Doing a Lot with a Little	Tamarind
	What's New Under the Domes: Post Election Strategy.	Mangrove
	The Wisconsin Farm Center and Public Libraries.	Aralia
2:00 p.m. – 4:00 p.m.	Tour of Robert L. Parkinson Library and Research Center	Circus World
3:15 p.m. – 4:00 p.m.	Exhibits – No Conflict	Exhibit Hall
	Autograph Garden: Jean Sanvidge Wouters, Diane Sanvidge Seckar.	Exhibit Hall
3:30 p.m. – 4:30 p.m.	WLAFL Silent Auction Pick-up and Pay	Exhibit Hall
4:00 p.m. – 5:15 p.m.	Being Safe and Secure in the Library.	Mangrove
	BISAC and Beyond: Adapting Retail Practices	Tamarind
	Bylaws and Operational Manuals	Aralia
	Intellectual Freedom: It's Global, It's Local.	Tamboti
	Low-Hanging Fruit or Sour Grapes?	Marula
	Making the Connection: Online, Email and IM Reference	Guava
	<i>A Short History of Wisconsin</i>	Aloeswood
	YSS Book Discussion.	Cypress
5:15 p.m. – 5:45 p.m.	Autograph Garden: Erica Janik	Aloeswood
7:00 p.m. – 9:00 p.m.	Awards & Honors Banquet	Convention A/H

Friday, November 5, 2010

7:00 a.m. – 11:00 a.m.	Registration	North Atrium
7:00 a.m. – 9:00 a.m.	Continental Breakfast	North Atrium
8:30 a.m. – 11:30 a.m.	Internet Café	Empress
8:45 a.m. – 10:00 a.m.	10 Questions Before Building or Renovating Your Library	Mangrove
	Accessing/Promoting Spanish Language Children’s Literature	Suite III
	The Changing Landscapes of Wisconsin: A Digital Archive	Marula
	Communciation: An Everyday Adventure!	Suite VI
	GUS (Grammar, Usage and Style) for Librarians and Reluctant Writers. . .	Guava
	Flock to the Library for a Raptor Encounter	Cypress
	Wisconsin Libraries Say Cheese – Again!	Aralia
	Social Tagging in the Library.	Tamboti
10:45 a.m. – 12:00 p.m.	Adventures in Space Design	Marula
	Circuit Rider: Julia Wright Merrill.	Aralia
	Fun with FD Sys: A New Way to Find Federal Information.	Suite III
	Get to Know the Wisconsin Center for the Book	Mangrove
	In the Trenches: Media Wards with Jay Rath	Cypress
	The LINKcat Raft on the Koha River Rapids	Tamboti
	Managing Your Online Identity.	Guava
	Resource Sharing Among Wisconsin’s Public Libraries	Aloeswood
	Take This Job and LOVE It!	Suite VI
12:00 p.m. – 12:30 p.m.	Autograph Session: Jay Rath	Cypress
12:00 p.m. – 2:00 p.m.	President’s Luncheon with Curt Meine	Suite II
2:00 p.m.	Autograph Session: Curt Meine.	Suite II



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Board, Business & Committee Meetings

Tuesday, November 2, 2010

1:00 p.m. – 4:00 p.m.	System and Resource Library Administrators Association of Wisconsin Meeting	Aloeswood
4:00 p.m. – 6:00 p.m.	Wisconsin Public Library Association Board Meeting	Mangrove
6:00 p.m. – 8:00 p.m.	Wisconsin Library Association Board Meeting	Guava

Wednesday, November 3, 2010

7:00 a.m. – 8:30 a.m.	Ethnic and Multicultural Information Exchange Round Table (EMIERT) Business Meeting	Tamarind
	New Member Round Table Business Meeting (NMRT)	Portia
	Wisconsin Small Libraries Section (WISL) Business Meeting	Tamboti
	Youth Services Section (YSS) Board Meeting	Guava
12:00 p.m. – 2:00 p.m.	Association of Wisconsin Special Librarians (AWSL) Business Meeting	Ironwood
5:30 p.m. – 6:30 p.m.	Wisconsin Education & Curriculum Librarian Business Meeting	Ironwood

Thursday, November 4, 2010

7:00 a.m. – 8:30 a.m.	Government Information Round Table (GIRT) Business Meeting	Suite E
	Intellectual Freedom Round Table (IFRT) Business Meeting	Mangrove
	Readers Section (READ) Business Meeting	Suite F
	Reference and Adult Services Section (RASS) Business Meeting	Aralia
	Technical Services Section (TSS) Business Meeting	Marula
	WLA Foundation Board Meeting	Desert Rose
	Wisconsin Library Trustees and Friends (WLTF) Board Meeting	Aloeswood
5:30 p.m. – 6:30 p.m.	WLA/WLAF Business Meeting	Suite F

Friday, November 5, 2010

7:00 a.m. – 8:30 a.m.	Outreach Services Section (OSRT) Business Meeting	Suite III
8:45 a.m. – 10:00 a.m.	Koha User Group Meeting	Aloeswood

Registration

Kalahari Convention Center – North Atrium
Tuesday, 3:00 p.m. – 7:00 p.m.
Wednesday, 7:00 a.m. – 7:00 p.m.
Thursday, 7:00 a.m. – 7:00 p.m.
Friday, 7:00 a.m. – 11:00 a.m.

WLAF Silent Auction

Kalahari Convention Center
Exhibit Hall
Wednesday, 10:00 a.m. – 5:00 p.m.
Thursday, 8:30 a.m. – 3:30 p.m.
Thursday, 3:30 p.m. pick-up and pay

Exhibits

Kalahari Convention Center
Exhibit Hall
Wednesday, 10:00 a.m. – 5:00 p.m.
Thursday, 8:30 a.m. – 4:30 p.m.

Breaks in Exhibit Hall

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

Internet Café

Empress
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.

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Cynthia Bachhuber
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Cheryl Nessman
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Spring Green
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Teresa Schmidt
Mercer Public Library



Kelly Wochinske
Milwaukee Public Library

Mentor:

Leah Langby
Library Development and
Youth Services Coordinator,
Indianhead Federated
Library System, Eau Claire

Please welcome these emerging leaders!

WLA would like to thank the supporters of the WeLead program:
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Exhibit Categories

Associations

AAA Wisconsin
Wisconsin Women
Library Workers

Architecture & Design

Durrant
Engberg Anderson, Inc.
HGA Architects & Engineers
PSA-Dewberry

Audio Books/ Materials

Baker & Taylor
BBC Audiobooks America
Blackstone Audio, Inc.
Books on Tape/Listening Library
Davidson Titles, Inc.
OverDrive
Recorded Books, LLC
Sebco Books

Audio Visual Equipment/ Systems

Blackstone Audio, Inc.
Gressco, Ltd. (Kwik Case)
RTI-ECO CD/DVD
Repair Machines

Automated Material Handling

Integrated Technology Group
TLC – The Library Corporation

Automation Software

Alexandria
Book Systems, Inc.
Tech Logic Corporation

Books

Alpine Book
Baker & Taylor
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GALE Cengage Learning
H.W. Wilson
Ingram Library Services
Maris Associates
Penworthy Company, The
Quality Books Inc.
Sebco Books
Sharpe Reference/Salem Press
Show Me Books, Inc.
University of Wisconsin Press
Woodland Pattern, Inc.

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Brodart Co.
BWI
Davidson Titles, Inc.
Emery-Pratt Company
Ingram Library Services
Penworthy Company, The
Sebco Books
Sharpe Reference/Salem Press
Show Me Books, Inc.

CD/DVD Repair Machines

RTI-ECO CD/DVD
Repair Machines

Ceiling Hanging System

Hang-Mate Products, LLC

Children's Books/ Materials

BBC Audiobooks America
Baker & Taylor
Book Farm, The
Brodart Co.
BWI
Cooperative Children's Book Center
Davidson Titles, Inc.
DEMCO
Ingram Library Services
Maris Associates
Penworthy Company, The
Quality Books Inc.
Rainbow Book Company
Sebco Books
Upstart/Upstart Books
Woodland Pattern, Inc.

Children's Programs

AWE, Inc.

Computer Software

SirsiDynix

Consortium

Wisconsin Library Services (WiLS)

Databases

Career Cruising
EBSCO Information Services
Facts On File
GALE Cengage Learning
H.W. Wilson
LexisNexis
Mango Languages
National Network of Libraries of Medicine
ProQuest
Wisconsin Dept of Public Instruction - Resources for Libraries & Lifelong Learning
Wisconsin Library Services (WiLS)

Digital Scanning & Preservation

Clear Image Solutions, LLC

Display Fixtures

3Branch Products

Distributor

Baker & Taylor
BBC Audiobooks America
Davidson Titles, Inc.
Emery-Pratt Company
Quality Books Inc.
Rainbow Book Company
Sebco Books

Download Digital Media

OverDrive

Education

AWE, Inc.
Center on Education & Work
Facts On File
H.W. Wilson
LexisNexis
Mango Languages
National Network of Libraries of Medicine
Recorded Books, LLC
UW-Madison SLIS
UW-Milwaukee SOIS
Voyageur Magazine
Wisconsin Public Television

Engineers

Durrant
HGA Architects & Engineers

Furniture

3Branch Products
Brodart Co.
DEMCO
Embury, Ltd.
Highsmith
Moss Designs, Ltd.

Government Agency

National Network of Libraries of Medicine

Government Information

LexisNexis

Exhibit Categories

History and Culture

Voyageur Magazine
Wisconsin Historical Society Press

Insurance

AAA Wisconsin

Integrated Library Systems

Auto-Graphics, Inc.

Interactive Books

Sebco Books

Interior Design

Durrant
Embury, Ltd.
Engberg Anderson, Inc.
PSA-Dewberry

Landscaping

PSA-Dewberry

Language Learning

Mango Languages
Recorded Books, LLC

Library Management

Alexandria

Literacy

AWE, Inc.

Magazine Subscription Agency

EBSCO Information Services

McNaughton Leasing

Brodart Co.

Microform Scanners

e-Image Data Corp

Movers

Coakley Brothers

Music

Baker & Taylor
Organic Arts Ltd.

Online Information

Baker & Taylor
Career Cruising
EBSCO Information Services
Facts On File
H.W. Wilson
National Network of Libraries of Medicine
OverDrive
Portalwisconsin.org
Wisconsin Dept of Public Instruction - Resources for Libraries & Lifelong Learning
Wisconsin Library Services (WiLS)
Wisconsin Public Television

Patron Self Services

TLC – The Library Corporation

Portal Software

Auto-Graphics, Inc.
Portalwisconsin.org

Program Resources

Mango Languages
National Network of Libraries of Medicine
Organic Arts Ltd.

Promotional Materials

National Network of Libraries of Medicine

Publishers

BBC Audiobooks America
Facts On File
GALE Cengage Learning
H.W. Wilson
Recorded Books, LLC
University of Wisconsin Press
Upstart
Voyageur Magazine
Wisconsin Historical Society Press

Puppets/Puzzles

Book Farm, The
Penworthy Company, The

Reference Materials

Career Cruising
Davidson Titles, Inc.
Facts On File
GALE Cengage Learning
H.W. Wilson
Maris Associates
Quality Books Inc.
Voyageur Magazine
World Book

Retirement Planning

AAA Wisconsin

Roadside Assistance

AAA Wisconsin

Security

3M
Brodart Co.
Gressco, Ltd. (Kwik Case)
Integrated Technology Group

Shelving

3Branch Products
Brodart Co.
DEMCO
Embury, Ltd.

Signage

Brodart Co.
DEMCO

Storage

Coakley Brothers

Storytelling Resources

Nature's Nitch
Organic Arts Ltd.

Supplies

3Branch Products
Brodart Co.
DEMCO
Highsmith

Technology Management

3M
Alexandria
Auto-Graphics, Inc.
Clear Image Solutions, LLC
H.W. Wilson
Innovative Interfaces
Integrated Technology Group
SirsiDynix
TLC – The Library Corporation

Training

UW-Milwaukee SOIS

Travel

AAA Wisconsin

Video/DVD

Baker & Taylor
BBC Audiobooks America

Vision Products/ Services

Clear Vision Midwest

WLA Benefits

AAA Wisconsin

Exhibitors

Exhibit hours are Wednesday, November 3, 10:00 a.m. to 5:00 p.m., and Thursday, November 4, 8:30 a.m. to 4:30 p.m. Don't forget to plan a visit!

3Branch Products, Inc. Booth 115

P.O. Box 2217
Northbrook, IL 60062
(847) 291-3900
(847) 291-3901 (fax)
www.mag-box.com

Representatives: Meghann Replin, Steve Replin
Manufacturer of acrylic periodical display boxes for libraries.

3M Library Systems* Booth 310

3M Center
St. Paul, MN 55144
(612) 281-3600
(651) 651-6962
www.3m.com/library

Representative: Chris Nault
3M Library Systems provides innovative solutions found in thousands of libraries and leads the industry in meeting the needs of today's library.

AAA Booth 116

160 South McCarthy Road
Appleton, WI 54913
(920) 574-0135
(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.

Alexandria Booth 104

1831 Fort Union Blvd
Salt Lake City, UT 84121
(800) 347-6439
(801) 943-7752 (fax)
www.goalexandria.com

Representative: Mike Voselpka
Alexandria is a fully featured library automation software used in thousands of school, public, college and special libraries for over 20 years.

Alpine Book* Booth 503

3405 Arroyo Road
Brookfield, WI 53045
(262) 565-7131 (cell)
(262) 783-7323 (voice/fax)

Representatives: Dave Collins, Deb Collins
Wisconsin regional and popular non-fiction titles for libraries.

Auto-Graphics, Inc. Booth 515

3201 Temple Avenue, Suite 100
Pomona, CA 91768
(909) 569-1509
(909) 595-3506 (fax)
www.auto-graphics.com

Representatives: Lynn Shrewsbury
Auto-Graphics provides data automation solutions for libraries consisting of AGent VERSO, integrated library system; AGent Illuminar, next generation OPAC; AGent Resource Sharing, interlibrary loan solution.

AWE, Inc. Booth 106

2501 Seaport Drive, SH 410
Chester, PA 19013
(610) 833-6400
(610) 833-6440 (fax)
www.awe-net.com

Representative: Paul Getzen
AWE's Early Literacy Station™ and ELS Bilingual Spanish™ are the world's premiere digital learning centers for children, ages 3-10.

Baker & Taylor, Inc.* Booth 303

2550 West Tyvola Road, Suite 300
Charlotte, NC 28217
(704) 998-3231
(704) 998-3316 (fax)
www.baker-taylor.com

Representative: Mark Trunzo
Baker & Taylor is a global information and entertainment services company offering print and digital books, and entertainment products along with value-added services to libraries, educational institutions and retailers.

BBC Audiobooks America Booth 306

42 Whitecap Drive
N. Kingstown, RI 02852
(401) 295-3812
(401) 295-3899
www.bbcaudiobooksamerica.com/library

Representative: Marcia Flammig
BBC Audiobooks America is a leading publisher of bestselling, unabridged audiobooks and radio dramatizations.

Breaks in Exhibit Hall

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

Blackstone Audio, Inc. Booth 114

31 Mistletoe Road
P.O. Box 969
Ashland, OR 97520
(541) 488-6035 ext. 17
(800) 482-9294 (fax)
www.blackstoneaudio.com

Representative: Susan Sanders

35-40 new releases monthly. 50% off 5000+ unabridged library titles. Free shipping, replacements, physical processing on qualified plans. \$9.99 overstock sale on 300+ titles.

Book Farm, Inc., The Booth 208

210 Lazenby Street
Blanchester, OH 45107
(937) 783-8093
(937) 783-8254 (fax)
www.thebookfarm.biz

Representatives: Mary Therese Boyle, Bill Sample, Rick Brammer, Laurie McCoy, Maureen Wells, Chris Tinsley

Providers of childrens books with library binding and trade binding, puppets (hand, stage, finger) and puzzles (wood, floor, educational, board).

Book Systems, Inc. Booth 314

4901 University Square, Suite 3
Huntsville, AL 35816
(256) 319-6720
(256) 319-6792 (fax)
www.booksys.com

Representatives: Patricia Brever

Book Systems is a progressive software development company that provides comprehensive, Web-based library and textbook management solutions with Atrium and Booktracks.

Books on Tape/ Listening Library* Booth 404

3070 Bristol, Suite 650
Costa Mesa, CA 92626
(714) 689-8729
(714) 689-8799 (fax)
www.booksontape.com

Representative: Robert Haddock

High-circulating, unabridged audiobooks for adults, children and teens. Plus, we offer Random House Large Print Books and Living Language.

Brodart Company* Booth 110

500 Arch Street
Williamsport, PA 17701
(570) 326-2461 x6546
(570) 651-1635 (fax)
www.brodart.com

Representative: Kathy Underriner

Brodart is the premier supplier of shelf-ready materials to libraries, delivering carefully selected, cataloged and processed books, as well as automation resource tools.

BWI Booth 215

1340 Ridgeview Drive
McHenry, IL 60050
(800) 888-4478
(800) 888-6319

Representative: Jennifer Rose

BWI offers a wide range of products and services for public libraries. Visit www.titletales.com.

Career Cruising Booth 210

1867 Yonge Street, Suite 1002
Toronto, ON M4S 1Y5
(800) 965-8541
(416) 463-0938 (fax)
www.careercruising.com

Representative: David Willson

Career Cruising is a complete career guidance system for your patrons. Accessible online 24/7, includes multiple assessments, comprehensive career and college information databases, job search tool and résumé builder.

Center on Education and Work Booth 109

UW-Madison School of Education
1025 West Johnson Street
Madison, WI 53706
(608) 265-4991
(608) 263-5380 (fax)
www.cew.wisc.edu

Representative: Christopher East

The Center on Education and Work is a research, technical assistance and resource provider within the School of Education at UW-Madison.

