

2017 WAPL Conference

April 26–28 • Holiday Inn Hotel & Convention Center, Stevens Point



Sponsored by the Wisconsin Association of Public Libraries (WAPL)
A division of the Wisconsin Library Association



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- Length of Program: Two Years
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- Start Date: August & January
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Careers:

- Circulation Supervisor
- Education Paraprofessional
- Library Assistant
- Library Technician
- Technology Coordinator

You'll Learn About:

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

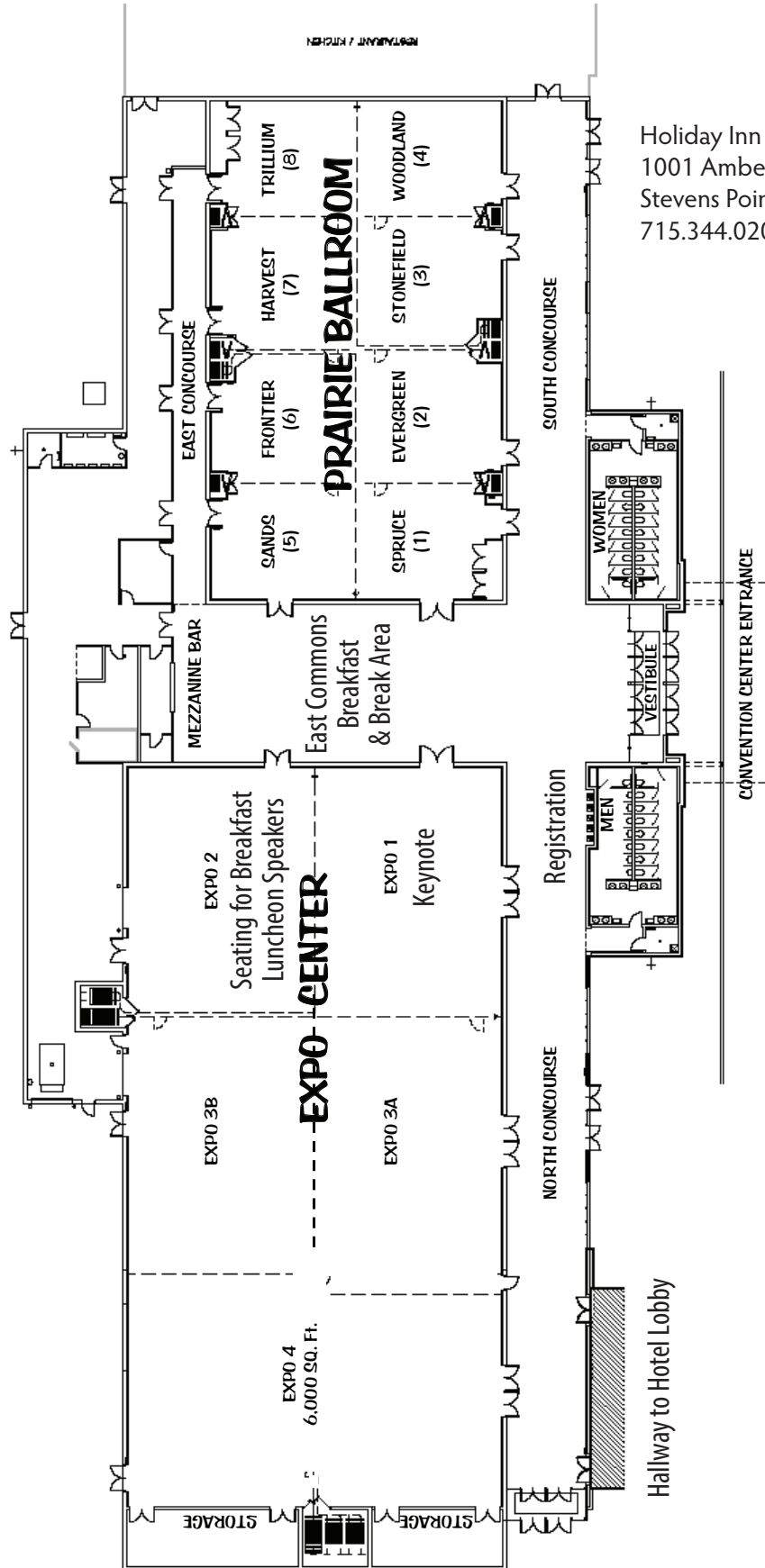
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Convention Site



Holiday Inn Hotel & Convention Center
1001 Amber Avenue
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Schedule (at a glance)

Wednesday, April 26

Noon – 3:00 p.m.	WPLC Annual Meeting	Trillium
3:30 – 5:00 p.m.	SRLAAW Meeting	Trillium
5:00 – 7:00 p.m.	Registration	Convention Center North Concourse
6:30 – 7:00 p.m.	WAPL Leadership Meeting	Holiday Inn Top Shelf Lounge
7:00 – 9:00 p.m.	New Members Meet & Greet	Holiday Inn Top Shelf Lounge