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

 Indicates WLA member

Exhibitors

Clear Image Solutions Booth 315

5439 Oakwood Avenue
Stevens Point, WI 54481
(888) 932-9002
(715) 343-9559 (fax)
www.stimaging.com

Representative: Neil Milkowski

Clear Image Solutions specializes in providing patron friendly systems for retrieving images from microfilm, microfiche, books, newspapers, 35mm color slides, glass negatives, film strips and just about any media. We are the locally Authorized Dealer for the ALL NEW ST ViewScan Digital Multi Media Scanning System, which is revolutionizing the way libraries digitize and organize images in the new digital world.

Clear Vision Midwest Booth 413

P.O. Box 184
Plymouth, WI 53073
(800) 261-1212
(920) 528-7077

Representative: Steve Wehrle

Offering products for people who are legally blind or have low vision.

Coakley Brothers Booth 316

400 South 5th Street
Milwaukee, WI 53204
(414) 238-2524
(414) 278-8830 (fax)
www.coakleybros.com

Representatives: Katie Carlson, Jason Hedrick,
Ben Juech, Peter Cherchian

Full service commercial moving company with expertise in library relocations.

Cooperative Children's Book Center* Booths 508/510/512

600 North Park Street, Room 4290
Madison, WI 53706
(608) 262-9503
(608) 262-4933
www.education.wisc.edu/ccbc/

Representatives: Kathleen Horning, Megan Schliesman

Cooperative Children's Book Center (CCBC) displays a selection of books published for children and young adults in the year 2010.

Davidson Titles, Inc.* Booth 501

2345 Doctor F E Wright Drive
Jackson, TN 38305
(800) 433-3903
(800) 787-7935 (fax)
www.davidsontitles.com

Representatives: Ed McCabe, Linda McCabe

Davidson Titles is a leader in supplying library books, i-books, reference materials and DVDs. Collection analysis, development and weeding suggestions are available online at www.davidsontitles.com.

DEMCO, Inc.* Booths 201/203 & DEMCO Library Interiors

4810 Forest Run Road
Madison, WI 53704
(608) 241-1201
(608) 241-1799 (fax)
www.demco.com

Representatives: John Ison, Brian Shea

DEMCO is the leader in planning teen areas and products to support gaming programs. See DEMCO Interiors for no-obligation space planning and contract furniture assistance.

Discover Mediaworks Booth 103

5236 Hwy 70 W
Eagle River, WI 54521
(715) 479-1500
(715) 477-1501 (fax)

Representatives: Todd Maahs, Abbey Maillette

Discover Mediaworks is attending the conference this year to introduce the Wisconsin Education Network. Visit their booth to learn more about this network and the free education materials available.

Durrant Booth 509

400 Ice Harbor Drive
Dubuque, IA 52001
(563) 583-9131
(563) 557-9078 (fax)
www.durrant.com

Representatives: Gregg Baum, Jerry Olson

Durrant is a multi-discipline, full-service architecture and engineering design firm. We bring the necessary skills to meet today's funding, planning and design challenges.

Breaks in Exhibit Hall

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.

e-ImageData Corp

340 Grant Street
Hartford, WI 53027
(262) 673-3476
(262) 673-3496 (fax)
www.e-imagedata.com

Representative: James Westby

E-ImageData Corp. is the leading manufacturer and distributor of microform scanners. The popular Scan-Pro2000 is ultra compact, easy-to-use and designed for public use.

EBSCO Information Services* Booth 416

1140 Silver Lake Road
Cary, IL 60013
(847) 639-2899
(847) 639-7514 (fax)
www.ebsco.com

Representatives: Paula Brewster, Susan Draeger-Anderson

With more than 60 years of experience partnering with publishers, Integrated Library System (ILS) developers, libraries and businesses, EBSCO has the expertise to make acquiring and accessing information quick and easy.

Embury, Ltd.*

809 Burton Blvd., Unit E
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(608) 846-0995 (fax)
www.emburyltd.com

Representative: Bruce Deming

Embury Ltd. specializes in the design, sales and service of library furnishings and accessories.

Emery Pratt Company* Booth 209

196 West M-21
Owosso, MI 48867
(800) 248-3887
(800) 523-6379 (fax)
www.emery-pratt.com

Representatives: Alan Tripp, Irene Tripp

Distributor of books and AV materials giving personal service to libraries and hospitals, nationwide. We welcome your orders via phone, mail, fax, PC and EDI.

Booth 301



Engberg Anderson

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Milwaukee, WI 53202
(414) 944-9000
(414) 944-9100 (fax)
www.engberganderson.com

Representatives: Joe Huberty, Bill Robison, Alexandra Ramsey, Stephanie Savage, Sarah Ponto, Shaun Kelly

With offices in Milwaukee, Madison and Tucson, Engberg Anderson has been recognized nationally for its expertise in library architecture, planning and interior design.

Facts On File

132 West 31st Street, 16th Floor
New York, NY 1001
(800) 322-8755 x4616
(212) 613-2820 (fax)
www.factsonfile.com

Representative: Bob Bridges

Facts on File - Online educational resources - Databases, Streaming Video and e-Learning Modules.

Gale Cengage Learning* Booth 507

27500 Drake Road
Farmington Hills, MI 48331
(248) 699-8988
(248) 699-8094 (fax)
www.gale.cengage.com

Representative: Ryan Estes

Award-winning reference material in print and electronic formats.

Gressco, Ltd.

328 Moravian Valley Road
Waunakee, WI 53597
(608) 849-6300
(608) 849-6304
www.kwikcase.com

Representative: Katie Johnson

Designed with security needs of libraries in mind, Kwik Case provides security in the shelves and speed at checkout.

H.W. Wilson*

950 University Avenue
Bronx, NY 10452
(718) 588-8400
(718) 588-1230 (fax)
www.hwwilson.com

Representative: Bob McIntosh

Leading reference publisher for more than a century. Enjoy demos of new WilsonWeb databases: Cinema Image Gallery; Sears on WilsonWeb; Biography Reference Bank, Selection Edition; and others. Free trials.

Booth 102



Booth 412

Booth 507

Booth 207

Booth 205

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Exhibitors

Hang-Mate Products, LLC Booth 511

P.O. Box 6421
Lee's Summit, MO 64064
(816) 213-8012
(816) 246-0410 (fax)
www.hang-mate.com

Representatives: Sheri Hand, Jim Hand

Hang-Mates—safety hangers with retractable reels. Hang items from ceilings without risk of falls; you need never leave the floor to create beautiful spaces. Fabulous!

HGA Architects and Engineers Booth 405

333 East Erie Street
Milwaukee, WI 53202
(414) 278-3336
(414) 270-7336 (fax)
www.hga.com

Representatives: Julie Penman, Jane Dederling

HGA is a national design leader recognized for its expertise in library design and space planning.

Highsmith/Upstart* Booths 409/411

401 South Wright Road
Janesville, WI 53547
(800) 558-2110
(800) 835-2329 (fax)
www.highsmith.com

Representatives: Pam Armstrong, Robin Frank, Joann Lueck

INGRAM Library Services Inc.* Booth 311

One Ingram Blvd.
La Vergne, TN 37086
(615) 213-5603
(615) 213-5288 (fax)
www.ingramcontent.com

Representative: Kelly Clifton

INGRAM is a global supplier of books and digital content for academic, school and public libraries. INGRAM provides expansive inventory, fast delivery and customized services.

Innovative Interfaces, Inc. Booth 112

5850 Shellmound Way
Emeryville, CA 94608
(510) 655-6200
(510) 450-6350 (fax)
www.iii.com

Representative: Peter Zeimet

Innovative Interfaces (www.iii.com) provides trusted library technology and service to thousands of libraries of all types in over 40 countries. The company is headquartered in Emeryville, California.

Integrated Technology Group Booth 304

5000 Miller Court East
Norcross, GA 30071
(877) 207-3127
(877) 207-3129 (fax)
www.integratedtek.com

Representative: Patty Wanninger

Integrated Technology Group's products include patron self-checkout, RFID, AMH, security and public computer management.

Lexis Nexis Booth 206

7500 Old Georgetown Road
Bethesda, MD 20814
(301) 951-4520
(301) 941-2931 (fax)
www.lexisnexis.com/academic
Representative: Lynne Smith

Mango Languages Booth 211

31420 Northwestern HWY
Farmington Hills, MI 48334
(248) 596-0050 ext. 819
(248) 737-6080 (fax)
www.mangolanguages.com
Representative: Robert Thayer

Mango Languages is an online language learning system, teaching actual conversation skills for a wide variety of languages. We are THE language learning system for libraries.

Meet & Mingle with Exhibitors

Tuesday, November 2, 4:00 p.m. – 6:00 p.m.
North Atrium

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

Maris Associates* Booth 407

3175 Willow Gate Pass
Colgate, WI 53017
(262) 628-1926
(262) 628-2662 (fax)
www.marshallcavendish.us

Representative: Maris Dambekaln

Direct publishers representative for print and nonprint materials for adult, young adult and childrens books.

Moss Designs Ltd. Booth 313

1118 County Road I
Oshkosh, WI 54902
(920) 279-7453
(920) 233-8715 (fax)
www.mossdesignsltd.com

Representatives: Russ Moss, Bryon Moss

Moss Designs LTD. installs and manufactures wood furnishings. We can design and build items to coordinate with existing decors.

National Network of Libraries of Medicine Booth 505

Greater Midwest Region
1750 West Polk Street (M/C 763)
Chicago, IL 60612
(312) 996-7791
(312) 996-2226 (fax)
http://nmlm.gov/gmr

Representative: Samantha Hewakapuge

Learn about biomedical and consumer health information freely available on the Internet by the National Library of Medicine; and other services offered in Wisconsin.

Nature's Nitch Booth 502

5223 Hwy 66
Stevens Point, WI 54481
(715) 345-6789
Representative: Dino Tlachac

Organic Arts, Ltd. Booth 504

P.O. Box 070646
Milwaukee, WI 53207-0646
(414) 486-1694
www.organicarts.info

Representatives: David HB Drake, Wildflower, Jean-Andrew

Organic Arts is a collaboration of artists who perform music, storytelling, history and science to celebrate heritage, family, social justice, environment and grassroots arts.

OverDrive, Inc. Booth 302

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Cleveland, OH 44125
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(216) 573-6888 (fax)
www.overdrive.com

Representative: Claudia Weissman

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Penworthy Company, The* Booth 402

219 North Milwaukee Street
Milwaukee, WI 53202
(414) 287-4600
(414) 287-4602 (fax)
www.penworthy.com

Representatives: Ron Schindel, Rick Ziebart

Penworthy makes buying children's books the pleasure it ought to be® with an exceptional selection, sturdy Penworthy Prebound Books and personal service you can trust.

PortalWisconsin.org Booth 105

821 University Avenue, Room 7047
Madison, WI 53706
(608) 263-2166
www.portalwisconsin.org

Representative: Tammy Kempfert

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

Breaks in Exhibit Hall

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

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

 Indicates WLA member

Exhibitors

ProQuest*

789 East Eisenhower Parkway
Ann Arbor, MI 48108
(734) 761-4700
(734) 997-4224 (fax)
www.proquest.com
Representative: Mike Peters

ProQuest creates specialized information resources and technologies that propel successful research and learning. ProQuest is an information partner, creating indispensable solutions that connect people and information.

PSA-Dewberry

25 South Grove Avenue, Suite 500
Elgin, IL 60120
(847) 659-5840
(847) 695-6579
www.dewberry.com
Representative: Stacie Kuta

PSA-Dewberry provides full-service architectural/engineering, programming, design and planning services for libraries. We have been involved in over 220 library projects, specializing in innovative, creative design solutions for all types and sizes of libraries.

Quality Books, Inc.*

1003 West Pines Road
Oregon, IL 61061
(800) 323-4241
(815) 732-4499 (fax)
www.qbibooks@com

Representatives: Rob Zimmers, Matthew Kopyar

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

Rainbow Book Company Booth 414

500 East Main Street
Lake Zurich, IL 60047
(800) 255-0965
(847) 726-9935 (fax)
www.rainbowbookcompany.com
Representative: Dan Charpentier

Rainbow Book Company is a distributor of fiction and non-fiction children's books, K to 12; bilingual books available.

Booth 101

Recorded Books*

270 Skipjack Road
Prince Frederick, MD 20678
(800) 638-1304
(410) 535-0257 (fax)
www.recordedbooks.com
Representative: Craig Mears

Recorded Books produces and distributes unabridged audiobooks and audio courses direct to public and university libraries. The company also distributes independent films and audio lectures.

Resources for Libraries & Lifelong Learning*

Wisconsin Department of Public Instruction
2109 South Stoughton Road
Madison, WI 53716
(608) 224-6179
(608) 224-6178 (fax)
www.dpi.state.wi.us/rll/index.html

Representatives: David Sleasman, Lisa Weichert, Martha Berninger, Vickie Long, Christine Barth

Booth 213

RTI - ECO CD/DVD Repair Machines

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(847) 677-3000
(847) 677-1311 (fax)
www.discchek.com
Representative: Scott Jahnke

Professional industrial machines are precision computer controlled to automatically perform maintenance through deep scratch repairs on CDs, DVDs, game discs and books-on-disc.

Booth 403

Sebco Books

2001 SW 31st Avenue
Pembroke Park, FL 33009
(800) 223-3251
(954) 987-2200 (fax)
www.sebcobooks.com
Representatives: Larry Case

Sebco Books is a distributor of fiction, nonfiction and audiobooks for pre-K through adult.

Booth 410

Breaks in Exhibit Hall

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.

Sharpe Reference Salem Press

N8W31219 Salem Court
Delafield, WI 53018
(414) 254-1227

Representative: Pete Merryfield

Reference books and databases for public libraries, high schools and colleges.

Booth 212

TLC - The Library Corporation

Research Park
Inwood, WV 25428
(304) 229-0100
(304) 229-0295 (fax)
www.tlcdelivers.com

Representative: Gerry Davies

Whatever the library, whatever the size, whatever the need, TLC delivers automation solutions for all.

Booth 111

Show Me Books, Inc.

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Representatives: Fred Lauing, Andrea Christofferson

Publisher and distributor of regional, scholarly and general interest books.

Booth 305

SirsiDynix*

400 West Dynix Drive
Provo, UT 84604
(801) 223-5200
(801) 223-5202 (fax)
www.sirsidynix.com

Representative: Jim Schwieters

SirsiDynix is the world's leading provider of library technology solutions, connecting more than 300 million people with information and resources at 20,000 library facilities, worldwide.

Booth 216

UW-Madison School of Library Information Studies*

600 North Park Street, Room 4217
Madison, WI 53706
(608) 263-2909
(608) 263-4849 (fax)
student-services@slis.wisc.edu
www.slis.wisc.edu

Representatives: Tanya Cobb, Meredith Lowe, Debra Shapiro, Michele Besant, Jane Pearlmuter

Graduate and continuing education for the library and information professions.

Booth 204

Tech Logic Corporation **Booth 113**

1818 Buerkle Road
White Bear Lake, MN 55110
(651) 747-0492
(651) 747-0493 (fax)
www.tech-logic.com

Representative: Steve Day

Tech Logic is the leading provider of innovative Automated Sorting Technologies (AST), circulation staff support tools and patron self services for libraries.

UW-Milwaukee School of Information Studies*

P.O. Box 413
Milwaukee, WI 53201-0413
(414) 229-5409
(414) 229-6699 (fax)
www.uwm.edu/SOIS

Representative: Sharon Lake

UWM SOIS is an internationally recognized research faculty that provides a comprehensive range of educational programs at the undergraduate, MLIS and doctoral levels.

Booth 214

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

 Indicates WLA member

Exhibitors

Voyageur Magazine Booth 308

P.O. Box 8085
Green Bay, WI 54308-8085
(920) 465-2446
(920) 465-2890 (fax)
www.uwgb.edu/voyageur
Representative: Bill Meindl

Voyageur, first published in 1984, is a national award-winning magazine devoted to Wisconsin history. Each 64-page issue highlights people, places and events from Wisconsin's past.

Wisconsin Historical Society Press Booths 406/408

816 State Street
Madison, WI 53706
(608) 264-6465
(608) 264-6486 (fax)
www.wisconsinhistory.org

Representatives: Melanie Roth, Susan Tierney
Publishing the best in Wisconsin history and culture.

Wisconsin Library Services (WiLS)* Booth 513

728 State Street
Madison, WI 53706
(608) 263-5051
(608) 262-6067 (fax)
www.wils.wisc.edu

Representatives: Allen Wenzel, Tom Zillner, Shirley Schenning
Cooperative resource sharing, consulting and training.

Wisconsin Public Television Booth 108

975 Observatory Drive
Madison, WI 53706
(608) 265-6331
(608) 265-5039 (fax)
www.wpt.org/outreach

Representative: Lynne Blinkenberg
Reel-to-Real is a collaboration of libraries and Wisconsin Public Television, featuring films and discussions about topics that matter.

Wisconsin Women Library Workers Booth 107

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

WWLW is a feminist organization committed to improving the status of women in the library field and to eliminating gender role stereotyping and bias.



Woodland Pattern Book Center* Booths 514/516

720 East Locust
Milwaukee, WI 53212
(414) 263-5001
(414) 372-7636 (fax)
www.woodlandpattern.org

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

World Book Publishing* Booths 312

233 North Michigan Avenue, Suite 2000
Chicago, IL 60601
(800) 975-3250
(888) 922-3766 (fax)
www.worldbook.com/

World Book is the number-one selling print encyclopedia in the world and a leader in the production of award-winning encyclopedias, references and digital products.

Wisconsin Library Association

4610 South Biltmore Lane, Suite 100
Madison, WI 53718-2153
(608) 245-3640
(608) 245-3646 (fax)
www.wla.lib.wi.us

Wisconsin Small Libraries Section North Atrium

The mission of the Wisconsin Small Libraries Section is to connect librarians of small libraries, regardless of type, and offer information and support.

Youth Services Section Booth 506

Provides a forum and resource for people who share a commitment to serving children and young adults, their parents, caregivers and teachers by focusing on quality library service and encouraging literacy and library use.

Wisconsin Library Association Foundation

4610 South Biltmore Lane, Suite 100
Madison, WI 53718-2153
(608) 245-3640
(608) 245-3646 (fax)
www.wla.lib.wi.us/wlaf/

Autograph Garden

Meet the authors at the WLA conference and enjoy an opportunity to touch base on a personal level and have the authors sign a book.