Thursday, April 27

7:00 – 8:30 a.m.	Continental Breakfast	Convention Center East Commons
7:00 – 5:00 p.m.	Registration	Convention Center North Concourse
8:45 – 10:00 a.m.	Keynote Address: Nickolas Butler—A Writer’s Life	Expo 1
10:00 – 10:30 a.m.	Break	Convention Center East Commons
10:30 a.m. – 5:30 p.m.	BadgerLink Homepage Redesign Usability Testing	Convention Center East Commons
10:30 – 11:30 a.m.	#Hashtag: Promoting Your Library through Social Media	Evergreen
	3D Printers: Annoying Gadget or Technological Wonder	Harvest
	Difficult Choices: Filtering in Libraries	Frontier
	Public Library System Redesign Update & Discussion	Woodland
	Talk It Up! Non-Fiction!	Trillium
	This is a No Hit Zone: Promoting Health Kids	Stonefield
11:45 a.m. – 1:15 p.m.	Luncheon: Dawn Logsdon—Update of Status of Free for All: Inside the Public Library	Expo 2
1:45 – 2:45 p.m.	Build a Better World with BadgerLink	Evergreen
	Community Engagement Through Podcasting	Frontier
	Do You Have a Grief Section? Readers Advisory to the Bereaved and in Crisis	Stonefield
	It’s Not Just the Facts, Ma’am: Creating and Marketing a Dynamite Youth Non-Fiction Collection	Harvest
	Libraries, Publishers, Authors and Bookstores: How Do They Fit Together?	Woodland
	LSTA and Wisconsin Libraries: What Does the Next Five Years Hold?	Trillium
2:45 – 3:15 p.m.	Break	Convention Center East Commons
3:15 – 4:15 p.m.	A Librarian’s Place Is In The Resistance	Evergreen
	Conversation Starters—Speed-Dating Style	Frontier
	Influencing Your Legislator	Trillium
	Smash ‘em, Bash ‘em...Roller Derby at the Library	Woodland
	STEAM Programming on a Budget: Planning High Interest Programs to Engage Families & Youth	Harvest
4:30 – 5:30 p.m.	At the Movies with Librarians VIII: Books of Future Past	Evergreen
	Flip the Children’s Space: A Face Lift for Kids?	Harvest
	Health and Wellness @ the Library	Frontier
	My Remote Stacks: Lessons from Virtual Reference	Stonefield
	Teach and Be Taught: Teens in Your Library	Woodland
	WLTF Leadership Meeting	Trillium
5:30 – 7:00 p.m.	PLSR Community Conversation Night!	Expo 2
5:45 – 6:45 p.m.	YSS Leadership Meeting	Evergreen
6:30 – 7:30 p.m.	Tour of the Great Northern Distilling Company of Plover	
8:00 – 9:00 p.m.	WISL Leadership and Business Meetings	Evergreen

Friday, April 28

7:00 – 8:30 a.m.	The Eye Opener Breakfast	Convention Center East Commons
7:00 – 10:30 a.m.	Registration	Convention Center North Concourse
8:30 – 9:30 a.m.	A Community Partnerships Framework in Action	Frontier
	Care and Feeding of the Entrepreneur	Evergreen
	Hot Off The Press: Crafting a Successful E-Newsletter.	Woodland
	The Return of the Notable Reports Panel Strikes Again!	Trillium
	Working With a Website Developer	Stonefield
9:30 – 10:00 a.m.	Break	Convention Center East Commons
10:00 – 10:45 a.m.	Advocacy From the Top: Spring Your Board to Action	Evergreen
	Introverts Unite!	Frontier
	Managing a Vibrant Volunteer Program	Woodland
	Portable Audio/Video Digitization and Data Rescue: PROUD and PRAVDA.	Trillium
	Sound Learning: Read-Alongs Enhancing Literacy Development	Stonefield
11:00 a.m. – Noon	All Play! Literature Engagement for Public Libraries	Frontier
	Digitizing Local Newspapers for Preservation & Discovery	Evergreen
	Genre Fiction Roundup	Woodland
	Library-Community Partnerships: Made In Heaven or Shotgun Marriages?	Trillium
	On A Mission: Toward Mission-Based Library Programming	Stonefield
	The Myth of Work-Life Balance for Library Leaders	Harvest
12:15 – 1:45 p.m.	Luncheon: Nicolette Warisse Sosulski—I Laughed. I Cried.	Expo 2

Welcome

Welcome to Stevens Point!

Have you visited Stevens Point before? We are so happy you've joined us at our Wisconsin Association of Public Libraries (WAPL) conference this year. The city has much to offer for an inquisitive public librarian: delicious restaurants, visiting local breweries, exploring the local arts scene and (of course) a vibrant community library! Even though Stevens Point is located so conveniently within the center of the state, we know it can be a hassle to take time away from your lives and your libraries. Thank you for making WAPL a priority for your professional life!

The conference theme this year is *Who Tells Your Story?* From advocacy, to marketing, to serving the very diverse needs of our communities, our WAPL programming will hopefully have practical pieces for us all to take back and implement within our own communities.

I hope this conference empowers you to tell your own story! It is a fantastic conference lineup and all of the credit must go to the hard working WAPL conference planning committee and our dedicated Wisconsin Library Association staff for all of their good work making this event a success.

This conference is largely a volunteer effort with assistance from WLA staff. WLA and WAPL are always looking for volunteers. Please consider taking an active role in your Association by volunteering. You can learn more at our WAPL New Member Meet & Greet, Wednesday evening in the Top Shelf Lounge. I hope to see you there!

Katherine Elchert
Rice Lake Public Library
2017 WAPL Chair



Keynote

Thursday, April 27, 8:45 – 10:00 a.m.

- **Nickolas Butler**
A Writer's Life



Expo 1

Nickolas was born in Allentown, Pennsylvania, raised in Eau Claire, and educated at the UW-Madison and the University of Iowa Writer's Workshop. He is the author of the internationally bestselling novel *Shotgun Lovesongs*, which was selected as the 2015 Wisconsin Library Association's Literary Award winner. His collection of short stories, *Beneath the Bonfire*, was one of WLA's 2016 Outstanding Achievement selections. He is the winner of France's prestigious PAGE Prix America, the 2014

Great Lakes Great Reads Award, the 2014 Midwest Independent Booksellers Award, the 2015 UW-Whitewater Chancellor's Regional Literary Award, and has been long-listed for the 2014 Flaherty Dunnan Award for First Novel and short-listed for France's FNAC Prix. He has previously worked as a Burger King maintenance man, a tutor, a telemarketer, a hot-dog vendor, an innkeeper (twice), an office manager, a coffee roaster, a liquor store clerk and an author escort. His itinerant work includes potato harvester, grape picker and Christmas tree axe-man. His short stories, poetry and non-fiction have appeared in *Ploughshares*, *The Kenyon Review Online*, *The Lumberyard*, *The Christian Science Monitor*, *Narrative*, *Sixth Finch* and several other publications. His newest novel, *The Hearts of Men*, will be available for signing immediately following the keynote.

He lives on 16 acres of land in rural Wisconsin adjacent to a buffalo farm. He is married and has two children.

Luncheon Speakers

Thursday, April 27, 11:45 a.m. – 1:30 p.m.

- **Dawn Logsdon**
Update of Status of Free for All: Inside the Public Library



Expo 2

Dawn's career has been dedicated to making films about civic issues and city life, particularly at the neighborhood level. She directed and produced *Faubourg Treme: The Untold Story of Black New Orleans* (2008), which premiered nationally at the Tribeca International Film Festival. It went on to win the SFIFF Golden Gate Award for Best Documentary and was a PBS Black History Month feature presentation three years in a row. Dawn co-directed and edited *Big Joy: The Adventures of James Broughton* (2013) and *Lindy Boggs: Steel and Velvet* (2008). Dawn edited the Sundance Award-winning *Paragraph*

175 by Rob Epstein & Jeffrey Freidman, Academy Award-nominated *Weather Underground* by Sam Green, Emmy award-winning *Have You Heard from Johannesburg?* by Connie Field, and the Peabody award-winning *The Castro*. Short films that she produced and directed include *Tomboy*, which was exhibited at the Whitney Museum and aired on PBS. Dawn received a BA in Philosophy from UC Berkeley. Her honors include a Soros OSI Media Fellowship, California Arts Council Artist Residency, BAVC Media Maker Award, Djerassi Artist Residency, Louisiana Division of the Arts Fellowship, New Orleans Contemporary Art Center Artist Fellowship, and the New Orleans Arts Council Award.

Friday, April 28, 12:15 – 1:45 p.m.

- **Nicolette Warisse Sosulski**
I Laughed. I Cried.



Expo 2

Since 2005, Nicolette has been the Business Librarian at Portage District Library in Portage, Michigan, where she develops the business, reference, 200s and 600s, database collections and programming, with special interests in new business development, investor education and "How to be a (Re)Search Ninja," a workshop in search and information literacy. Since receiving her MLIS from the iSchool at the University of Washington in 2004, she has also worked as a staff librarian for QuestionPoint, monitoring public, academic and business queues across the country and in Great Britain. Other interests include

bibliographic instruction for high school and college students and best practices in virtual reference. Her musings on these can be found in her column "Real Life Reference" in *Booklist Online*; "A Reference for That," a column in *RUSQ*, which she co-edits with Dave Tyckoson, and other library publications.

A native of Louisville, Kentucky, she has moved from collecting Southern cookbooks in quest of the ultimate chess pie recipe to having a serious cookbook habit, possibly requiring a 12-step program. She has two college-age sons, Peter and Nicholas; two dogs, Pandora and Penelope; and in her free time she escapes to worlds where endings are happy and plucky females triumph.

Wednesday, April 26

Noon – 3:00 p.m.

- **WPLC Annual Meeting**

Trillium

The annual meeting of the Wisconsin Public Library Consortium (WPLC) is a time for the Board and Steering Committee to get together and share information with interested library attendees. Come learn more about WPLC and share your thoughts with the Board and Steering Committee! (Please note: 12:00–12:45 p.m. will be used for Board business. All are welcome, but the discussion portion of the meeting will begin at 1:00 p.m.)

3:30 – 5:30 p.m.

- **SRLAAW Meeting**

Trillium

5:00 – 7:00 p.m.

- **Early Registration**

Convention Center North Concourse

6:30 – 7:00 p.m.