Wednesday, November 3

10:00–10:45 a.m.

Marilyn Johnson: *This Book is Overdue! How Librarians and Cybrarians Can Save Us All; The Dead Beat: Lost Souls, Lucky Stiffs, and the Perverse Pleasure of Obituaries*

Dennis McCann: *Badger Boneyards: The Eternal Rest of the Story; Rough Stuff: The Golf Columns of Dennis McCann*

12:00–12:30 p.m.

Tom Lichtenheld: *Yes Day!, Shark vs. Train, Duck! Rabbit!, Bridget's Beret, What Are You So Grumpy About?, Everything I Know About Pirates, The OK Book, Everything I Know About Cars, Everything I Know About Monsters, It's Not Fair!, What's With This Room?*

Dennis McCann: *Badger Boneyards: The Eternal Rest of the Story; Rough Stuff: The Golf Columns of Dennis McCann*

2:00–2:45 p.m.

Gordon Korman: *Framed, The Emperor's Code, Pop, Zoobreak, The Juvie Three*

Tom Lichtenheld: *Yes Day!, Shark vs. Train, Duck! Rabbit!, Bridget's Beret, What Are You So Grumpy About?, Everything I Know About Pirates, The OK Book, Everything I Know About Cars, Everything I Know About Monsters, It's Not Fair!, What's With This Room?*

3:15–4:00 p.m.

Jerry Apps: *Horse-Drawn Days: A Century of Farming with Horses, Barns of Wisconsin, Cranberry Red, Blue Shadows Farm, In a Pickle: A Family Farm Story, The Travels of Increase Joseph*

Kathleen T. Horning: *From Cover to Cover: Evaluating and Reviewing Children's Books, revised edition*

Marilyn Johnson: *This Book is Overdue! How Librarians and Cybrarians Can Save Us All; The Dead Beat: Lost Souls, Lucky Stiffs, and the Perverse Pleasure of Obituaries*

5:15–5:45 p.m.

Jerry Apps (following his presentation in Mangrove): *Horse-Drawn Days: A Century of Farming with Horses, Barns of Wisconsin, Cranberry Red, Blue Shadows Farm, In a Pickle:*

A Family Farm Story, The Travels of Increase Joseph

Thursday, November 4

3:15–4:00 p.m.

Jean Sanvidge Wouters and Diane Sanvidge Seckar: *Apple Betty and Sloppy Joe: Stirring Up the Past with Family Recipes and Stories; Penny Loafers and Bobby Pins: Tales and Tips from Growing Up in the '50s and '60s*

5:15–5:45 p.m.

Erika Janik (following her presentation in Aloeswood): *A Short History of Wisconsin*

Friday, November 5

12:00–12:30 p.m.

Jay Rath (following his presentation in Cypress): *The W-Files: True Stories of Wisconsin's Unexplained Phenomena*

2:00–2:30 p.m.

Curt Meine (following the President's Luncheon in Suite II): *Aldo Leopold: His Life and Work*

Registration

Kalahari Convention Center – North Atrium
 Tuesday, 3:00 p.m. – 7:00 p.m.
 Wednesday, 7:00 a.m. – 7:00 p.m.
 Thursday, 7:00 a.m. – 7:00 p.m.
 Friday, 7:00 a.m. – 11:00 a.m.

WLA Silent Auction

Kalahari Convention Center
 Exhibit Hall
 Wednesday, 10:00 a.m. – 5:00 p.m.
 Thursday, 8:30 a.m. – 3:30 p.m.
 Thursday, 3:30 p.m. pick up and pay

Exhibits

Kalahari Convention Center
 Exhibit Hall
 Wednesday, 10:00 a.m. – 5:00 p.m.
 Thursday, 8:30 a.m. – 4:30 p.m.

Breaks in Exhibit Hall

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

Internet Café

Empress
 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.

Special Thanks & Exhibits Showcase Drawing

Special Thanks to Our Conference Partners and Advertisers

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We gratefully acknowledge Steve Platteter's skills behind the photo lens!
See various WLA highlights on the Web and in 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 Hilton Milwaukee Center (location of the WLA Conference, November 1-4, 2011) has generously donated a Gift Certificate that entitles the recipient to one night's accommodation for two in a deluxe room, along with a \$100 gift certificate toward food and beverage at The Milwaukee Chophouse. Both certificates expire February 5, 2011.

2010 Door Prize Contributors

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Quality Books
Rainbow Book Company
Recorded Books
Sebco Books
Tanger Outlet Malls
University of Wisconsin Press

Keynote

Marilyn Johnson: *This Book Is Overdue!*

Wednesday, November 3, 8:45 – 10:00 a.m., Empire

The 2010 WLA conference keynote speaker is acclaimed author Marilyn Johnson whose recent publication, *This Book Is Overdue!: How Librarians and Cybrarians Can Save Us All*, has been garnering rave reviews from readers inside and beyond our profession.

“What is it like to be a librarian in a world of too much information? Constant change, exploding technology, shrinking budgets, growing numbers of the baffled... could there be a better spot than behind the librarians’ desk to watch the digital age unfold?”

We are delighted to host Marilyn Johnson for what is sure to be an enlightening and humorous keynote address! For more information about the author and her works, see her Web site at <http://marilynjohnson.net>.



President’s Luncheon

Curt Meine: *Green Fire: The Living Legacy of Aldo Leopold*

Friday, November 5, 12:00 – 2:00 p.m., Suite II

More than 20 years after publishing the first biography of Wisconsin’s famed conservationist, Aldo Leopold, Curt Meine remains involved in the continuing story of Leopold’s impact on literature, history, conservation and environmental thought. Meine will share his thoughts on Leopold’s enduring legacy — and how it continues to grow and change in response to the environmental challenges of the 21st century. Meine will also discuss his work on the first full-length documentary on Leopold, which is set to premiere this fall. He adds, “And don’t be surprised if cranes somehow show up in my presentation!”

A revised edition of *Aldo Leopold: His Life and Work*, which includes a new preface by Curt and an appreciation by acclaimed Kentucky writer and farmer Wendell Berry, was released on October 19, 2010. Curt will be available to sign copies of his work after the luncheon.



Speakers

Rasha Abdulhadi

Growing up somewhere between Damascus, Syria and rural Georgia, Rasha came of age on the south side of Chicago. She has worked as an academic educator and practitioner of sustainable agriculture and community technology for the last eight years. Rasha cares about making technical knowledge and hands-on skills accessible for people of all ages, with a strong emphasis on developing tools for self-sufficiency. She is currently pursuing a self-designed fellowship, driving a vegetable-oil-powered truck named Admiral Decency on a nationwide tour in search of radical futurism.



Daniel Martínez Ávila

Becario FPU / Doctoral Student, Universidad Carlos III de Madrid

Daniel is a doctoral student in the FPU program of the Spanish Ministry of Education. He worked for four years in a library and three years in one of the main bookstores in Madrid. His research interests include the adoption of bookstore and customer-driven practices in libraries.

Hugh Anderson

Hugh Anderson has been representing architects, engineers, contractors, and project owners for more than twenty-five years. His experience includes litigation, mediation, and arbitration of a wide variety of construction and design disputes, including cases arising from functional failures, cost overruns, delays, warranty breaches, and terminations. His practice currently emphasizes providing strategic advice to clients regarding project delivery systems, contractual risk allocation and management, and contractor/consultant selection; on-going development, drafting, and revisions of standard published design and construction contracts; custom drafting of bidding and contract documents; and claims avoidance and resolution. Hugh is legal counsel for the Engineers Joint Contract Documents Committee (EJCDC), which publishes standard contract documents and reference materials for use on construction projects across the United States.

Jerry Apps

Jerry is professor emeritus at the UW-Madison and the author of several nonfiction and fiction books on rural history and country life, including *Old Farm: A History, Horse Drawn Days, Barns of Wisconsin* (3rd ed.) and the recently published novels, *Blue Shadows Farm* and *Cranberry Red*. He received the Council for Wisconsin Writers' 2007 Major Achievement Award, the Wisconsin Library Association's 2007 Notable Wisconsin Author Award, and the UW-Madison, College of Agricultural and Life Sciences' 2010 Distinguished Service Award. Jerry was born and raised on a small farm in Waushara County, where he spent countless hours working in a barn, milking and feeding cows, driving horses, helping to store hay in the haymow, and appreciating the barn and the horses' importance to life on the farm.



Joe Bollman

Agriculture Agent, University of Wisconsin-Extension, Columbia County

Joe has been with the University of Wisconsin-Extension for nearly three years. Prior to his current position, he earned his Master's degree in Agronomy from the UW-Madison. Joe's work primarily focuses on crop production, pest management, and nutrient management. Within each of these areas, Joe uses university research as well as on-farm research to address management issues specific to agriculture in Columbia County.

Clay Busker

When the self-check machines arrived at the Sequoia branch of the Madison Public Library, Clay used his extensive experience with computers to figure out how the self-check machines worked. And, in an effort to improve the self-check experience for patrons, he developed a humorous pirate theme. Numerous other themes followed. He has over ten years of experience helping non-techie people make their computers work better, and he'll use that experience to show ways to make self-checkout a highlight of a library visit. A long-time library employee in Madison, he now lives in Minnesota, but still publishes themes at checkout-themes.com.



Beth A. M. Dailey, PhD

Faculty Development Specialist, Education Management Corp.

Beth has 30 years of experience as a teacher and a leader in higher education. Her Ph.D. is in higher education administration. She has facilitated leadership training for business and industry, professional groups, and aspiring leaders in the Wisconsin Technical College System through the National Chair Academy. For Beth, becoming a leader is a continuous journey; requiring the spirit of an effective beginner. That is, a willingness to navigate continuous change and to constantly grow and adapt to meet new challenges.



Michael Exum

Mike joined the Wisconsin Farm Center in 2008 as the agency's newest Community Services Specialist. He comes to the Farm Center with a diverse background, well suited to meeting the needs of farmers and their families. In addition to his work with farmers, Mike also teaches sociology at the Madison Area Technical College and has experience in program development, administration and evaluation. Mike grew up on a family farm in Green County, and continues to raise beef cattle with his brother and parents. He holds a Bachelor of Science degree in Sociology and a Master's degree in Continuing and Vocational Education from the UW-Madison.

Eddie Felts-Podoll

After 33 years of service, Eddie recently retired from the UW-Extension as a Family Living Agent. She learned early in her career that in order to teach parents, it's often vital to engage their children in the process. Eddie found that programs which used children's books to teach basic concepts held a family's interest. A colleague, Theresa Wimann, encouraged Eddie to get involved in the creative development and use of reading materials to enhance learning such as Diversity Reading Kits and the Federal Correction Institute Oxford Literacy Program for Fathers. Eddie holds a Bachelor of Science degree in Home Economics Education and an MS in Continuing Adult Vocational Education from the UW-Madison.



Rachel Fewell

Collection Development Manager, Anythink Libraries, Colorado

Throughout her career, Rachel has sought to provide excellent services to library customers by testing the boundaries of library conventions through innovation. In December 2009, Rachel and her Collection Development team completed a complete conversion of the Anythink Library collection from Dewey Decimal classification to Wordthink, a classification system based on BISAC. She's always excited to share the process, successes, and challenges of the project.



Marcy Heim

CFRE, Principal, The Artful Asker, LLC

With over two decades of advancement experience, Marcy brings a sincere respect and energy for the transforming impact philanthropy can have on our organizations and throughout our communities. Recognized as an excellent and entertaining presenter, she combines her experience with a large, public research university, a small independent school and a variety of clients into thoughtful workshops, seminars and consulting on topics including fund raising, personal accountability, board development, non-profit management and creative donor relations. Her specialties include non-profit coaching in major gifts, staff motivation and retention programs, board development, fundraising planning.



Linda Heisler

As the Training Director for the Wisconsin Department of Health Services, Linda and her staff provide non-programmatic and computer learning opportunities for employees department-wide. In addition, Linda chairs the UW-Madison Certified Public Manager Advisory Board and has served as chair of the Wisconsin State Training Council. She has owned her own consulting business specializing in organizational development and conflict resolution and has served as President of La Crosse Common Council and as a member of the La Crosse Public Library Board of Trustees. Currently, in addition to her training responsibilities, Linda is pastor of Bethany Presbyterian Church in Randolph. Linda holds a Master's degree in Education and Professional Development.

Speakers

Paula Rogers Huff

Since 1999, Paula has worked for the UW-Extension as the 4-H Youth Development Agent in Oconto County. Prior to that, she served as the Director of the Natural Resources Program at the College of the Menominee Nation. Paula's programming in her county focuses on Youth Leadership and Community Engagement and includes the Oconto County Teen Court program.



Erika Janik

Erika grew up in Redmond, Washington, but now knows more about Wisconsin history than she ever thought possible. After earning Master's degrees in American History and Journalism from the UW-Madison, she served as editor of the Wisconsin Historical Society's newsletter. Erika is the recipient of the 2009 North American Travel Journalists Association award for historical travel writing as well as the 2007 William B. Hesseltine Award. She is the author of the books *A Short History of Wisconsin* and *Odd Wisconsin*. Erika's work has appeared in *Mental Floss*, *The Isthmus*, *The Onion*, *MyMidwest*, *Wisconsin Trails Magazine*, *On Wisconsin*, *The Wisconsin Magazine of History*, and the *Wisconsin State Journal*, as well as in the book, *Renewing the Countryside: Wisconsin*.



Gail Johnson

Face to Face Communications and Training, Oswego, Illinois

Gail founded Face to Face in 1997 to fill the need for customized training in the increasingly competitive workforce. She has designed and delivered thousands of communication-related workshops throughout the United States. She also taught college-level speech communication courses prior to founding her company. Gail earned her Bachelor of Arts degree in Journalism and Master of Arts in Communication Studies from Northern Illinois University. She is a member of the Association for Training and Development and recently the Illinois Chamber of Commerce named Face to Face a designated training provider for its ITP grant program.



Marilyn Johnson

Author, *This Book Is Overdue!*

In her recently published book, Marilyn mounts a spirited defense of librarians and the many important roles they play in our society, everything from educators, curators, researchers, to tech geeks, social workers, and defenders of the First Amendment. As Jed Lipinski notes in his interview for Salon.com, "Marilyn delights in refuting our assumptions about librarians, while making a rock-solid case for their indisputability. Librarians, she argues, are one of our most underappreciated natural resources." Earlier in her career, Marilyn worked as a staff writer for *Life*, where she specialized in writing obituaries of celebrities who weren't quite dead. This effort led to her first book, *The Dead Beat: Lost Souls, Lucky Stiffs, and the Perverse Pleasures of Obituaries*, which was selected as a Borders Original Voices title in 2007. She lives with her husband and their family in the Hudson Valley in New York.



Barbara Jones

Director of ALA's Office for Intellectual Freedom and Executive Director, Freedom to Read Foundation

In December 2009, Barbara succeeded the founding director, Judith Krug, as the second-ever director of the Office for Intellectual Freedom. Deeply committed to the cause, she is the author of *Libraries, Access, and Intellectual Freedom* and *Protecting Intellectual Freedom in Your Academic Library*, among other books. From 2003 to 2009, Barbara served as the library director at Wesleyan. Before that she held library directorships at Union College, the University of Northern Iowa, and the Fashion Institute of Technology (SUNY), as well as administrative positions at the University of Illinois (Urbana-Champaign), Minnesota Historical Society, and New York University. Along with an MLS, an M.A.T. in English, and an M.A. in History, Archival Management, and Historical Editing, Jones holds a Ph.D. in U.S. Legal History.



Margaret E. I. Kipp

Margaret is an assistant professor in the School of Information Studies, UW-Milwaukee. She has also worked as a Systems Librarian and as a programmer/analyst. Her research interests include social tagging, Web 2.0, natural language and controlled vocabulary indexing and structures in information organization systems.

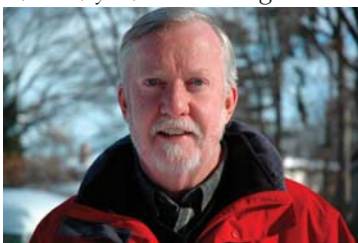
Gordon Korman

Gordon is the author of more than seventy novels for kids and teens, most recently *Framed*, *Pop* and two books in the multi-author series, *The 39 Clues*. Gordon's writing career began at the age of twelve when his seventh grade English assignment became his first published novel. Now, more than three decades later, he is a full-time writer and speaker, with over 18 million copies of his novels in print in 25 languages. A native of Ontario, Canada, he lives with his family in Long Island, New York. Gordon will talk about his signature style of humor and adventure, and relate his experiences growing up writing for kids.



Dennis McCann

Dennis is a Wisconsin native and longtime explorer of the state's nooks, crannies, and, yes, its burial grounds. A UW-Madison journalism graduate, he worked at several smaller newspapers before joining the *Milwaukee Journal* (later the *Milwaukee Journal Sentinel*) in 1983 as a farm writer and state rover, a beat that eventually led to a career of traveling nearly every Wisconsin highway and most of its byways in pursuit of stories and travel columns. His previous books include *The Wisconsin Story: 150 Stories / 150 Years*, *Dennis McCann Takes You for a Ride*, and *Rough Stuff*, a collection of his columns from *Wisconsin Golfer* magazine. Now a freelance writer, he spends most of his time with his wife Barb, a retired teacher, at their home on Lake Superior in Bayfield.



Scott McFadden

Head of Serials Cataloging, Ball State University
A graduate of Indiana University's School of Library and Information Science, Scott has worked with serials and government publications for most of his career. He is currently Chair of the Technical Services Division Executive Committee for the Indiana Library Federation. In 2003, Scott became a trainer for the Serials Cataloging Cooperative Training Program (SCCTP), a division of CONSER. His research interests include social tagging and other aspects of social networking in relation to the library catalog.



Kendall McWilliams

A graduate of the UW-Platteville with a Bachelor of Science in Civil Engineering, Kendall received a Master's degree in Business Administration from the UW-Whitewater. He has worked in the construction industry for 15 years and is known as an expert in many facets of the construction process. Kendall is a Leadership in Energy and Environmental (LEED) Accredited Professional from the United States Green Building Council and an expert in Building Information Modeling (BIM), the newest construction technology that detects cost savings and accelerates schedules while bringing an entire team under one umbrella. He also works with communities as a referendum specialist, helping them enlist fundraising support and implement grassroots efforts to locate funding for projects.