- **WAPL Leadership Meeting**

Holiday Inn Hotel & Convention Center - Top Shelf Lounge

7:00 – 9:00 p.m.

- **New Members Meet & Greet**

Holiday Inn Hotel & Convention Center - Top Shelf Lounge

All WLA members are invited to join us to greet our new members. This is a great opportunity for you to help us welcome them and make new connections.



Thursday, April 27

7:00 a.m. – 5:00 p.m.

- **Registration**

Convention Center North Concourse

7:00 – 8:30 a.m.

- **The Continental Breakfast**

Convention Center East Commons (with seating in Expo 2)

Fresh baked muffins, assorted fresh pastries, yogurt, bagel with cream cheese, fresh orange juice, coffee, hot tea or 2% milk.

8:45 – 10:00 a.m.

- **KEYNOTE ADDRESS: Nickolas Butler**
A Writer's Life



Expo 1

In 2009 and 2010, internationally best-selling and prize-winning author Nickolas Butler and his wife were living in Madison, scratching by on state assistance and food stamps. At the time, Butler was working at a liquor store, making eight dollars an hour, while his wife was finishing her final two years in law school. During this same period, and as they drew closer to foreclosure and bankruptcy, they welcomed their first child into the world. Butler will

discuss the challenges and rewards of the working writer, and the years of his life leading up to the publication of *Shotgun Lovesongs* and, later, *The Hearts of Men*.

Nickolas will sign his latest book, *The Hearts of Men*, immediately following the keynote address until 10:30.

Sponsor: WAPL Conference Committee

10:00 – 10:30 a.m.

- **Break**

Convention Center East Commons

10:00 a.m. – 5:30 p.m.

- **BadgerLink Homepage Redesign Usability Testing**

Gail Murray, Kara Ripley, Ben Miller – all from Department of Public Instruction, Madison Convention Center Concourse

The BadgerLink team is planning on a homepage redesign in summer of 2017, and they are looking for thoughtful input from librarians across the state to help them make the best website possible for all of BadgerLink's varied users. Stop by their table to participate in their usability/user experience testing for a few minutes at a time.

Sponsor: DPI (Department of Public Instruction)

10:30 – 11:30 a.m.

- **#Hashtag: Promoting Your Library through Social Media**

Jennifer Bernetzke, Schreiner Memorial Library, Lancaster; Angela Noel, Brodhead Memorial Public Library; Lydia Sigwarth, Platteville Public Library

Evergreen

As public librarians, we understand and appreciate the value and services we provide to our communities. What can we do to promote and share all we offer in our instant-Internet age? Join us for tips and tricks to brand and promote your library over social media platforms including Facebook, Twitter, Pinterest and Instagram. We will also discuss the importance of logo recognition and cohesive branding across communications streams.

#ThisSessionWillBeAwesome

Sponsor: WAPL (Public Libraries)

- **3D Printers: Annoying Gadget or Technological Wonder Thing?**

Richard Zaborowske, Neenah Public Library

Harvest

It seems as if the library world hasn't experienced something as popular as 3D printers since the invention of the cardigan. While 3D printers are undeniably awesome, they are also noisy and time consuming. Find out what it really takes to operate a 3D printer and if it is truly worth the price and your staff's valuable time. In this workshop, you will learn the basics of 3D printing as well as things to take into consideration before operating a 3D printer in a library setting. Find out what works and what doesn't as Richie shares his experience with using a 3D printer in a library setting.

Sponsor: WAPL (Public Libraries)

- **Difficult Choices: Filtering in Libraries**

Nikki Busch, Oregon Public Library; Ryan Claringbole, Department of Public Instruction, Madison; Vicki Teal Lovely, South Central Library System, Madison

Frontier

Filtering internet in libraries is not a simple decision. While many libraries choose not to filter the internet for a variety of reasons, it prevents them from being CIPA compliant and being able to apply for E-rate funds and certain kinds of equipment in LSTA grants. Is filtering worth the benefits available from E-rate and LSTA? Join Nikki, Ryan and Vicki to hear the pros and cons of filtering and if it is something that should be looked at (maybe again and again).

Sponsor: RASS (Reference & Adult Services)

- **Public Library System Redesign Project Update & Discussion**

Christina Jones, Altoona Public Library; *Gus Falkenberg*, Indianhead Federated Library System, Eau Claire; *Sherry Machones*, Northern Waters Library System, Ashland; *Ben Miller*, Resources for Libraries and Lifelong Learning, DPI, Madison

Woodland

The Public Library System Redesign (PLSR) Steering Committee and workgroups are working on new coordinated service models, with the goal of identifying models to maximize the investments made into coordinated services and to improve services to libraries and the citizens of Wisconsin. To learn more about the project, please visit: <http://www.plsr.info/>. This session will provide a brief update on the progress of the project to date, and focus on the results of topic teams that were formed from the workgroups to determine service regions, to consider how libraries will get information and request help, and to develop a unified model for resource sharing.

Sponsor: PLSR (Public Library System Redesign)

- **Talk It Up! Non-Fiction!**

Kristen Anderson, Winding Rivers Library System, West Salem; *Pamela Thompson*, La Valle Public Library; *Kim Dearth*, Wonewoc Public Library; *Gina Rae*, Wilton Public Library; *Elizabeth Timmons*, Muehl Public Library, Seymour

Trillium

Panel discussion of non-fiction content in these specific areas: self-help/personal development, cookbooks, animals, great non-fiction for book group discussions and narrative non-fiction.

Sponsors: WAPL (Public Libraries), WISL (Small Libraries)

- **This is a No Hit Zone: Promoting Healthy Kids and Safer Communities at Your Library**

Dana Johnson, La Crosse Public Library; *Dawn Wacek*, La Crosse Public Library

Stonefield

No Hit Zones support healthy relationships and safer environments by preventing hitting across the age span. Learn about the growing “No Hit Zone” movement, how your library, regardless of size, can become a No Hit Zone, and leave this presentation with resources for your staff and for the public as you promote safety and health in the lives of the children, adults and families in your community.

Sponsors: WAPL (Public Libraries), YSS (Youth Services)

11:45 a.m. – 1:30 p.m.

- **Luncheon: Dawn Logsdon, Filmmaker, Serendipity Films LLC, San Francisco Update of Status of Free for All: Inside the Public Library**



Expo 2

Filmmaker Dawn Logsdon will present an update on media project FREE FOR ALL. This film-based project about the American public library is told through the voices of some of the millions of Americans who use their local libraries every day, along with those of generations past who forged the library's starring role in the public commons.

The cornerstone of FREE FOR ALL is a feature-length documentary film intended for PBS broadcast. The film is a contemporary road trip to libraries across the United States, intercut with outstanding and rarely seen archival material. Its structure juxtaposes two revolutionary moments in the American library story—the original

“Library Movement” that swept the country in late 19th century, and the current early 21st century struggle to bring public libraries into the digital age. It will be a rollicking and visually stunning mosaic of faces, architecture and stories that celebrates the diversity of the American library experience past and present, while investigating the urgent issues libraries face today.

Sponsor: WAPL Conference Committee

1:45 – 2:45 p.m.

- **Build a Better World with BadgerLink**

Kara Ripley, Department of Public Instruction, Madison Evergreen

You already coordinate learning activities at your library, now let BadgerLink help create great and easy drop-in and in-person programming! The new Build a Better World-themed program plans incorporate our licensed content, and are free, easy-to-use and customizable. Learn about and discuss all the great ways you can use BadgerLink resources for library programs.

Sponsor: DPI (Department of Public Instruction)

- **Community Engagement Through Podcasting**

Colin McGinnis, Kaukauna Public Library Frontier

Have you found yourself thinking of new program ideas to engage diverse populations in your community and, after the event is over, it's forgotten? Podcasting simultaneously engages and archives the process and is your link to developing a library of diverse content, new perspectives in your community and awareness of library services.

Sponsor: OSRT (Outreach Services)

- **Do You Have a Grief Section? Readers Advisory to the Bereaved and in Crisis**

*Nicolette Warisse Sosulski, Portage District Library, Portage, Michigan
Stonefield*

Nicolette did not realize at first just how much her background manning a crisis hotline or working as a benefits counselor for health insurance programs informed her reference praxis, until somebody else observed her working with bereaved patrons searching for answers or spouses of Alzheimer's patients in crisis. It turns out she was using the techniques taught in her previous jobs and they were working. She looks forward to sharing these same techniques with you.

Sponsor: WAPL Conference Committee

- **It's Not Just the Facts, Ma'am: Creating and Marketing a Dynamite Youth Non-Fiction Collection**

*Marge Loch-Wouters, Retired, La Crescent, Minnesota
Harvest*

Discover tips on building and promoting an eye-catching, dynamic youth non-fiction collection. We'll look at ways to practice strategic selection and purchasing, methods to increase circulation through displays, creative cataloging and savvy practices that help you stretch your budget while creating a non-fiction collection kids will devour.

Sponsors: WISL (Small Libraries), YSS (Youth Services)

- **Libraries, Publishers, Authors and Bookstores. How Do They Fit Together?**

*Daniel Goldin, Boswell Book Company, Milwaukee
Woodland*

Everything you might want to know about how these stakeholders fit together and how you can better work with your local bookstore, if you are lucky enough to have one nearby.

Sponsor: READ (Readers)

- **LSTA and Wisconsin Libraries: What Does the Next Five Years Hold?**

Presented by DPI Public Library Development Team Staff

Share your ideas on the future of LSTA! The Wisconsin Department of Public Instruction (DPI) receives annual federal funding from the Institute for Museum and Library Services (IMLS) through the Grants to States program through the Library Services and Technology Act (LSTA). The use of funds depends on the goals of each state as shown through a five year plan. Recently, Wisconsin evaluated its previous five year plan (2013-2017) and is in the process of developing its next five year plan (2018-2022). During this session, Public Library Development Team (PLDT) staff will share insights from the formal evaluation and elicit input from attendees on future goal areas. This session is part presentation and part inspiration—bring your ideas!

Sponsor: DPI (Department of Public Instruction)

2:45 – 3:15 p.m.