Curt Meine

More than 20 years after publishing the first biography of Wisconsin's famed conservationist Aldo Leopold, Curt Meine remains involved in the continuing story of Leopold's impact on literature, history, conservation and environmental thought. Curt will share his thoughts on Leopold's enduring legacy — and how it continues to grow and change in response to the environmental challenges of the 21st century. Curt will also discuss his work on the first full-length documentary on Leopold, which is set to premiere this fall. He adds, "And don't be surprised if cranes somehow show up in my presentation!"



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, members may consult the online directory at <http://my.memberclicks.com/WLA>.

Speakers

John Meissner

John has been an Independent Living Specialist for 17 years with Options for Independent Living. Options is a non-profit organization that works with individuals, their families, and the community to ensure that clients with special needs can determine their goals and work to achieve them. John advocates for individuals in all areas of daily life including housing, transportation, individual rights, adaptive equipment, peer counseling, etc. He and his colleagues offer suggestions, information and choices to help individuals either become or maintain their independence.

Art Munin

Deeply committed to higher education and social justice, Art continually strives to create a more inclusive and just society. At DePaul University he serves as the Assistant Dean of Students, working extensively with student advocacy, education, and conduct, in addition to being an adjunct professor in the Counseling Program and Liberal Studies Program. Art is also an adjunct professor at Chicago's Loyola University in their Higher Education program teaching a course entitled "Social Justice in Higher Education." Lastly, he has worked with higher education institutions, not-for-profits, and municipalities all over the country through his company, Art Munin Consulting (www.artmunin.com). He earned a Ph.D. in Higher Education and M.Ed. in Community Counseling at Loyola as well as a M.A. in Multicultural Communication at DePaul.



Lisa M. Murphy, MSE

Lisa has been the Community Education and Collaboration Coordinator for The Arc Fox Cities for over five years. Arc Fox Cities is a non-profit organization that provides social, recreational, and educational programs for participants of all ages with developmental disabilities. Lisa is also the advisor for the Appleton Chapter of People First Wisconsin, a group of adult self-advocates with disabilities who educate themselves and others about their rights. People First activities include charitable projects that enhance the lives of other underserved populations in their community.

Sue Nagelkerk

Sue has been the Family Living Educator at the University of Wisconsin Cooperative Extension for 13 years. During that time she has taught a number of classes which emphasize literacy to child care providers. Sue is trained in "Motherhead" and "Motherhead for Infants and Toddlers." She is also the Sauk County HCE Advisor and as part of the Bookworms program, HCE members read

to over 200 Head Start children every year. These children receive copies of the eight books read to them to start their own personal libraries. She's delighted to report that her youngest son, Andrew, is pursuing a Master's degree in Library Science from the UW-Milwaukee.



Hope A. Olson, Ph.D.

Professor and Associate Dean, SOIS, UW-Milwaukee Dr. Olson has analyzed and critiqued the Dewey Decimal Classification system in journal articles, conference presentations, and her book, *The Power to Name*. Her research, which builds on 15 years of professional experience in cataloguing and even longer in research, focuses on the cultural origins and social ramifications of developing and applying classifications.

Pam Parr

Face to Face Communications and Training, Oswego, Illinois

Pam joined Face to Face in 2005. Having attended the University of Iowa as a theater major with a pre-law minor, she owned her first business at the age of 23. She was a founder and partner in Fox Valley Trophy and Awards for twenty years, an icon in the recognition industry. She brings 30+ years of business management and customer service experience to Face to Face. According to her colleague, Gail Johnson, "Pam's insights as a team leader and business manager, as well as business owner, are invaluable to our clients. She brings real world perspectives and a refreshing sense of humor to the programs we present together."



Jay Rath

Jay is a Madison-based writer and reporter who has worked in radio, television and independent film. He served on the founding staff of *The Onion*, and has written on a variety of media issues. He's also created the world's first Facebook novel.



Melissa Rice

A graduate of the University of Illinois at Urbana-Champaign's Graduate School of Library & Information Science, Melissa Rice has been head of Adult Services at

the Frankfort Public Library District since 2004. Prior to this position, Melissa worked as a reference, reader's advisory and teen librarian. Her commitment to public service began in 1989 when working as a student page at her hometown library. Most recently, Melissa was named one of *Library Journal's* 2010 Movers and Shakers.

Shai Robkin

President and Chief Executive Officer, Integrated Technology Group

Shai is ITG's founder and visionary. In 1984, he, together with his wife, Judy, acquired ITG's parent company, Vernon Library Supplies, Inc. (founded in 1973) that, under their stewardship, has compiled an impressive track record for customer service excellence and innovative products. In 1990, Shai began steering the company towards the development of material flow management technology solutions for the library industry, leading to the creation of ITG in 2004. Because of his expertise on the subject of RFID in libraries, Shai is often a featured speaker at library conferences across the United States. Along with two librarians whose libraries are customers of ITG, Shai co-authored the first book on Library RFID technology, *Radio Frequency Identification Handbook for Librarians*, published by Libraries Unlimited in March 2007.



Diane Sanvidge Seckar and Jean Sanvidge Wouters

The Sanvidge sisters, Diane and Jean, co-authors of *Penny Loafers & Bobby Pins*, along with their sisters,

Susan and Julie, grew up in Oshkosh, Wisconsin, during the baby boom years.



Their first book, *Apple Betty & Sloppy Joe: Stirring Up the Past with Family Recipes and Stories* was published in 2007. Their mother, Helen Noffke Sanvidge, co-founder of a historical society in northern Wisconsin — and the heart of both books — encouraged her daughters to write more stories. They took her advice and *Penny Loafers & Bobby Pins* was published in 2010.

Mary Schanning

City attorney Mary Schanning has worked for the city of West Bend since January 2001. She obtained her law degree in 1997 from the College of William & Mary in Williamsburg, Virginia, and received her undergraduate degree from the University of Miami in Coral Gables, Florida. As the city attorney, Mary handles a wide variety of legal issues including open meetings and public records. She serves as legal counsel for the city's Common Council and all city boards and committees, including the Library Board.

Ellen Schneiderman

Raptor Educator & Trainer, Schlitz Audubon Nature Center

As a child, when asked what she wanted to be when she grew up, Ellen always said she wanted to work with animals. Although it wasn't exactly a straight path, she eventually reached her goal and found that it was definitely worth the wait. Working with amazing birds of prey allows Ellen to engage children and adults in an interactive format. The birds act as educators in their own right, inspiring audiences to be more environmentally aware and proactive.



Duncan Smith

Vice-President, NoveList Division, EBSCO Publishing
Duncan is the creator and founder of NoveList,

EBSCO's electronic readers' advisory service. He is currently the vice-president for the division whose products include NoveList Plus, NextReads and NoveList Select. Duncan is a nationally recognized trainer and researcher in the area of readers' advisory service. He has published widely in this field. In 1997, he received the Margaret E. Monroe Award for Library Adult Services from ALA's Reference and User Services Division for his teaching and writing in this area. His latest article, "Your Brain on Fiction," appeared in the Fall 2009 issue of *Reference and User Services Quarterly*. Smith earned a Master of Science in Library Science from the University of North Carolina at Chapel Hill. Prior to NoveList and his work in continuing library education, Smith served in public libraries in North Carolina and Georgia.



Speakers

Tom Squillace

Director of Library Sales at Tutor.com

With over twenty-five years of relationship-based direct sales experience, Tom works with libraries to help establish partnerships with school systems, corporations, utilities, etc., to bring the Tutor.com Learning Suite to library patrons all over the country.



Tom loves showing local school officials how the Learning Suite can help students progress towards graduation, build skills for the next educational level and gain entrance into better colleges and universities.

Cheryl Rew Stapleton

In keeping with her love of children's books, Cheryl enjoys quilting with fabric inspired by *The Very Hungry Caterpillar*, *Brown Bear Brown Bear*, Winnie the Pooh, and Dr. Seuss. After 31 years as a Family Living Educator in Marquette and Columbia counties, she retired from the University of Wisconsin-Extension. As an educator, Cheryl advised the HCE Bookworm program for ten years and developed literacy kits for many of the books in the program. She also taught programs for child care providers. Cheryl has relied on children's books in many of her adult family living education programs to highlight major themes and lessons. Cheryl has passed her love of reading onto her two daughters who are also voracious readers. In addition to quilting, she collects children's books, continually adding to her collection.

Carl Thompson

President, Counting Opinions (SQUIRE) Ltd.

Carl is an IT professional and entrepreneur with over 30 years of technology development, deployment, and management experience across small and local to large-scale, multi-national projects. As a founding partner in Counting Opinions, Carl leverages his now 15 years of Web application development with his drive for continuous improvement in the customer value proposition. Leading a team of dedicated, like-minded professionals, Counting Opinions currently offers solutions for libraries and other organizations around the globe. Carl is a graduate of the University of Waterloo, Waterloo, Ontario, Canada, with an Honours B. Math degree and a dual major in Statistics and Business.

Kay Elmsley Weeden

Bilingual storyteller Kay Elmsley Weeden has been telling stories world-wide for more than 15 years. Her interactive programs promote literacy and second-language learning through the art of storytelling and are well-suited for both children and adults. Originally from England, Kay has also lived in several Latin countries and the United States. Storytelling was a tool she discovered while she was teaching Spanish in the public schools. Kay works with others who wish to incorporate stories and/or Spanish into their work.



Gina Wilson, Laura Wichert and Michelle Kramer

Second Harvest Foodbank of Southern Wisconsin

Gina, Director of Agency Services and Programs, brings more than 25 years of experience in nonprofit management, community organizing and creating partnerships with private and public organizations. Laura, FoodShare Outreach Specialist, is working toward her Masters of Library Science degree and has practical experience with FoodShare outreach at various libraries. She is also a circulation page at the Sequoya branch of the Madison Public Library. Michelle, FoodShare Outreach Manager and a former Peace Corps volunteer, has experience in partnership building and civic involvement.

Theresa Wimann

A lifelong reader and book lover who attempted to abscond with two library books at the age of five by hiding them under her bed, Theresa holds a Bachelor of Arts in Scandinavian Studies from Augsburg College in Minneapolis, and a Bachelor of Science in English Education from the UW-Whitewater. She spent a summer prowling the library at the University of Oslo International Summer School and carted children's books across Europe in her backpack. Theresa is a Reading Specialist and holds an MS in Curriculum and Instruction Reading from the UW-Madison along with coursework in instructional technology. She has taught with Extension for sixteen years, the last ten as a Nutrition Program Coordinator. In this position, she encourages staff to use children's books to teach nutritional concepts.



Pre-Conferences

10:00 a.m. – 4:00 p.m.

Lessons to Lead By: Assessing and Building Your Leadership Skills

Marula

Sponsored by WeLead

Pamela O'Donnell, *College Library, UW-Madison*; **Paul Nelson**, *Adjunct Assistant Professor, SLIS, UW-Madison*; **Peter Gilbert**, *Director, Seeley G. Mudd Library, Lawrence University*; **Beth Dailey**, *Faculty Development Specialist, Education Management Corporation*

The morning session focuses on the Campbell Leadership Descriptor, an evaluation tool designed to help users identify both effective and ineffective leaders, and to determine their own leadership strengths and weaknesses. Those registered for the entire day will receive a workbook to complete before the conference, and Pamela O'Donnell will facilitate a discussion on the insights gained from this reflective activity. Participants will then strategize ways to improve such leadership qualities as vision, diplomacy, entrepreneurialism, personal energy and management.

The afternoon session begins at 1:00 p.m. with Beth Dailey's program "Creating the Future Together." This hands-on, interactive session will explore the skills that middle managers need to "lead up" and influence others within their organizations. Participants will be introduced to concepts such as deep listening, dialogue and skillful discussion, balancing advocacy and inquiry, and systems thinking, and then have the opportunity to practice one or two of these skills. Applied in a real-world setting, these tools can help build consensus, resolve conflict, create shared visions and solve problems from multiple perspectives.

The afternoon will conclude with a presentation by Paul Nelson and Pete Gilbert, who will provide insights on leadership in both public and academic libraries, discuss challenges facing libraries today and candidly answer questions from pre-conference participants.

1:00 p.m. – 4:00 p.m.

System and Resource Library Administrators Association of Wisconsin Meeting

Aloeswood

The Magic, Power and Joy of Philanthropy – Embracing and Enhancing the Role of Private Gifts in Managing Your Library Budget

Portia

Sponsored by the WLA Foundation

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

Whether you've never pursued raising private gifts or if you have had a successful fundraising campaign, you will benefit from this intensive workshop designed to deepen your understanding of the power and joy of philanthropy. Embrace this opportunity to improve your financial picture with artful and thoughtful practices that make this work a highlight instead of a dreaded piece of your job. Join Marcy Heim, a professional speaker and trainer with over 25 years of successful major gift fundraising success, in creating a development plan for your library. Friends groups, annual appeals, naming options and major gift campaigns will be covered — along with a philosophy of development that will leave you feeling comfortable having the conversations needed to secure support.

3:00 p.m. – 7:00 p.m.

Registration

Kalahari Conference Center — North Atrium

4:00 p.m. – 6:00 p.m.

Meet and Mingle with Exhibitors

North Atrium

Join us for a kickoff reception with hors d'oeuvres and a cash bar; take some time to meet and greet your colleagues, WLA members and the new class of WeLead protégés.

Wisconsin Association of Public Libraries Board Meeting

Mangrove

6:00 p.m. – 8:00 p.m.

Wisconsin Library Association Board Meeting

Guava

7:00 a.m. – 7:00 p.m.

Registration

Kalahari Convention Center — North Atrium

7:00 a.m. – 8:30 a.m.

Deluxe Continental Breakfast

North Atrium

Past President's Breakfast

Ironwood

Ethnic and Multicultural Information Exchange Round Table Business Meeting

Tamarind

New Member Round Table Business Meeting

Portia

Wisconsin Small Libraries Section Business Meeting

Tamboti

Youth Services Section Board Meeting

Guava

8:45 a.m. – 10:00 a.m.

Keynote Address: Marilyn Johnson

Convention ABGH

Marilyn Johnson's research for the past four years has focused on the ingenuity and creativity of librarians as they deal with the transition to the digital age in the face of mounting pressure on their library budgets. In her talk to the Wisconsin Library Association, Johnson will update the stories of some of the information professionals in *This Book Is Overdue!* and share new stories of resourcefulness and heroism among the librarians she has observed while crossing the country as a library speaker and activist.



We are delighted to host Marilyn Johnson for what is sure to be an enlightening and humorous keynote address! For more information about the author and her works, please see her Web site marilynjohnson.net.

10:00 a.m. – 5:00 p.m.

Exhibits

Exhibit Hall

Internet Café

Empress

WLA Foundation Silent Auction

Exhibit Hall

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

10:00 a.m. – 10:45 a.m.

Exhibits – No Conflict

Exhibit Hall

Join us for the grand opening of the Exhibit Hall and visit our many new and returning vendors. Entertainment provided by the Wisconsin Dells Singers.

Autograph Garden

Exhibit Hall

Marilyn Johnson

Dennis McCann

10:45 a.m. – 12:00 p.m.

Badger Boneyards: The Eternal Rest of the Story

Marula

Dennis McCann, Author

The bodies are buried, but the stories are not. From the ornate tombs of Milwaukee beer barons to the displaced graves of the Chippewa, *Badger Boneyards: The Eternal Rest of the Story* unearths tales of Wisconsin's dead. Football great John Heisman is buried here, as is a woman whose tombstone names her murderer. But even in a graveyard, peace can prove hard to come by. Wisconsin's Native American tribes have long fought for undisturbed burial grounds, while a patch of Belgian graves remain buried beneath a parking lot in Door County. In one of the more dramatic examples, the inhabitants of a Bayfield cemetery were actually disinterred by a raging flood in 1942. Following



clues from readers, unusual epitaphs and well-worn stones, Dennis McCann finds the melancholy, the humorous, the tragic and the universal in Wisconsin's cities of the dead.

Books: Bridges to the World

Tamboti

Theresa Danielson Wimann, Nutrition Education Program Coordinator, University of Wisconsin-Extension Adams County; **Edie Felts-Podoll**, Family Living Educator, University of Wisconsin-Extension Adams County (retired); **Sue Nagelkerk**, Family Living Educator, University of Wisconsin-Extension Sauk County; **Cheryl Rew-Stapleton**, Professor Emeritus, Department of Family Development, University of Wisconsin-Extension

Learn about Gardening with Books, Multicultural Kits, Fun with Food, Bookworms, Mother Goose Read and G'Day Mate! in this lively session. Extension agents in Adams, Columbia and Sauk counties use local and state libraries to collect data and choose books that provide a bridge to the world of learning for clients. The presenters will highlight several successful, innovative programs that started as library/Extension collaborations and participants will discover how to build partnerships between University of Wisconsin-Extension staff and their communities.

Can You Hear Me Now? Shhhh!: Mobile Devices in the Library

Aloeswood

Beth Carpenter, Director, Kimberly/Little Chute Public Library; **Adam Brisk**, LRC Technician, Wisconsin Indianhead Technical College

The use of mobile devices (e.g. smart phones, portable games, PDAs, the iPod Touch, etc.) is no longer the exception, it is the norm. Should libraries address the needs of their mobile device users? Are library resources usable on these smaller platforms? Learn about mobile technology and the current applications designed for those on the go. The presenters will showcase examples of how libraries and the world at large are addressing the needs of the mobile community. Attendees are encouraged to bring along their favorite mobile device and to share why they find it so addictive!

Creating a Successful Facebook Fan Page for Your Library: Tips and Tricks for Establishing a Vibrant Community

Tamarind

Judith E. Pinger, Coordinator of Business and Technology, Milwaukee Public Library

As Facebook continues to grow in popularity, it can transform how libraries connect with their users. The presenter will share her experience in creating a Face-

book fan page for the Milwaukee Public Library. Attendees will discover how to utilize Facebook applications to track fan usage and interaction, integrate RSS feeds from other sites, create notes and interact with Twitter. There are also simple applications to create an OPAC tab, as well as upload video content and images. Judy will also discuss security settings and simple daily maintenance. Discover how to connect with library fans in a powerful way!