- **Break**

Convention Center East Commons

- **A Librarian's Place Is In the Resistance**

Virginia Roberts, Rhinelander District Library; Dawn Wacek, La Crosse Public Library; Katherine Elchert, Rice Lake Public Library; Hollis Helmecki, Rusk County Community Library, Ladysmith Evergreen

This panel will offer some ideas about how to resist without being targeted as a result, and if one is targeted, how to address this. We will consider displays, collection development, programming and social media options that allow for the free sharing of ideas that encourage the best aspects of every community. Open discussion will end this presentation, so please come with your thinking caps firmly on your heads.

Sponsor: WAPL Conference Committee

- **Conversation Starters—Speed-Dating Style**

*Lori Burgess, Fond du Lac Public Library
Frontier*

The most beneficial parts of attending a conference are often the informal discussions and the connections you make over dinner. Join us for small group, casual conversation starters— Does your library have a notary on staff? What is the most unusual item you circulate? How do you handle kids skateboarding near the entrance? What kind of relationship do you have with your municipality? How does your system handle ILLs? Do you have a book sale? Do you put paperbacks and hardcovers on the same bib records? Bring your own questions or use ours to spark connections and meet other people. Don't forget to bring your business cards!

Sponsor: TSS (Technical Services)

- **Influencing Your Legislator**

*Steven Conway, DeWitt Ross & Stevens Law Firm, Madison
Trillium*

Are you wondering how to help your library? Do you think advocacy is for other people? Come to this session and hear from Steven on how best to advocate for your library and state library issues directly with legislators.

- **Smash 'em, Bash 'em... Roller Derby at the Library**

*Jenna Assmus, Rio Community Library
Woodland*

What happens when a librarian and a crew of Derby athletes get together? Come hear the story of the day the Mad Wreckin' Dolls visited the Rio Community Library. We'll guide you through our planning process and help you connect with Roller Derby resources throughout the state.

Sponsor: WAPL (Public Libraries)

- **STEAM Programming on a Budget: Planning High-Interest Programs to Engage Families and Youth**

*Emily Zorea, Brewer Public Library, Richland Center
Harvest*

Can you plan high interest programs that encourage youth's natural curiosity in subjects related to Science, Technology, Engineering, Art and Math (STEAM) with almost no funds? You bet! We will cover specific, low-budget program ideas ready to be offered at your institution including Mummy Math, Marshmallow Igloos, Animals in Flight Science, Straw Towers, Bridge Engineering, Computer Coding in Scratch and more. Session will conclude with information on writing community-funded STEAM grants.

Sponsor: YSS (Youth Services)

4:30 – 5:30 p.m.

- **At the Movies with Librarians VIII: Books of Future Past**

Sherry Machones, Northern Waters Library Service, Ashland; *Rachel Arndt*, Milwaukee Public Library; *Kim Dearth*, Wonewoc Public Library; *Erin Foley*, Adams County Library, Adams Evergreen

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

Sponsor: WISL (Small Libraries)

- **Flip the Children's Space: A Face Lift for Kids?**

Patricia S. Becker, Barron Public Library; *Susan Queiser*, Barron Public Library
Harvest

A 13-month journey to redesign a 103-year-old Carnegie space into one that would encourage families and patrons to stay awhile and explore. Changes included the creation of a subject bin in the picture book collection, going to a hybrid version of Dewey Light (bye-bye numbers!), a remodel with new desk and shelf tops, weeding, creating open spaces and the creation of a Tween area and collection.

Sponsor: WISL (Small Libraries)

- **Health and Wellness @ The Library**

Bobbi Newman, National Network of Libraries of Medicine, Greater Midwest Region, Iowa City, Iowa
Frontier

A recent Pew study found that health is the second-most-searched-for information online. Public libraries are often the only access to computers and/or broadband in their communities and are a trusted institution. We will provide an overview of health information needs and some no-cost resources from the National Network of Libraries of Medicine.

Sponsor: RASS (Reference & Adult Services)

- **My Remote Stacks: Lessons from Virtual Reference**

Nicolette Warisse Sosulski, Portage District Library, Portage, Michigan
Stonefield

Nicolette estimates that she has done 11,000 hours of chat reference at the national cooperative level since 2004. During this time, she has been a/the reference librarian on staff for hundreds of different public and academic libraries across the US and UK, virtually all of which she has never set foot in. She now considers any library other than her own, her "remote" stacks. So can you.

Sponsor: RASS (Reference & Adult Services)

- **Teach and Be Taught: Teens in Your Library**

Emily Sanders, Barrett Memorial Library, Williams Bay
Woodland

A year ago, the presenter embarked on the greatest adventure (so far) of her career: starting a Teen Advisory Board. She was terrified of all the possibilities. What if it failed? What if it succeeded? What if no one came? WHAT IF EVERYONE CAME!? Join Emily Sanders, the Teen Services Coordinator at Barrett Memorial Library, as she tells stories from the inside, offers concrete program ideas, shares her philosophy with working with teens (Teach and Be Taught), and even hear from the teens themselves. No matter your library's size, you're sure to discover something your teens have in common with hers!

Sponsor: YSS (Youth Services)

- **WLTF Leadership Meeting**

*Edgar (Skip) Mosshamer, LibrariesFirst, Williams Bay
Trillium*

5:30 – 6:30 p.m.

- **YSS Leadership Meeting**

*Terry Ehle, Lester Public Library, Two Rivers
Evergreen*

Youth Services Section will host a meeting to discuss upcoming YSS business. Open to the YSS members, new members always welcome.

Sponsor: YSS (Youth Services)

5:30 – 7:00 p.m.

- **PLSR Community Conversation Night!**

Hosted by the PLSR Steering Committee

Expo 2

The Public Library System Redesign process may lead to significant changes for how coordinated services are provided to public libraries. We know there are concerns and questions about this process and its potential results, so please come to hear more about some concerns, and share your own questions and concerns. Some questions we might talk about: What does the goal of more equitable services mean for libraries across the state? Will there still be library systems and, if not, what will keep libraries connected as they currently are? What might this all mean for our colleagues at systems and other organizations and agencies that currently provide coordinated services to libraries? How might changes be implemented without causing chaos? Will any changes really happen? We sincerely hope you will register for this important event to discuss concerns and questions with participants from the PLSR process. Hors d'oeuvres and cash bar will be available.

Sponsor: PLSR (Public Library System Redesign)

6:30 – 7:30 p.m.

- **Tour of the Great Northern Distilling Company of Plover**

The company uses local ingredients from within a 150-mile radius of Portage County to produce whiskey, rum, gin, vodka and other products at their local facility. Join WAPL friends for a 45-minute tour, including a walkthrough of the entire process, and sample the spirits they are making.

Bus will leave at 6:30 in front of the Holiday Inn Hotel.

8:00 – 9:00 p.m.

- **Wisconsin Small Libraries Section (WISL) Leadership Meeting and Business Meeting**

*Jacqueline Rammer, Lakeview Community Library, Random Lake
Evergreen*

Friday, April 28

7:00 – 10:30 a.m.

- **Registration**

Convention Center North Concourse

7:00 – 8:30 a.m.

- **The Eye Opener**

Convention Center East Commons (with seating in Expo 2)

Assorted morning pastries, seasonal fresh fruit platter, fluffy scrambled eggs with cheddar cheese, buttermilk pancakes, homestyle potatoes, Applewood smoked bacon, fresh orange juice, coffee, tea or milk.

8:30 – 9:30 a.m.

- **A Community Partnerships Framework in Action**

Adriana McCleer, Appleton Public Library

Frontier

So, your library is outward facing? What does that mean? The Community Partnerships Department of the Appleton Public Library designed a Collaboration Framework as a tool to plan and evaluate strategic efforts and responses to community needs and requests. The framework situates community partnerships in the context of ongoing library efforts and enables clear articulation of purpose to internal and community stakeholders. Attend this program to learn about the design process and this tool in action!

Sponsor: OSRT (Outreach Services)

- **Care and Feeding of the Entrepreneur**

Nicolette Warisse Sosulski, Portage District Library, Portage, Michigan

Evergreen

Serving the business community is one way of confirming the relevance of your library to your local patron populace. However, entrepreneurs can sometimes be scary or challenging. How can a librarian who does not have a business background provide value-added assistance to these patrons and make a dollars-and-sense difference to the local economy? Nicolette, business librarian since 2005 and winner of the 2011 Gale Cengage Award for Excellence in Business Librarianship, can help.

Sponsor: WAPL (Public Libraries)

- **Hot Off The Press: Crafting a Successful E-Newsletter**

Jill Fuller, Bridges Library System, Waukesha Woodland

2% open rates. Template nightmares. Boring content. Email marketing is a necessary component in reaching our patrons, but how do we do it in ways that are worth our time and effort? In this presentation, we'll discuss "all things newsletter," including content ideas, design no-no's and best practices that will help you craft the perfect newsletter and entice your patrons to open them.

Sponsor: WAPL (Public Libraries)

- **The Return of the Notable Reports Panel Strikes Again!**

Leah Langby, Indianhead Federated Library System, Eau Claire; Bruce Gay, Milwaukee County Federated Library System; Steve Ohs, Lakeshores Library System, Waterford; Jessica Williams, Mount Horeb Public Library; Sara Gold, WiLS, Madison; Andrea Coffin, WiLS, Madison Trillium

Back again by popular demand! Each year, a number of new reports about public libraries are produced by organizations like Pew, OCLC, ALA, Library Journal, The Aspen Institute and others. These reports contain valuable information that can help us do our jobs better but, unfortunately, few of us have the time to read every single one. The goal of this session is to help attendees get an overview of those reports and their implications for our work. Each panelist will share a summary of a report they believe is significant and discuss the broad and practical implications for their libraries.

Sponsor: WAPL (Public Libraries)

- **Working With a Website Developer**

Michael Diedrick, Byte Studios, Milwaukee; Jacki Potratz, Milwaukee Public Library Stonefield

You need a new website for your library? It can be an overwhelming task because establishing a web presence is essential to succeeding. It's an investment into your mission and how you interact with your community. Michael and Jacki will help you understand the process of finding and selecting the best web development team to meet your needs. With details on searches, APIs, content management, user accounts and more, you'll learn practical tips about how to get the most from your developers and how to work together to solve problems and find new ways to connect and inspire.