Elizabeth Burr/Worzalla Wisconsin Children's Book Awards

Cypress

Linda Jerome, La Crosse Public Library; **Pat Freitag**, Graham Public Library, Union Grove; **Barbara Huntington**, Department of Public Instruction – Division for Libraries, Technology & Community Learning; **Ruhama Kordatzky**; **Susan Pesheck**, River Falls Public Library; **Dawn Wacek**, Rice Lake Public Library

The Children's Book Award Committee of the WLA Youth Services Section carefully examined and evaluated more than seventy titles by authors and illustrators with a connection to the state of Wisconsin. Come and hear committee members discuss this year's winning book *Yes Day!* written Amy Krouse Rosenthal and illustrated by Tom Lichtenheld and the other titles they selected to honor as Outstanding Books. Be ready for some great book talks! The presenters will also reveal the process of selecting the winners and describe what it is like to serve as a member of this awards committee.

How We Hacked WordPress: A Crash Course for Librarians

Guava

Rasha Abdulhadi, Educator and freelance Web designer, Radical Futures Project; **Kristen Anderson**, CE Consultant, Winding Rivers Library System, La Crosse; **David Goldfein**, Technical Manager, La Crosse Public Library

Learn how a library system launched almost 20 new Web sites on a budget — sites that feature events calendars, online donations, catalog search and dynamic content. Inspired by a group of Kansas libraries, the Winding Rivers Library System and its member libraries modified WordPress, a popular free blogging software, into a platform for their public websites. Join us for an overview of this project and learn insider tricks for turning WordPress into a professional Web site.

Speed Networking

Exhibit Hall

Katharine Clark, Library Assistant, Sequoya Branch, Madison Public Library; *Pamela O'Donnell*, Librarian, College Library, UW-Madison

New to librarianship? New to the conference? Join us in the exhibit hall for this high-energy, high-fun way to meet fellow attendees and forge connections with others who share your passion for libraries. Using a round-robin approach, participants will spend five minutes sharing experiences/insights and leave the session with a dozen contacts and perhaps a buddy (or two). This innovative program offers participants the chance to meet librarian colleagues from across the state.

Student Research Forum

Portia

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

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

Wisconsin Humanities Council: A Great Resource for Library Programs and Book Discussions

Mangrove

Jerry Dombrowski, Adult Services Librarian, New Berlin Public Library; *Debbie Kmetz*, Program Officer, Wisconsin Humanities Council; *Vicki York*, Teen/Adult Librarian, L.D. Fargo Public Library, Lake Mills; *Susan Hedrick*, Director, Waunakee Public Library

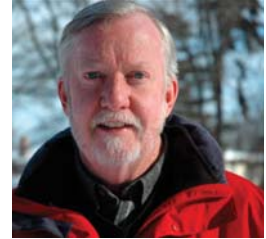
At a time when library budgets are being reduced, the Wisconsin Humanities Council remains an excellent resource for programs and book discussion funding. Debbie Kmetz will describe the variety of programs available for libraries through the Wisconsin Humanities Council. She is joined on the panel by three librarians who will describe several programs that were successfully funded by the Council and the process for securing monetary support.

12:00 p.m. – 12:30 p.m.

Autograph Garden

Exhibit Hall

Dennis McCann



12:00 p.m. – 2:00 p.m.

YSS Luncheon with Gordon Korman

Convention A/H

Gordon Korman is the author of more than 70 novels for kids and teens, most recently *Framed*, *Pop* and two books in the multi-author series *The 39 Clues*. His writing career began at the age of 12 when his seventh grade English assignment became his first published novel. Now, more than three decades later, he is a full-time writer and speaker, with over 18 million copies of his novels in print in 25 languages. He will talk about his signature styles of humor and adventure, and relate his experiences growing up writing for kids.



AWSL Business Meeting

Ironwood

2:00 p.m. – 2:30 p.m.

Autograph Garden

Exhibit Hall

Gordon Korman

Tom Lichtenheld

2:00 p.m. – 3:15 p.m.

BadgerLink: Striving to Evolve and Better Meet the Needs of Our Community

Aloeswood

David Sleasman, Team Leader for Resource Sharing Technology, RL&LL, Wisconsin Department of Public Instruction
BadgerLink continues to grow — expanding content and extending the program’s reach. In recent months, staff have conducted training throughout Wisconsin, revised posters and other materials, created the BadgerLunch webinar series and aired radio ads. But, BadgerLink continually strives to be more accessible to all Wisconsin residents. One way to access their resources is through the BadgerLink Web site. Participants have the opportunity to help BadgerLink continue to evolve by sharing their thoughts and insights on how to improve the Web site. Ideas gleaned through this community discussion will have an immediate and profound effect.

Building the Future: Libraries and the BadgerNet Fiber Grant

Aralia

Bob Bocher, Library Technology Consultant, Department of Public Instruction, Division of Libraries, Technology and Community Learning

Due to a \$28.7 million federal stimulus grant, 80% of Wisconsin public libraries will receive fiber broadband connectivity. The grant, submitted by the state’s Department of Administration with assistance from the DPI’s library division, will bring fiber to the libraries on the BadgerNet network still operating with limited

copper circuits. This program will review details of the grant, describe the benefits of a fiber upgrade and delineate the process for fiber installation.

“Can Children’s Books Save the World?” Behind the Scenes at the Arbuthnot Lecture — by the Lecturer

Cypress

Kathleen T. Horning, Director, Cooperative Children’s Book Center, UW-Madison

The May Hill Arbuthnot Honor Lecture Award is given annually by the Association for Library Services to Children, a division of ALA. The honoree “shall prepare a paper considered to be a significant contribution to the field of children’s literature.” The 2010 Lecture was presented by Wisconsin’s own Kathleen T. Horning, Director of the Cooperative Children’s Book Center (CCBC). Please join Kathleen as she offers an “inside look” at the experience of making this prestigious presentation, and shares highlights from her paper, “Can Children’s Books Save the World?”

Digital (and Free!) Tools in Your Library

Portia

Ian Benton, Public Services Librarian, College Library, UW-Madison; Anne Rauh, Liaison Librarian, Wendt Commons, UW-Madison; Tasha Saecker, Director, Menasha Public Library

Innovative and free digital tools are everywhere on the Web and, more importantly, they are being used in all kinds of libraries. This panel of three librarians, who have successfully implemented applications in their own libraries, will discuss several popular options and demonstrate how they can be incorporated into any library setting. From citation manager software to screen-capturing and screencasting to social networking tools, library staff will find something they, and their library users, can’t live without.

One Conference, One READ, Book Discussion

Convention G

Gary Warren Niebuhr, Library Director, Greendale Public Library; Marilyn Johnson, Author

Join Greendale Public Library’s Gary Niebuhr in a discussion of *This Book Is Overdue!: How Librarians and Cybrarians Can Save Us All*, by Marilyn Johnson. *Publisher’s Weekly* gave the book a starred review and Ms. Johnson, as well as giving the conference’s keynote address, will be attending this discussion. Do not miss this unique and exciting opportunity to discuss the book with Gary and Marilyn!

WLA FOUNDATION

WLA Foundation Fundraiser

Bowling and Boards!

Wednesday, November 3, 8:00 p.m. – 11:00 p.m.
Kalahari Resort Bowling Center

Enjoy a social evening at the Kalahari with a game or two of bowling, beverages, snacks and friends. Put a team together or just join in. You don’t have to be good; you just have to be there! And, if that actual bowling ball seems awfully heavy after Wii bowling, there will be board games on hand as well.

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

Partners: Engberg Anderson, Maris Associates, Quality Books

Online Data à la Carte: Web-based Table Makers in Social Science Data

Mangrove

Joanne Juhnke, Special Librarian, Data and Information Services Center (DISC), UW-Madison

“How would you like your social science data?” The options for answering that question have grown steadily thanks to user-friendly options for numeric databases online. In this session, attendees will explore freely-available web-based table makers that deliver social science data, with examples from sociology, demographics, economics, and health. It’s a long way from the days when the only available option was a preformatted table on a printed page!

Raiders of the Lost ARCs (and Public Libraries): Adventures in Local History Digitization

Tamarind

Steven Dast, University of Wisconsin Digital Collections Center; Catherine H. Phan, Research Intern, University of Wisconsin Digital Collections Center

In partnership with dozens of institutions around the state and occasionally across the globe, the University of Wisconsin Digital Collections Center has been engaged in the digitization of library and museum collections for over ten years. Staff members Steven Dast and Catherine Phan will offer a front-line view of the pitfalls and challenges involved in converting and maintaining local history resources in digital form.

Testing RDA: How Will It Really Work?

Marula

Steven J. Miller, Senior Lecturer, School of Information Studies, UW-Milwaukee; Hur-Li Lee, Associate Professor, School of Information Studies, UW-Milwaukee

Resource Description and Access (RDA), the new cataloging code intended to replace AACR2, is undergoing official testing this fall and the results will inform decisions for national implementation. The UW-Milwaukee School of Information Studies is among the official testers of RDA. This session explores the conceptual models underlying the new code, how the testing process is going to date, how the online RDA Toolkit works and how to create RDA records in the MARC bibliographic format.

What’s New With the Wisconsin Talking Book and Braille Library

Guava

Enid Gruszka, Management Librarian, Wisconsin Talking Book and Braille Library

This session will describe a new digital technology that is making Talking Books so exciting. For visually-impaired or physically-handicapped patrons, talking books are offering a richer experience than ever before. Participants will have the opportunity to gain hands-on experience with a digital player and learn more about the resources offered to patrons. These include the ability to download books from the Internet, obtain current magazines on audio, listen to the newspaper via the telephone and enjoy audio-described DVDs.

Yes We Can! Creating Effective Partnerships Between School and Public Libraries Through Resource Sharing

Tamboti

Sara Gold, Consortial Licensing Associate, Wisconsin Library Services (WiLS), Tom Squillace, Sales Director, Midwest for Tutor.com

Collaboration is a powerful option for librarians, particularly in the present economy when librarians are being asked to reevaluate and cut back resources and services. Partnerships between school and public libraries can help librarians do more with less, especially when it comes to electronic resources. Panelists will share ideas and examples from libraries around Wisconsin who have successfully partnered to bring Tutor.com into their communities. Everything from initial conversations to marketing to the community will be discussed.

WLA FOUNDATION WLA Foundation Silent Auction

Kalahari Convention Center

Exhibit Hall

Wednesday, 10:00 a.m. – 5:00 p.m.

Thursday, 8:30 a.m. – 3:30 p.m.

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

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

SUPPORT
Wisconsin Libraries
Keep Us All In A Better State

3:15 p.m. – 4:00 p.m.

Exhibits — No Conflict

Exhibit Hall

Autograph Garden

Exhibit Hall

Jerry Apps

Kathleen T. Horning

Marilyn Johnson

4:00 p.m. – 5:15 p.m.

Books, Authors, Literature ... BadgerLink!

Cypress

Carin Bringelson, Information Manager, *TeachingBooks.net*; *Duncan Smith*, Project Manager, *NoveList*

BadgerLink has some wonderful information tools on books, authors and literature for librarians, students, educators and all library patrons. Learn more about two of these terrific tools — TeachingBooks.net and NoveList. Carin and Duncan will discuss their vision and inspiration for the resource, demonstrate how to use each product and show how these BadgerLink-supported tools support library programming and activities.

Graphically Speaking

Guava

Ruth Adams, Library Services Assistant-Advanced Lead, Memorial Library, UW-Madison

Graphic novels are hugely popular with teens and young adults. But, does everyone know the difference between a graphic novel and a comic book? The presenter will



**Come for the food,
stay for the fun!**

1470 Wisconsin Dells Parkway, Lake Delton, WI
Next to Noah's Ark
608-254-1800 clubmarleys@aol.com

discuss the growth of graphic novels as a literary format, help librarians understand their growing popularity and explain just what it is that readers are looking for in these works.

Stories of Rural Life: *Horse-Drawn Days and Barns of Wisconsin*

Mangrove

Jerry Apps, Author

Jerry Apps captures stories of rural life from a bygone era as he discusses his new book *Horse-Drawn Days: A Century of Farming with Horses*, as well as the new edition of his classic *Barns of Wisconsin*. With *Horse-Drawn Days*, the author explores a time when teams of horses were vital to the



livelihood of farm families. Combining captivating historic narrative with reminiscences of his boyhood on the family farm in Wisconsin, Apps also includes fascinating historic photos, ads and posters, plus contemporary color photos of working horses today. *Horse-Drawn Days* evokes the majesty of these animals and highlights the horse's role in our country's early history and our rural heritage.

MacGyver Library vs. Have You Heard About: Showdown of the Library Technology Titans

Aloeswood

Tasha Saecker, Director, *Elisha D. Smith Public Library, Menasha*; *Beth A. Carpenter*, Director, *Kimberly/Little Chute Public Library*; *Jon Mark Bolthouse*, Technology Projects Manager, *South Central Library System*; *Chris Grugel*, User Education Librarian, *Carthage College*; *Stef Morrill*, Associate Director, *South Central Library System*; *Joy Schwarz*, Web Librarian/Interlibrary Loan Librarian, *Winnefox Library System*

Every year at WLA, the “MacGyver Guys” and “Have You Heard About” present one cool technology after another, bringing library staff and their patrons the very latest in library innovations, gadgets, software and services. It's hard to say who has the better handle on cutting edge technology ... but this year, attendees will find out! Come watch these two teams battle it out for techno-dominance! Can they actually fill an hour with that much technology? Will one team finally triumph over the other? Can't they just get along and ... collaborate? You paid for your whole seat ... but you're only gonna need the edge!

Notable Books Marathon

Marula

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

An annual event offering thoughtful, inspiring, humorous, and fast-paced reviews of titles selected from the ALA Notable Books list and the WLA Literary Award Committee's notable books. The presenters are all experienced and knowledgeable book discussion leaders. Reviews include: *Zeitoun* by Dave Eggers, *People of the Sturgeon: Wisconsin's Love Affair with an Ancient Fish* by Kathleen Schmitt Kline, Dan Chaon's novel, *Await Your Reply*; Colum McCann's *Let the Great World Spin* and *Brooklyn: A Novel* by Colm Toibin.

Sharing the Library Adventure in Your Community

Aralia

Elizabeth Timmins, Director, Muehl Public Library, Seymour, Wisconsin

In this session, several innovative projects designed to increase awareness of the library, attract patrons and contribute to the richness of the community will be highlighted. Drawing from experience, Elizabeth will share the successes and challenges of some of the projects, which range from moderating a mayoral debate to participating in a community-wide Arbor Day celebration.

Vocera — Instant Voice Communication

Tamarind

Mike Hartkopf, Customer Services Manager, Marathon County Public Library; *Ben Kromholz*, Library Assistant, Marathon County Public Library

How can staff move throughout the library without "disappearing"? How can disruptive paging be eliminated? How can branch locations reach staff at headquarters without playing telephone tag? Marathon County Public Library has solved many of these problems by using Vocera, a system that allows staff to instantly communicate with each other anywhere in any of the library's locations.

5:15 p.m. – 5:45 p.m.

Autograph Garden

Mangrove

Jerry Apps

5:30 p.m. – 6:30 p.m.

Third Annual Book Cart Drill Team Competition

Exhibit Hall

Sponsored by DEMCO

Who will win the golden book cart? Only the judges know. Join Cheryl Becker, Pat Chevis, Alberto Herrera, Jr. and Barbara Kelly as they evaluate the competition.

Wisconsin Education & Curriculum Librarian Business Meeting

Ironwood

New Member Round Table (NMRT) Social

Kahunaville Restaurant & Bar in the Kalahari
Welcome new librarians and not-so-new librarians! Gather together with your friends in the profession and embrace this opportunity to make new ones. Join us for an evening of drinks, snacks, conversation, and camaraderie.

Third Annual Book Cart Drill Team Competition

Sponsored by DEMCO

Wednesday, November 3, Exhibit Hall
5:30 – 6:30 p.m.



6:30 p.m. – 7:30 p.m.

UW-Madison SLIS Reunion

Wisteria

Gather with SLIS colleagues past and present at the SLIS reception. There will be hors d'oeuvres and a cash bar. All SLIS alumni, students, and friends are welcome to attend.

UW-Milwaukee SOIS Reunion

Portia

Join SOIS alumni at a reunion reception.

8:00 p.m. – 11:00 p.m.

WLA Foundation Fundraiser — Bowling and Boards!!

Kalahari Resort Bowling Lanes

Enjoy a social evening at the Kalahari with a game or two of bowling, beverages, snacks and friends. Put a team together or just join in. You don't have to be good; you just have to be there! And, if that actual bowling ball seems awfully heavy after Wii bowling, there will be board games on hand as well.

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

Wisconsin Dells-Lake Delton Community Food Pantry

This year, WLA will sponsor a food drive to benefit the Wisconsin Dells-Lake Delton Community Food Pantry. Bring your canned or non-perishable goods to the conference and deposit in the container located by the registration desk throughout the conference week.

The Wisconsin Dells-Lake Delton Community Food Pantry serves, on average, 235 households and 1,100 individuals each month. They provide nutritionally balanced food packages and rely heavily on the generosity of the surrounding community and local organizations to meet this need. Suggested items include:

Peanut Butter and Jelly
Tuna
Hamburger or Tuna Helper
Mac-n-Cheese
Cereal
Canned Fruits and Vegetables
Juice
Spaghetti Sauce and Pasta Noodles
Crackers
Coffee or Tea

In the Exhibit Hall, stop by the UNCOMMONS the "Power Place"

It is your space to use:

- Take a breather, have a seat and power down.
- Power up your iPod, laptop or phone.
- Meet with your group.
- Eat with your group.
- Whatever else you can think of!

Maybe when you stop, someone will be showing off a gadget!

AVAILABLE HOURS are
Wednesday, 10:00 a.m. to 5:00 p.m.,
and Thursday, 8:30 a.m. to 4:30 p.m.

7:00 a.m. – 7:00 p.m.

Registration

Kalahari Convention Center - North Atrium

7:00 a.m. – 8:30 a.m.

Hot Breakfast Buffet

Convention A/H

Government Information Round Table Business Meeting

Suite E

Intellectual Freedom Round Table Business Meeting

Mangrove

Readers Section Business Meeting

Suite F

Reference & Adult Services Section Business Meeting

Aralia

Technical Services Section Business Meeting

Marula

WLA Foundation Board Meeting

Desert Rose

Wisconsin Library Trustees & Friends Board Meeting

Aloeswood

8:30 a.m. – 4:30 p.m.

Exhibits

Exhibit Hall

WLA Foundation Silent Auction

Exhibit Hall

Bid on items to benefit the Campaign for Wisconsin Libraries. Pay and pick up at 3:30 p.m.

8:30 a.m. – 5:00 p.m.

Internet Café

Empress

8:45 a.m. – 10:00 a.m.

Best Fiction for Young Adults: 2011 Nominees

Aloeswood

Merri Lindgren, Librarian, CCBC, UW-Madison; Megan Schliesman, Librarian, CCBC, UW-Madison

Beginning in 2011, the list formerly known as Best Books for Young Adults will become Best Fiction for Young Adults. Librarians from the Cooperative Children's Book Center (CCBC) will talk about some of the titles nominated for the Young Adult Library Services Association's (YALSA) 2011 Best Fiction for Young Adults list. The session will begin with a brief discussion of the list's change in scope.

Cataloging in a Public Library System: Looking for Common Ground

Suite E

Jane Richard, Member Services Librarian, WiLS

Catalogers, how can one balance quality and quantity? How much editing should one do to bibliographic records? What is "good enough" cataloging? What are others doing? This session will explore the functions of MARC records for patrons, librarians and computers. Participants will discuss cataloging variations and document a common standard for workflow today, with an eye toward what the next generation catalog may bring.

The Future of Libraries and eBooks

Marula

James D. Backus, President of the Board of Wisconsin Valley Library Services, Wausau; Linda Bendix, Library Director, Frank L. Weyenberg Public Library of Mequon-Thiensville; Michael Enyart, Director, Business Library, UW-Madison; Kathy Pletcher, Chief Information Officer & Associate Provost for Information Services, UW-Green Bay

Panelists will discuss the technology of eBooks, their increasing popularity, and their impact on libraries. New developments in this technology are occurring almost daily. What role should libraries play in responding to the rapidly growing demand for this extremely volatile media?

Making Tortillas Dance

Aralia

Kay Elmsley Weeden, Bilingual Storyteller

With her background in Latino culture, Kay will demonstrate the art of storytelling and expand upon its importance in promoting literacy. Blending Spanish and English into stories and activities not only facilitates reading, it also promotes second language learning and engages listeners of all ages. Kay works with libraries and schools to develop bilingual programming, highlighting ways to incorporate Spanish into events, even if you do not speak the language. She also provides workshops for teens and adults in storytelling.

Outreach at the Library: A Win-Win for Staff and Patrons

Suite F

Gina Wilson, Director of Agency Services and Programs, Second Harvest Food Bank of Southern Wisconsin; Kim Grafenauer, Second Harvest Food Bank of Southern Wisconsin; Laura Wichert, Second Harvest Food Bank of Southern Wisconsin

Learn how the Second Harvest Food Bank has teamed up with public libraries in southwest Wisconsin to reach out to patrons who are using libraries to find resources to meet their basic need for nourishment. This interactive session, designed to support partnerships between librarians and social service providers, will cover a range of outreach activities. Foremost among them is FoodShare (food stamps) application assistance using the ACCESS web-tool, offered on site by trained Food Bank staff.

Pirates, Patrons, and You: Themes for Self-Checkout

Guava

Clay Busker, former Circulation Clerk, Sequoia Branch, Madison Public Library; Katharine Clark, Library Assistant, Sequoia Branch, Madison Public Library; Andy Gricevich, Circulation Clerk, Sequoia Branch, Madison Public Library; Shai Robkin, President/CEO, Integrated Technology Group, Norcross, GA

Madison's Sequoia Branch typically checks out over a million items per year, and with a circulation staff of only 14, self-check machines are invaluable pieces of

equipment for the library. The new self-check system was a challenge for both staff and patrons, however, so ambitious circulation clerks decided to do something to relieve the stress of dealing with this new technology. Clay Busker and Andy Gricevich will describe how they changed settings on machines and incorporated fun new voices and graphics. As a result, the self-check machines are much more interactive and engaging. Shai Robkin from ITG will also be on hand to provide a short history of self-check machines and describe the impact they can have on libraries. This is a chance to learn how self-checkout can be a positive experience for both library staff and patrons.

PowerPoint as a Marketing Tool

Tamboti

Cassie Payne, Assistant Children's Librarian, Elisha D. Smith Public Library, Menasha

PowerPoint is more than presentation software. It's creation software! Cassie will demonstrate easy-to-create posters and photo-collages which promote library events. Whether intended for the Web or in-house, PowerPoint can help library staff accomplish their marketing goals.

WISCAT 2010: A Year of Significant Change

Mangrove

David Sleasman, Team Leader for Resource Sharing Technology, RL&LL, Wisconsin Department of Public Instruction Resources for Libraries & Lifelong Learning (RL&LL) staff have implemented major changes in WISCAT resource sharing in an effort to improve service and efficiency. These changes included expanding out-of-state interlibrary loan trading partners, improving ISO connections, streamlining union/virtual catalogs interaction, updating software, and automating workflow. This session will update the community on the progress being made. The presenter will appreciate receiving input, comments, and ideas for continued improvement from those attending this session.

Wisconsin Library Association Literary Award

Cypress

Jean Anderson, Continuing Education & Multitype Coordinator, South Central Library System; Ellen Jepson, School Age Services Librarian, Appleton Public Library; Andy Scott, Reference Librarian, Franklin Public Library; Deb Shapiro, Distance Education Coordinator, SLIS, UW-Madison Members of the 2010 Literary Awards Committee will discuss *Remarkable Creatures* by Sean Carroll, the book chosen for the WLA Literary Award. They will also talk about selected books chosen for outstanding achievement recognition.

Frances de Usabel Award

Ruth Ann Montgomery, Director,
Arrowhead Library System, Janesville

Presented by: Jamie Matczak, Chair,
Outreach Services Round Table

10:00 a.m. – 10:45 a.m.

Exhibits — No Conflict

Exhibit Hall

10:45 a.m. – 12:00 p.m.

Discover Cooperative Extension: The Wisconsin Idea in Action

Guava

Joe Bollman, Agriculture Agent, University of Wisconsin-Extension Columbia County; Paula Rogers Huff, 4-H Youth Development Agent, University of Wisconsin-Extension Oconto County; Barbara Lazewski, Librarian, Steenbock Memorial Library, UW-Madison

What is the University of Wisconsin Cooperative Extension? How do Extension staff work in counties to answer client questions, assess community needs, and provide research-based programming in the areas of agriculture and natural resources, community development, and healthy families and youth? County educators will describe what they do and where they get their information, including libraries. The Wisconsin Cooperative Extension liaison librarian will also highlight publications and websites of use to both library staff and library users.

Ethics and Leadership: Making Choices for Social Justice

Aloeswood

Art Munin, Assistant Dean of Students, DePaul University
A national speaker and social justice activist, Art Munin will present a session which sits at the productive nexus of two important fields: leadership ethics and social justice. Participants will explore how leadership and decision-making are informed by both ethical values and privileged and/or oppressed social identities. This session challenges participants to connect their beliefs to their actions in the pursuit of socially just leadership. The session ends with a skills-based section about how to negotiate difficult dialogues.

Iluminar:

Exciting New Look and Feel of WISCAT

Aralia

Vicki Long, WISCAT Training and Technical Support, RL&LL, Wisconsin Department of Public Instruction

A dramatically improved software interface called Iluminar brings up-to-date graphics, easier navigation, Google-like searching, and Web 2.0 benefits to WISCAT. Attend this session and see Iluminar in action. Questions and comments on this and any other WISCAT related topic are more than welcome.

Knowledge Journaling

Tamarind

Linda Heisler, Training Director, Wisconsin Department of Health Services

The Boomers are retiring, the Boomers are retiring! While the impending mass retirement of librarians and other workers has been forecast for years, what have institutions done to prepare for this event? What will the loss of so much tacit knowledge and institutional memory mean to organizations? How can library administrators capture and transfer that information before it's gone? Linda will introduce the practice of "knowledge journaling," a systematic approach to determining where (and especially with whom) crucial knowledge resides within specific organizations.

Learning the Latest Technology @ the Library

Marula

Sara Kopesky, Electronic Services Librarian, Appleton Public Library; René Bue, Bilingual Outreach Services Coordinator, Hedberg Public Library, Janesville; Ruth Ann Montgomery, Arrowhead Library System, Janesville

While most library patrons have mastered the concept of the mouse, public libraries remain their community's main source of free computer and Internet access. As a result, library staff are often called upon to explain the latest formats and technologies. Panelists will discuss how libraries are improving services to meet the needs of users with all levels of computer literacy, including Spanish-speaking populations. They will also provide an overview of the types of training programs being offered by libraries in Wisconsin.

Tour of the Circus World Library

Thursday, November 4, 2:00 p.m. Bus will be available in front of the Convention Center.

The World's Source for American Circus History Circus World's Robert L. Parkinson Library and Research Center is the world's foremost research facility for circus history. The holdings document the history of the American circus from its inception in 1793 to the present day.

Leaving the Comfort Zone: Advocacy by Friends of the Library Groups

Tamboti

James D. Backus, President of the Board of Wisconsin Valley Library Services, Wausau; *Anthony H. Driessen*, WLA Lobbyist, deWitt, Ross & Stevens, S.C., Madison; *Paul Nelson*, Adjunct Assistant Professor, SLIS, UW-Madison and former director of the Middleton Public Library

Join this panel for a discussion on the subject of advocacy on local, state and national levels by Friends of the Library groups. Many Friends groups can be narrowly focused on activities such as used book sales, library teas, and other volunteer work. While all of these activities are vital to libraries, in these tough economic times, Friends groups need to leave their comfort zone and actively campaign for financing and support from government agencies and policy makers.

Performing Arts in Libraries: Live!

Suite F

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

Libraries can be active participants in the cultural life of their communities. They use dance, theater, and music in live settings not only to celebrate the performing arts, but to promote their special collections (music, archives, etc.), to demonstrate the inherent vitality of the performing arts as living cultural artifacts and to market their institutions to people who may not be familiar with them. This session focuses on the role of the performing arts, especially music, in libraries. The presenter will use three case studies from different types of libraries: a public library in a university town with a longstanding and rich history of library concerts (the Boulder Public Library, Boulder, Colorado); a concert series sponsored by a large city library (the Chicago Public Library); and the specialized early music concerts from a research library (The Newberry Library, Chicago) with its music collection that dates back to the thirteenth century.

Skype-Based Reference: A Study and a Pilot Project

Mangrove

Darcy Gervasio, Reference & Instruction Librarian, SUNY-Purchase; *Virginia Bryan*, Librarian, Madison College (MATC); *Emilie Steinmann*, M.A. program, SLIS, UW-Madison

Is Skype viable as a virtual reference tool? In exploring this question, two of the panelists draw on research conducted while they were UW-Madison SLIS graduate students into student and librarian attitudes toward Skype and its potential use as a reference tool. Then Virginia, a librarian involved in a bare-bones Skype reference pilot at Madison College's library, shares her findings. Discover how the research study conclusions compared with the results of the pilot study. Hear factors that went into the decision to launch the pilot; service models; set-up costs; challenges and issues; successes, surprises, and failures; and future plans and possibilities.

Using Media to Market Libraries

Cypress

Linda Jerome, Librarian, La Crosse Public Library; *Georgia Jones*, Youth Services Librarian, C.A. Friday Memorial Library, New Richmond; *Mark Ibach*, Marketing and PR Coordinator, South Central Library System; *Dawn Wacek*, Youth Services Manager, Rice Lake Public Library; *Jesse Vieau*, Madison Public Library

Photos, videos, social networking, blogs and more — librarians are finding creative ways to showcase the fun things going on at their local libraries. Attend this session for examples, ideas, and a discussion of best practices.

Résumé Review Session

Thursday, November 4, Suite F

2:00 p.m. – 3:15 p.m.

Looking for a first job in the Library and Information Science field or seeking a new job? Consult with an experienced reviewer to ensure your résumé is the best it can be!

12:00 p.m. – 2:00 p.m.

OSRT Luncheon with Art Munin – “White Privilege 101”

Convention A/H

“Whiteness” is a concept that must be defined historically. However the power of White privilege has subverted history, perpetuating the lie that Whiteness does not exist nor that it is privileged. Typically history is written by those who have won. This workshop, however, gives voice to those who have been silenced and participants will uncover how White privilege has evolved, how it is perpetuated, and what society can do to neutralize its power.

This topic bears directly upon the libraries of contemporary America. In *A Man Without A Country*, Kurt Vonnegut wrote, “The America I loved still exists at the front desks of our public libraries.” There is great social and political power at work in libraries. With this power comes the responsibility to question the external and internal motives that influence the modern library. This presentation will challenge attendees to uncover historically hidden agendas and define the personal responsibility one must accept as an educational powerbroker.

WLTF Annual Meeting and Luncheon with Marcy Heim

“Creating Possibilities For Your Library — It’s Everybody’s Job”

Suite E

We all have a role to play in the overall success of our library — and that includes doing things that aren’t always in our job description! Let’s begin each day with gratitude for what we have — whether our library is big or small — and set out to make a difference in the future of our libraries and those we serve. Creating possibilities — it’s everybody’s job!

2:00 p.m. – 3:15 p.m.

Customer Service for Those with Special Needs

Guava

Lisa M. Murphy, Community Education and Collaboration Coordinator, Arc Fox Cities; *John J. Meissner*, Independent Living Specialist, Options for Independent Living, Inc.

The presenters will discuss the do’s and don’ts when handling patrons with special needs. They will also discuss, in-depth, the best tactics for dealing with behavioral issues that may sometimes arise. Emphasis will be placed on the distinction between the person and the behavior.

Dewey or Don’t We?: BISAC v. Dewey

Cypress

Rachel Fewell, Collection Development Manager, Rangeview Library District, Colorado; *Melissa Rice*, Head of Adult Services, Frankfort Public Library, Illinois; *Dr. Hope Olson*, Professor and Associate Dean, SOIS, UW-Milwaukee; *Dr. Margaret Kipp*, Assistant Professor, SOIS, UW-Milwaukee; *Daniel Martínez Ávila*, Doctoral Student, Universidad Carlos III, Madrid

Join a panel discussion with practitioners and researchers exploring what libraries may learn and use from Book Industry Standards & Communications (BISAC) classification and the “bookstore” model. This panel includes librarians from institutions that have implemented BISAC in place of the Dewey Decimal Classification (DDC) system and academic researchers who have explored the pros and cons of libraries moving more toward BISAC classification. This program will be followed by the related program “BISAC and Beyond: Adapting Retail Practices to a Library Setting” with Andy Barnett from McMillan Public Library in Wisconsin Rapids. Staff there have taken a more middle-ground approach and implemented BISAC in part of their collection, while also making other community focused changes.

Library Staff and Trustee Electronic Communications and the Wisconsin Open Records Law: What You Can and Cannot Do

Tamboti

Michael Tyree, Director, West Bend Community Memorial Library; *Mary Schanning*, City Attorney, West Bend

The Wisconsin Open Records law protects the public’s right to know how their government is conducting official business including electronic communications. Michael Tyree will discuss the six open records requests his library received in 2009. Mary Schanning, West Bend City Attorney during the recent book challenges, will describe her methodology for managing requests

Awards & Honors Banquet

Thursday, November 4, Convention A/H

7:00 p.m. – 9:00 p.m.

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

for electronic library records, her work with trustees and library staff, and best practices for legal electronic communications.

Penny Loafers & Bobby Pins: Tales and Tips from Growing Up in the '50s and '60s

Marula

Jean Sanvidge Wouters, Author; Diane Sanvidge Seckar, Author; Helen Noffke Sanvidge, Jean and Diane's mother
In *Penny Loafers & Bobby Pins: Tales and Tips from Growing Up in the '50s and '60s*, the four Sanvidge sisters, whose birthdates span the Baby Boomer period, present a lively chronicle of growing up in the 1950s and 1960s in a small midwestern town. Each sister writes about the facets of her childhood she remembers best, and their lighthearted stories are illustrated with period photos. Sprinkled with mentions of pedal pushers, home permanents, and two-tone cars; early TV shows and the first rock-n-roll; hula hoops, Tiny Tears, and Mr. Potato Head (played with a real potato); and memories of their grandparents who lived nearby, *Penny Loafers & Bobby Pins* also features how-tos for re-creating the fads, foods, crafts, and games the Sanvidge sisters recall in their stories.

Résumé Review Session

Suite F

Looking for a first job in the Library and Information Science field or seeking a new job? Consult with an experienced reviewer to ensure your résumé is the best it can be!

Staff Training at a Combined Services Desk

Aloeswood

Anne Rauh, Liaison Librarian, Wendt Commons, UW-Madison; Anne Glorioso, Circulation and Information Services Librarian, Wendt Commons, UW-Madison; Amy Kindschi, Head of Faculty and Student Services, Wendt Commons, UW-Madison

In the summer of 2008, Wendt Commons undertook the ambitious task of formalizing a training program for all library staff (including students) who work at the combined services desk. Panelists will discuss the development process, show materials created for the pilot program and offer an evaluation of the outcome. Please attend this session for an engaging discussion of library staff training and leave with ideas that can be implemented in any library setting.

Stealth Marketing & Clip Art: Doing a Lot with a Little

Tamarind

Pamela O'Donnell, Academic Librarian, College Library, UW-Madison

In today's climate of doing more with less, it pays to revisit the basics, including how to make attractive hand-outs/fliers with little more than clip art and a dream. By embracing basic design principles, you can improve the quality of items produced in-house. In addition, this session will also focus on inexpensive opportunities for "stealth marketing." From Web 2.0 technologies to the lowly bulletin board, Pamela will share her insights from five years of marketing library services and resources.

What's New Under the Domes: Post-Election Strategy Session

Mangrove

Paul Nelson, Adjunct Assistant Professor, SLIS, UW-Madison (WLA Legislative Chair); Julie Schneider, Director, Ebling Library, UW-Madison (WLA Federal Legislative Advocate), and other LD&L members and advisors

A budget year. A new governor. A "reconstituted" legislature. Continuing revenue shortfalls. 2011 is shaping up to be a very challenging year for promoting a library agenda at both the state and federal level. Come join the WLA's Library Development & Legislation Committee (LD&L) for a brief overview of election results and how they will affect the legislature's leadership and overall agenda. In this new political landscape, where are the points of commonality with the library community? Get ready for a lively discussion of possible scenarios facing libraries and effective potential responses. Results of this program will inform future WLA legislative strategic planning.

The Wisconsin Farm Center and Public Libraries: Outstanding Partnership Opportunities

Aralia

Michael Exum, Community Services Specialist, The Wisconsin Farm Center

What do Wisconsin libraries and the Wisconsin Farm Center have in common? They both work with Wisconsin farmers and they each know very little about what the other does. Attend this session to learn more about the Wisconsin Farm Center and to explore opportunities for collaboration so that libraries and the Farm Center may better serve Wisconsin farmers, an often underserved and struggling rural population.

2:00 p.m. – 4:00 p.m.

Tour of the Robert L. Parkinson Library and Research Center at Circus World

Rob Richard, *Assistant Director, Circus World Museum*
Circus World's Robert L. Parkinson Library and Research Center is the world's foremost research facility for circus history. The holdings document the history of the American circus from its inception in 1793 to the present day. Participants will tour the main floor of the library and learn how things are stored; see some one-of-a-kind pieces (very rare posters, lithographs, photographs, etc.); view selected items from the library's exceptional three-dimensional collection; and tour the Deppe Wagon Pavilion and the C.P. Fox Wagon Restoration Center.

Board bus in front of the Convention Center.

3:15 p.m. – 4:00 p.m.

Autograph Garden

Exhibit Hall

Jean Sanvidge Wouters and Diane Sanvidge Seckar



4:00 p.m. – 5:15 p.m.

Being Safe and Secure in the Library

Mangrove

Michael Weber, *Library Security Manager, Milwaukee Public Library*; **Judith Pinger**, *Coordinator of Business and Technology, Milwaukee Public Library*

Keeping a library safe and secure can sometimes be a challenge. Michael will offer tips and solutions to common security problems. Attendees will also learn the best techniques for approaching disruptive patrons, securing library property and creating a calm environment for staff and the public. Judy is on hand to add a librarian's perspective on many of these issues.

BISAC and Beyond: Adapting Retail Practices to a Library Setting

Tamarind

Andy Barnett, *Assistant Director, McMillan Public Library*
Libraries are experimenting with all manner of retail practices, but what works, how does it work and how well does it work? What kind of retail environments are appropriate models? How much does the library change to fit the practice, instead of the other way around? McMillan Memorial Library examines its implementation of BISAC/genre displays, coffee and food service, commons area and self-service options and offers lessons learned. This program follows "Dewey or Don't We?: BISAC v. Dewey" which offers an academic perspective and reports from libraries that have converted wholly to BISAC.

Bylaws and Operational Manuals

Aralia

Krista Ross, *Director, Southwest Wisconsin Library System*
Krista will elaborate on the section of the DPI Trustee Handbook which deals with bylaws and operational manuals, giving tips on setting up simple and effective regulations. She is currently using this approach to train library directors and library trustees in her system.

Intellectual Freedom: It's Global, It's Local

Tamboti

Barbara Jones, *Director of ALA's Office for Intellectual Freedom*

Meet ALA's new director of the Office for Intellectual Freedom, who will discuss ALA's current intellectual freedom initiatives, current thorny ethical and legal issues which OIF is handling and postulate where free speech and privacy are headed in the United States. Known internationally for her work with IFLA's Committee on Free Access to Information and Freedom of Expression (FAIFE), Barbara will also describe some of her experiences training librarians in developing countries, where libraries are deeply involved in promoting social justice.

Low-Hanging Fruit or Sour Grapes?: How to Get the Most Out of the Public Library Annual Report Data

Marula

John DeBacher, *Public Library Administration Consultant, Wisconsin Department of Public Instruction*; **Carl Thompson**, *President, Counting Opinions*

Library directors and staff spend hours collecting and reporting their annual report data to the Department of Public Instruction. Previously, the compiled data was available only in large Excel-formatted tables or

the more static Service Data publication. Now, since DPI has contracted with Counting Opinions for annual report data collection, libraries can access reports and graphs showing trends, peer rankings, and comparisons. A representative of Counting Opinions will demonstrate the pre-formatted reports that have been prepared for Wisconsin libraries and will answer any questions which may arise. John DeBacher will also be on hand to answer questions and solicit feedback on this new system.

Making the Connection: Online, E-mail and IM Reference Services in Wisconsin Public and Academic Libraries

Guava

Jeanne Anderson, South Central Library System; Mark Beatty, WiLS; Martha Farley Berninger, RL&LL, Wisconsin Department of Public Instruction; Allison Coshenet, RL&LL, Wisconsin Department of Public Instruction; Sara Davister, West Bend Public Library; and Matt Rosendahl, Wisconsin Indianhead Technical College

A panel of librarians from public, academic and state agency libraries share their experience providing virtual reference service to their patrons. The South Central Library System, Wisconsin Indianhead Technical College, the West Bend Public Library and the Reference and Loan Library will discuss the variety of virtual tools they use to connect with their users. They will also discuss catering to patron preferences, handling staffing, meeting staff and patron training requirements, and determining the most effective placement of links to virtual reference services.

A Short History of Wisconsin

Aloeswood

Erika Janik, Author

Rediscover Wisconsin history from the very beginning. In her book, *A Short History of Wisconsin*, historian Erika Janik recounts the landscapes, people, and traditions that have made the state the multi-faceted place it is today. With an approach both comprehensive and accessible, Erika covers several centuries of Wisconsin's remarkable past, showing how the state was shaped by the same world wars, waves of new inhabitants, and upheavals in society and politics that shaped the nation.

YSS Book Discussion

Cypress

Merri Lindgren, Librarian, CCBC, UW-Madison; Megan Schliesman, Librarian, CCBC, UW-Madison

Take this opportunity to participate in a book discussion led by librarians from the Cooperative Children's Book Center (CCBC). Everyone attending should have

read either *Out of My Mind* by Sharon Draper (Atheneum, 2010) or *Bruiser* by Neal Shusterman (Harper-Teen, 2010) in preparation for this session. Participants will follow CCBC book discussion guidelines.

5:15 p.m. – 5:45 p.m.

Autograph Garden

Aloeswood

Erika Janik



5:30 p.m. – 6:30 p.m.

Wisconsin Library Association and Wisconsin Library Association Foundation Business Meeting

Suite F

7:00 p.m. – 9:00 p.m.

Awards Banquet

Convention A/H



CASINO BUS

Thursday · November 4

Departs Kalahari @ 9:30 pm

Departs Casino @ 11:30 pm

The bus will leave from the West
Entrance of the Convention Center

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

Thursday, November 4, 2010
5:30-6:30 PM
Kalahari Convention Center – Suite F
Wisconsin Dells, Wisconsin

AGENDA

- I. Call to Order, Alberto Herrera, Jr., President
- II. Report of the Secretary, Tasha Saecker
 - A. Approval of the minutes of the 2009 Annual Business Meeting
- III. Report of the President, Alberto Herrera
- 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, Alberto Herrera
 - I. Convene the WLA Foundation Business Meeting, Anita Evans, WLAF President
 - Approval of Minutes of 2009 Business Meeting
 - Campaign for Wisconsin Libraries
 - Scholarship Report
 - Other Business
- VII. Reconvene the WLA Business Meeting, Alberto Herrera
- VIII. Report of the American Library Association Councilor, Julie Schneider
- IX. Committee Reports
 - A. Nominations & Elections, Bob Pfeiffer, Chair
 - B. Committee on Organization – Approval of Bylaws Amendments, Karen Jander, Chair
- X. Resolutions, Peter Gilbert
- XI. Vice President's Report, Rhonda Puntney
- XII. New Business
- XIII. Adjournment

2010 WLA Awards and Honors

WLA/DEMCO Librarian of the Year Award

Marge Loch-Wouters, La Crosse Public Library

Library of the Year Award

Monona Public Library

Citation of Merit Award

John Wilmet, John Mielke, Mark Zastrow, Loren Gray, Davin Lescohier and Dick Schultz, Fort Atkinson, Wisconsin

Special Services Award

Robert Bocher, Public Library Technology Consultant
Division for Libraries, Technology and Community Learning, Department of Public Instruction, Madison

Trustee of the Year Award

Dr. Katherine Schneider, Eau Claire

Muriel Fuller Award

Susan Braden, Hedberg Public Library, Janesville

2010 Book Awards

Literary Awards Committee Honors

WLA Literary Award

Sean Carroll, *Remarkable Creatures: Epic Adventures in the Search for the Origins of Species*

Notable Authors

James Magnuson
Kenneth M. Stamp

Outstanding Achievement

Lauren Groff, *Delicate Edible Birds and Other Stories*
Jim Knipfel, *Unplugging Philco*
Greg Kot, *Ripped: How the Wired Generation Revolutionized Music*
Valerie Laken, *Dream House: a Novel*
Daniyal Mueenuddin, *In Other Rooms, Other Wonders*

Michael Perry, *Coop: A Year of Poultry, Pigs and Parenting*

Jay Reed, *Thor and More*

Kristine Rusch, *Diving into the Wreck*

Kathleen Kline Schmitt, Ronald Bruch and Frederick Binkowski, *People of the Sturgeon: Wisconsin's Love Affair with an Ancient Fish*

Patrick Somerville, *The Cradle: a Novel*

Outstanding Achievement in Poetry

Bruce Dethlefsen, *Breather*
Jesse Lee Kercheval, *Cinema Muto*
John Koethe, *Ninety-Fifth Street: Poems*
Margaret Rozga, *200 Nights and One Day*
Angela Sorby, *Bird Skin Coat*

Children's Book Award Committee

Elizabeth Burr/Worzalla Award

Tom Lichtenheld, illustrator*
Yes Day!
(Amy Krouse Rosenthal, author)

Notable Author

Gerald Morris*

Outstanding Achievement

Diana Cohn, author
Amy Cordova, illustrator*
Namaste!

Kevin Henkes, author*
Laura Dronzek, illustrator*
Birds

Lisa Moser, author*
Kathryn Brown, illustrator
Kisses on the Wind

Ken Stark*
*Marching to Appomattox:
The Footrace that Ended the Civil War*

*Children's Book Award winners with a Wisconsin connection

7:00 a.m. – 11:00 a.m.

Registration

Kalahari Convention Center - North Atrium

7:00 a.m. – 8:30 a.m.

Deluxe Continental Breakfast

North Atrium

7:00 a.m. – 8:30 a.m.

Outreach Services Round Table Business Meeting

Suite III

8:30 a.m. – 11:30 a.m.

Internet Café

Empress

*The Wisconsin Library Association Foundation salutes **Marge Loch Wouters**
and past Librarians of the Year for their excellent service to Wisconsin libraries.*

WLA/DEMCO Librarian of the Year Award

- | | | | |
|------|---------------------------------|------|-----------------------------------|
| 1956 | Elizabeth Burr, Madison | 1983 | Charles A. Bunge, Madison |
| 1957 | Dorothea M. Krause, Wausau | 1984 | Serena Nelson, Fennimore |
| 1958 | Helen Wahoski, Oshkosh | 1986 | John J. Jax, Menomonie |
| 1959 | Gertrude Thurow, La Crosse | 1987 | Jane Botham, Milwaukee |
| 1960 | Forrest Mills, Racine | 1988 | Jane Robbins, Madison |
| 1961 | Mabel Bailey, Fennimore | 1989 | Karen J. Krueger, Janesville |
| 1962 | Orrilla T. Blackshear, Madison | 1990 | Eugene A. Engeldinger, Eau Claire |
| 1963 | Jane K. Billings, Clintonville | 1991 | Paul Nelson, Middleton |
| 1964 | Margaret Moss, Madison | 1992 | Kurt Rothe, Green Bay |
| 1965 | Ethel Brann, Lake Geneva | 1993 | Kristine Adams Wendt, Rhinelander |
| 1966 | Beulah M. Larson, Stevens Point | 1994 | Kathy Pletcher, Green Bay |
| 1967 | Barbara E. Kelly, Manitowoc | 1995 | Pat Bakula, Menomonee Falls |
| 1968 | Edna K. Kraft, Merrill | 1996 | Robert Pfeiffer, South Milwaukee |
| 1969 | Josephine A. Rocca, Sheboygan | 1997 | Milton Mitchell, Eau Claire |
| 1970 | Bernard Schwab, Madison | 1998 | Mohammed M. Aman, Milwaukee |
| 1971 | Jeanne Dornfeldt, Fox lake | 1999 | James R. Danky, Madison |
| 1972 | Gerald A. Somers, Green Bay | 2000 | Richard W. Krumwiede, Appleton |
| 1973 | Florence Hensey, Wausau | 2001 | Louise S. Robbins, Madison |
| 1974 | John R. Proctor, Eau Claire | 2002 | Mary Jane Scherdin, Madison |
| 1975 | Leonard B. Archer, Jr., Oshkosh | 2003 | Nicholas C. Burckel, Milwaukee |
| 1976 | William D. Grindeland, Racine | 2004 | Peter Hamon, Madison |
| 1977 | Nancy Elsmo, Racine | | Rob Reid, Eau Claire |
| 1978 | Ginny Moore Kruse, Madison | 2005 | John V. Nichols, Oshkosh |
| 1979 | Wayne R. Bassett, Wausau | 2007 | Alice Sturzl, Laona |
| 1980 | Jane Greene, Sturgeon Bay | 2008 | Bernie Bellin, Waterford |
| 1981 | Patricia LaViolette, Green Bay | 2009 | Kathryn Hanson, Union Grove |
| 1982 | Nancy H. Marshall, Madison | | |

8:45 a.m. – 10 a.m.

10 Questions to Ask Before You Think About Building or Renovating Your Library

Mangrove

Hugh Anderson, Attorney, Cross Plains; **Kendall McWilliams**, Construction Manager, J. P. Cullen & Sons, Brookfield; and **Mike Gelhausen**, Library Director, Jack Russell Memorial Library, Hartford

This session will take an interactive, comprehensive look at the entire construction process and the specific questions which should be addressed before undertaking a building/renovating project. The panelists will also discuss lessons learned from past projects. Hugh Anderson will highlight the current laws and the rights a library has when selecting a delivery system. Kendall McWilliams, who is also LEED certified, will provide information on green options, cost management, schedule impact, potential savings, risk management, staff time and resource investment. Mike Gelhausen will provide insights from his experience as a library director raising funds and working with community groups. He will also discuss how to select an architect, how to work effectively with city officials, the responsibilities of a library board and how they may affect the process.

Accessing and Promoting Spanish Language Children's Literature

Suite III

Julie Kline, Academic Outreach and Program Coordinator, CLACS, UW-Milwaukee, **Mayra Sánchez Negrón**, Library Media Specialist and Instructional Technology Leader, Milwaukee Public Schools; **Amy Baumgart**, Teacher Librarian/Instructional Technology Leader, Allen-Field Elementary, Milwaukee Public Schools

Amy Baumgart and Mayra Negrón participated in a Fulbright-Hays Group Project, "Chile y la Literatura Infantil y Juvenil," sponsored by the Center for Latin American and Caribbean Studies (CLACS), UW-Milwaukee, during the summer of 2008. The program, based in Santiago, Chile, focused on Spanish-language children's and YA literature. Julie Kline will share Spanish language literature recognized by the Américas Award for Children's and Young Adult Literature, sponsored by the national Consortium of Latin American Studies Programs (CLASP) and coordinated by CLACS. Participants will become aware of the availability and use of authentic texts, both for second language learners and for heritage speakers. They will share a variety of book titles, potential publishers and vendors for acquisition, and valuable Spanish language websites for librarians, parents and teachers.

The Changing Landscapes of Wisconsin: A Digital Archive of Historic Aerial Photographs

Marula

Jamie Stoltenberg, Robinson Map Library, UW-Madison; **Leah Ujda**, University of Wisconsin Digital Collections Center, Madison

The UW-Madison has an unparalleled collection of historic aerial photos including a very rare and nearly-complete collection of the oldest aerial photos of the state, taken by the USDA from 1937–1941. This collection is in constant demand by a wide range of clients because it is the oldest systematic aerial survey of the state and has become a baseline for understanding changes to Wisconsin over the past 70 years. There are two major problems with this collection, however: (1) the physical media are fragile and cannot be replaced (thus they can never leave the library), and (2) as a result, access to these photos is difficult at best and the demand to use them significantly exceeds their availability. In a collaborative effort, the University of Wisconsin Digital Collections Center, the Robinson Map Library, the State Cartographer's Office and the Wisconsin Department of Transportation received a three-year grant to scan and geo-reference this collection and build a Web portal so images can be searched and downloaded by the general public. This presentation discusses the project in detail, including: the design and implementation of the metadata schema and record creation process; scanning and post processing; how Geographic Information Systems (GIS) facilitates photo indexing; and what the final Web interface will look like.

Communication: An Everyday Adventure!

Suite VI

Gail Johnson and **Pam Parr**, Face to Face Communications and Training, Inc.

In a world where communication is ubiquitous, instantaneous, and 24/7/365, miscommunication has become an epidemic. This engaging and interactive workshop will explore communication — with a twist. As clear, honest and open communication rises, so does productivity. Participants will have fun dissecting the reasons for communication sinkholes. Participants will learn to say what they mean with confidence and, as a result, get what they want.

WLA 2011 Conference

See you at the Hilton Milwaukee Center
and Frontier Airlines Center, Milwaukee,
Wisconsin, November 1–4, 2011

Grammar, Usage, and Style for Librarians and Reluctant Writers and Editors

Guava

JoAnne Lehman, Senior Editor, Office of the Women's Studies Librarian, University of Wisconsin System

Even without "writer" or "editor" in their job titles, librarians can spend a lot of time at work doing both — everything from writing press releases and grant proposals to editing annual reports and fund-raising appeals. And, if they're human, they can struggle with questions of grammar, usage and style. JoAnne, a senior editor, offers a tour of resources from books to blogs, with an emphasis on those that are free, online, and easy to use, and demonstrates their use in resolving some common dilemmas. Attend this session and no longer be stranded in the wilderness of misplaced modifiers, homonyms, sentence fragments and verb tenses.

Flock to the Library for a Raptor Encounter

Cypress

Ellen Schneiderman, Schlitz Audubon Nature Center, Bayside

Ellen will inspire and enlighten with her contingent of feathered ambassadors. Unique in the state of Wisconsin, the Sky Hunter team of 14 amazing hawks, owls, falcons, eagles and turkey vultures open the door to the natural world and make learning a personal experience. Ellen will discuss and demonstrate a range of programming options from pre-school story time to adult book clubs. Sky Hunters truly offers something for everyone and nothing engages an audience like these majestic birds!

Social Tagging in the Library: User-Generated Content, Folksonomies, and the Library Catalog

Tamboti

Scott McFadden, Head of Serials Cataloging, University Libraries, Ball State University, Muncie, IN

Social tagging — the application of non-hierarchical keywords to a resource — is gaining visibility through such popular applications as del.icio.us, Flickr and citeulike. Can libraries incorporate this new user-generated approach into their missions, without sacrificing the benefits of controlled vocabulary and traditional catalog rules? This presentation examines the practices of several libraries, both academic and public, and explores ways in which social tagging can help libraries meet the needs of the current generation of users.

Wisconsin Koha Enthusiasts User Group Meeting

Aloeswood

Vicki Teal Lovely, ILS Project Manager, South Central Library System

A user group for those using Koha or interested in Koha, an open source Integrated Library System. This group is also known as WisKE.

Even rocket scientists need librarians.



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

SUPPORT
Wisconsin Libraries
Keep Us All In A Better State

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

Aralia

Howard Burfeind, Ellsworth School Media Director, Ellsworth Community Schools; **Pete Gilbert**, Director, Seeley G. Mudd Library, Lawrence University, Appleton; **Martha Gammons**, PR Coordinator, Arrowhead Library System; **Gisela Newbegin**, Assistant Director, DeForest Area Public Library; **Anne Rauh**, Librarian, Wendt Commons Library, UW-Madison; **Teri Talpe**, Special Collections & Area Research, Murphy Library, UW-La Crosse

The Campaign for Wisconsin Libraries, a program of the WLA Foundation, is once again sponsoring the very successful Wisconsin Libraries Say Cheese! This panel wants to show the world the business — and the busyness — of libraries. By enlisting the Wisconsin library community to post snapshots online, the Campaign will showcase the rich and varied services offered in libraries of all types across the state. Learn how to include your library's story — in pictures!

10:45 a.m. – 12:00 p.m.

Adventures in Space Design: A Creative Process for Designing Library Spaces that Meet the Evolving Needs of Our Users and Staff

Marula

Steve Frye, Head of Reference Services, College Library, UW-Madison; **Carrie Kruse**, Director, College Library, UW-Madison; **Dave Luke**, Associate Director of Library Technology, UW-Madison

This presentation offers a space design process that involves understanding both library needs and library users' needs, testing plans with make-shift prototype designs and creating spaces that are characterized by flexibility and sustainability. Engage with multiple perspectives representing user needs, library service needs and operations management, and experience examples from a recent redesign project, which involved reference services, circulation services, reserves, campus student services, collection management and student computing needs.

“Circuit Rider”: Julia Wright Merrill and Public Library Extension, 1926–1944

Aralia

Joyce Latham, Assistant Professor, UW-Milwaukee

Julia Wright Merrill was the first advocate for public library “extension” services within the American Library Association. During her time at ALA, from 1925 to 1945, she provided the foundation for what is now the Public Library Association. A graduate of the University of Illinois, she worked as a public librarian for the Wisconsin Free Library Commission and in Ohio, her home state, before moving to ALA. She had a reputation as a quiet but committed advocate for libraries, was well liked and well respected, but consistently overshadowed by Carl Milam, the executive secretary of the association. Given the financial limitations on the ALA during this time, she often functioned as the Acting Executive Secretary while he was away. Lists of great women in librarianship often fail to recognize her contributions, however, and her listing in the Dictionary of American Library Biography is minimal. Merrill did leave behind an extremely detailed and extensive record of library development in the '20s and '30s, housed in the American Library Association Archives, and her coordination of outreach services provide significant clues to the ideological influences on the development of public libraries in North America. It also documents the incredible energy and commitment she brought to the profession.

Fun With FD Sys: a New, Improved Way to Find Online Federal Government Information

Suite III

Beth Harper, Government Documents Reference Librarian, Memorial Library, UW-Madison

Learn about the United States Government Printing Office's new digital system, FD Sys. This system, introduced to the public in 2009, improves upon and replaces GPO Access. FD Sys provides access to many of the most-requested government titles, including the Federal Register, the Congressional Record, the U.S. Budget and Compilation of Presidential Documents, as well as Congressional bills and documents. When called upon to assist patrons with questions about government documents, this is a tool to know. This demonstration will cover the scope of FD Sys and the basics of searching and retrieval.

Get to Know the Wisconsin Center for the Book

Mangrove

Don Johnson, Vice President of the Wisconsin Center for the Book, former senior editor emeritus and former Library Communications Director at UW-Madison, Johnson & Johnson Consulting, Waunakee; **Kate Thompson**, President of Wisconsin Center for the Book and Senior Editor, Wisconsin Historical Society Press

The Wisconsin Center for the Book celebrates Wisconsin readers and writers with programs and literary events throughout the state. Members of the WCB board of directors will describe this all-volunteer group and its programs, including Writers and Illustrators Speak (grant program bringing writers and illustrators to several Wisconsin communities each year) and Letters about Literature (national writing contest for students in grades 4–12). Plus, get a sneak peak at the WCB's new program, launching in 2011! The WCB is an affiliate of the Center for the Book in the Library of Congress and with Woodland Pattern Book Center, Milwaukee. For more information, visit <http://wisconsincenterforthebook.wordpress.com>.

In the Trenches: Media Wars

Cypress

Jay Rath, author, journalist, media consultant

Jay presents a funny (and alarming) look at the war between traditional and new media. Business models for newspapers, magazines and books are falling before Facebook, Kindle and Twitter — but are today's electronic print media also in danger? If no one is willing to pay for content, who will generate it in the future? And, as the pace of change continues to accelerate, what media conduits are on the horizon? Do these changes present a cultural threat, or is society merely exiting a historically brief period of mass-readership and “objective” journalism? Jay has researched and written extensively on media trends and has contributed to MTV, National Public Radio, *The Onion* and a variety of newspapers and magazines.

The LINKcat Raft on the Koha River Rapids

Tamboti

Vicki Teal Lovely, ILS Project Manager, South Central Library System

In April 2009, the LINKcat libraries of the South Central Library system selected Koha as their next generation Integrated Library System (ILS). SCLS contracted with LibLime for data migration, hosted services, setup, training and software development. LINKcat2.0 went live September 7, 2010. Vicki will describe how this foray into Open Source ILS software has been an adventure akin to a whitewater river rapids ride, but with a guide.

Managing Your Online Identity

Guava

Rebecca Buchman, Director, Black Creek Village Library; **Brett Rohlwing**, Webmaster, WisLISjobs.com; and **Tasha Saecker**, Director, Elisha D. Smith Public Library, Menasha

In this day and age, when you can lose your job over the content of your blog, it is important to know what the Internet is saying about you. This is especially true for job seekers, because employers are increasingly using Google and other search engines to investigate potential job candidates. The speakers will discuss not only how to use social media to control your Web presence, but also ways to use the Web to set yourself apart from other candidates. Successfully use the Web to jumpstart your career!

Resource Sharing Among Wisconsin Public Libraries

Aloeswood

Christine Barth, RL&LL, Wisconsin Department of Public Instruction; **Martha Farley Berninger**, RL&LL, Wisconsin Department of Public Instruction; **Charles Clemence**, Winding Rivers Library System; **Bob Shaw**, WiLS; and **Maureen Welch**, Indianhead Library System

This session offers a panel discussion of resource sharing practices and patterns among Wisconsin's public libraries. The panel will describe some of the functional and procedural models currently in place and discuss the workflow and customer service ramifications of those models. Attendees are encouraged to share their experiences and feedback on the efficacy of the resource sharing practices now in place in the state.

Take this Job and LOVE It!

Suite VI

Gail Johnson and Pam Parr, Face to Face Communications and Training, Inc.

Wanna be happier? Wanna make the most of every day? Wanna get excited about getting up and going to work? Then come and join Pam and Gail in this energetic and highly interactive workshop. Why? Because happy staff are engaged, productive, friendly and motivated. Happy staff treat customers so they can't wait to come back. And happy staff are a lot of fun to work with!

12:00 p.m. – 12:30p.m.

Autograph Garden

Cypress

Jay Rath



12:00 p.m. – 2:00 p.m.

President's Luncheon Green Fire: The Living Legacy of Aldo Leopold

Suite II

Curt Meine, Senior Fellow, The Aldo Leopold Foundation

More than 20 years after publishing the first biography of Wisconsin's famed conservationist, Aldo Leopold, Curt Meine remains involved in the continuing story of Leopold's impact on literature, history, conservation and environmental thought. Meine will share his thoughts on Leopold's enduring legacy — and how it continues to grow and change in response to the environmental challenges of the 21st century. Meine will also discuss his work on the first full-length documentary on Leopold, which is set to premiere this fall. He adds, "And don't be surprised if cranes somehow show up in my presentation!"



A revised edition of *Aldo Leopold: His Life and Work*, which includes a new preface by Curt and an appreciation by acclaimed Kentucky writer and farmer Wendell Berry, was released on October 19, 2010. Curt will be available to sign copies of his work after the luncheon.

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

2010 WLA Program Sponsors & Partners

AWSL – Association of Wisconsin Special Libraries

AWSL Business Meeting
Knowledge Journaling
Tour of the Robert L. Parkinson Library and Research Center at the Circus World Museum

CSRT – Circulation Services Round Table

Customer Service for those with Special Needs

DPI – Department of Public Instruction

BadgerLink: Striving to Evolve and Better Meet the Needs of Our Community
Books, Authors, Literature ... BadgerLink!
Building the Future: Libraries and the BadgerNet Fiber Grant
Iluminar: Exciting New Look and Feel of WISCAT
Making the Connection: Online, Email and IM Reference Services in Wisconsin Public and Academic Libraries
Using Media to Market Libraries
What's New Under the Domes: Post-Election Strategy Session
What's New with the Wisconsin Talking Book and Braille Library
WISCAT 2010: A Year of Significant Change

EMIERT – Ethnic & Multicultural Information Exchange Round Table

EMIERT Business Meeting

GIRT – Government Information Round Table

Fun With FD Sys: a New, Improved Way to Find Online Federal Government Information
GIRT Business Meeting

IFRT – Intellectual Freedom Round Table

Intellectual Freedom: It's Global, It's Local
IFRT Business Meeting
Library Staff and Trustee Electronic Communications and the Wisconsin Open Records Law: What You Can and Cannot Do

LD&L – Library Development and Legislation Committee

What's New Under the Domes: Post-Election Strategy Session

MATS – Media and Technology Section

Can You Hear Me Now? Shhhh!: Mobile Devices in the Library
The LINKcat Raft on the Koka River Rapids
MacGyver Library vs. Have You Heard About: Showdown of the Library Technology Titans
Pirates, Patrons, and You: Themes for Self-Checkout

NMRT – New Member Round Table

Managing Your Online Identity
NMRT Business Meeting
NMRT Social
Résumé Review

OSRT – Outreach Services Round Table

Ethics and Leadership: Making Choices for Social Justice
Luncheon with Art Munin – “White Privilege 101”
OSRT Business Meeting
Outreach at the Library: A Win-Win for Staff and Patrons
Sharing the Library Adventure in Your Community

RASS – Reference and Adult Services Section

Books: Bridges to the World
Discover Cooperative Extension: The Wisconsin Idea in Action
Online Data à la Carte: Web-based Table Makers in Social Science Data
RASS Business Meeting
Skype-Based Reference: A Study and a Pilot Project

READ – Readers Section

BISAC and Beyond: Adapting Retail Practices to a Library Setting
Dewey or Don't We?: BISAC v. Dewey
Notable Books Marathon
One Conference, One READ, Book Discussion
READ Business Meeting
Wisconsin Library Association Literary Award

2010 WLA Program Sponsors & Partners

RSRT – Resource Sharing Round Table

Resource Sharing Among Wisconsin Public Libraries
WISCAT 2010: A Year of Significant Change

SLIS – UW-Madison School of Library and Information Studies

UW-Madison SLIS Reunion

SOIS–UW-Milwaukee School of Information Studies

UW-Milwaukee SOIS Reunion

SSS – Support Staff Section

Tour of the Robert L. Parkinson Library and Research Center at the Circus World Museum

TSS – Technical Services Section

BISAC and Beyond: Adapting Retail Practices to a Library Setting

Dewey or Don't We?: BISAC v. Dewey

Cataloging in a Public Library System: Looking for Common Ground

Social Tagging in the Library: User-Generated Content, Folksonomies, and the Library Catalog

Testing RDA: How Will It Really Work?

TSS Business Meeting

WAAL – Wisconsin Association of Academic Librarians

Adventures in Space Design: A Creative Process for Designing Library Spaces that Meet the Evolving Needs of Our Users and Staff

Grammar, Usage, and Style for Librarians and Reluctant Writers and Editors

Performing Arts in Libraries: Live!

Staff Training at a Combined Services Desk

Stealth Marketing & Clip Art: Doing a Lot with a Little

Student Research Forum

WAPL – Wisconsin Association of Public Libraries

Being Safe and Secure in the Library

BISAC and Beyond: Adapting Retail Practices to a Library Setting

Building the Future: Libraries and the BadgerNet Fiber Grant

Creating a Successful Facebook Fan Page for Your Library: Tips and Tricks for Establishing a Vibrant Community

Dewey or Don't We?: BISAC v. Dewey

Flock to the Library for a Raptor Encounter

In the Trenches: Media Wars

Learning the Latest Technology @ the Library

Low-Hanging Fruit or Sour Grapes?: How to Get the Most Out of the Public Library Annual Report Data

Making Tortillas Dance

PowerPoint as a Marketing Tool

Vocera - Instant Voice Communication

WAPL Board Meeting

What's New With the Wisconsin Talking Book and Braille Library

The Wisconsin Farm Center and Public Libraries: Outstanding Partnership Opportunities

Wisconsin Humanities Council: A Great Resource for Library Programs and Book Discussions

Yes We Can! Creating Effective Partnerships between School and Public Libraries through Resource Sharing

WeLead – Wisconsin Emerging Librarians Exploring and Developing

Lessons to Lead By: Assessing and Building Your Leadership Skills

Speed Networking

WIGLHR – Wisconsin Genealogy and Local History Round Table

Badger Boneyards: The Eternal Rest of the Story

Penny Loafers & Bobby Pins: Tales and Tips from Growing Up in the '50s and '60s

Raiders of the Lost ARCs (and Public Libraries): Adventures in Local History Digitization

A Short History of Wisconsin

Stories of Rural Life: Horse-Drawn Days and Barns of Wisconsin

2010 WLA Program Sponsors & Partners

Wisconsin Education & Curriculum Librarians

Business Meeting

WisKE – Wisconsin Koha Enthusiasts

WisKE User Group Meeting

WISL – Wisconsin Small Libraries Section

How We Hacked WordPress: A Crash Course for Librarians

WISL Business Meeting

Yes We Can! Creating Effective Partnerships between School and Public Libraries through Resource Sharing

WLA Conference Planning Committee

10 Questions to Ask Before You Think About Building or Renovating Your Library

Bookcart Drill Team Competition

The Changing Landscapes of Wisconsin: A Digital Archive of Historic Aerial Photographs

Communication: An Everyday Adventure!

Digital (and Free!) Tools in Your Library

Get to Know the Wisconsin Center for the Book

Marilyn Johnson: This Book Is Overdue!

President's Luncheon – “Green Fire: The Living Legacy of Aldo Leopold” with Curt Meine

Take this Job and LOVE It!

WLA – Wisconsin Library Association

Meet and Mingle with Exhibitors

Past President's Breakfast

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

WLA Board Meeting

WLA/WLAF Annual Business Meeting

WLAF – Wisconsin Library Association Foundation

Awards and Honors Banquet

Bowling and Boards!

The Magic, Power and Joy of Philanthropy — Embracing and Enhancing the Role of Private Gifts in Managing Your Library Budget with Marcy Heim

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

WLA/WLAF Annual Business Meeting

WLAF Silent Auction

WLTF – Wisconsin Library Trustees and Friends

Bylaws and Operational Manuals

The Future of Libraries and eBooks

Leaving the Comfort Zone: Advocacy by Friends of the Library Groups

Library Staff and Trustee Electronic Communications and the Wisconsin Open Records Law: What You Can and Cannot Do

What's New Under the Domes: Post-Election Strategy Session

WLTF Board Meeting

WLTF Luncheon with Marcy Heim — Creating Possibilities for Your Library — It's Everybody's Job

WWLW – Women Library Workers

“Circuit Rider” – Julia Wright Merrill and Public Library Extension, 1926–1944

YSS – Youth Services Section

Accessing and Promoting Spanish Language Children's Literature

Best Fiction for Young Adults: 2011 Nominees

Book Discussion with CCBC Librarians

“Can Children's Books Save the World?” Behind the Scenes at the Arbuthnot Lecture with Kathleen T. Horning

Elizabeth Burr/Worzalla Wisconsin Children's Book Awards

Graphically Speaking

Luncheon with Gordon Korman

Using Media to Market Libraries

YSS Board Meeting

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