Sponsor: WAPL (Public Libraries)

9:30 – 10:00 a.m.

- **Break**

Convention Center East Commons

- **Advocacy From the Top: Spring Your Board to Action**

John Keister, John Keister & Associates: Executive Search, Vernon Hills, Illinois; Sarah Keister Armstrong, Sarah Keister Armstrong & Associates, LLC; Strategic Planning, Grayslake, Illinois Evergreen

Library consultants John Keister and Sarah Keister Armstrong team up for a presentation to help directors engage with, persuade and motivate trustees to become advocates for the libraries they serve. Drawing on their years of experience both serving on and working with library boards, John and Sarah bring a combination of professional advice and practical tips on navigating the relationship between board members and directors. This three-pronged session will cover how directors can better speak the language of boards, how to motivate trustees into active roles as advocates and practical tips from their experiences.

Sponsor: WAPL Conference Committee

- **Introverts Unite!**

Virginia Roberts, Rhinelander District Library Frontier

Current library trends are compelling us to “turn outward,” to do more outreach and to lobby for our libraries. But if you are shy, hate public speaking, or are generally introverted, how do you avoid a daily panic attack? Come share your horror stories, successes and coping strategies to realize how you can act like an extrovert when you’re really an introvert.

Sponsor: TSS (Technical Services)

- **Managing a Vibrant Volunteer Program**

Meredith Lowe, UW-Madison SLIS; Anna Palmer, UW-Madison SLIS Woodland

Tap into the expertise, enthusiasm and energy of your local residents to make your public library a welcoming presence in your community. In this presentation, we talk about the rewards and challenges of recruiting, training and managing library volunteers. Details about job descriptions, application forms and training manuals will be shared, as well as what elements make up a successful volunteer policy.

Sponsor: UW-Madison SLIS

- **Portable Audio/Video Digitization and Data Rescue: PROUD and PRAVDA**

Dorothea Salo, UW-Madison Trillium

Got priceless local history on perishable VHS or audiocassette? How about floppy disks? What about your patrons’ family history? Meet PROUD and PRAVDA, two portable, shippable kits that expand Wisconsin’s ability to save 20th-century media. (PROUD and PRAVDA were made possible by IMLS Sparks! Grant #SP-02-16-0015-16.)

Sponsor: UW-Madison SLIS

- **Sound Learning: Read-Alongs Enhancing Literacy Development**

Sharon Grover, Retired, Janesville; Jamie Swenson, Author
Stonefield

Picture book read-alongs combine text, illustration and sound, creating an expanded art form that aids in acquiring visual and print literacy skills. Wisconsin children's author Jamie Swenson and audiobook literacy consultant Sharon Grover will show how read-alongs encourage fluency, vocabulary development and comprehension and offer suggestions for using read-alongs in library programs and readers' advisory. In addition, Jamie will demonstrate how her work in library storytime influences the use of language in her picture books.

Sponsor: YSS (Youth Services)

11:00 a.m. – Noon

- **All Play! Literature Engagement for Public Libraries**

Valerie Edwards, Monona Grove High School, Monona; Ashlee Kunkel, Milton Public Library
Frontier

Join Valerie and Ashlee in exploring the literary resources available to support your programming and patron support efforts. TeachingBooks.net is a digital resource containing thousands of tools to guide engagement with Children and Young Adult books and authors. Bring your laptop or mobile device and follow along as we discuss applications for promoting your book collection, guiding parents in selecting books for their children, supplementing programs such as book discussions, and further adding digital components to library programming. Access to TeachingBooks.net is provided via BadgerLink.

Sponsor: DPI (Department of Public Instruction)

- **Digitizing Local Newspapers for Preservation and Discovery**

John Sarnowski, ResCarta Foundation, La Crosse
Evergreen

Digitization of local newspapers for preservation and discovery requires a balance of file size, standardization and sufficiency of metadata. We know that keeping image data for a long period of time requires that the file format be open and well known, that the total storage size will impact the cost of storage over time, and that the quality of the metadata will determine reuse. In this session, we will examine three current digital newspaper systems to determine how each system provides for Preservation and Discovery.

Sponsor: WIGLHR (Genealogy & Local History)

- **Genre Fiction Roundup**

Kim Boldt, Milwaukee Public Library Villard Square; Amanda Brandt, Hudson Area Joint Library, Hudson; Terry Ehle, Lester Public Library, Two Rivers; Jackie Rammer, Lakeview Community Library, Random Lake; Emily Laws, Cedarburg Public Library; Emily Sanders, Barrett Memorial Library, Williams Bay
Woodland

Prepare yourself for a fast-paced roundup of the best 2016 and 2017 genre fiction for adults and young adults. Panelists will discuss the genres of urban fiction, horror, science fiction, fantasy, mystery, romance and realistic fiction.

Sponsor: READ (Readers)

- **Library-Community Partnerships: Made In Heaven or Shotgun Marriages?**

Kelly Krieg-Sigman, La Crosse Public Library

Trillium

Much has been spoken and written about the critical need for libraries to form partnerships with other libraries and community organizations in order to fulfill their mission. But not all partnerships are created equal and, all too often, the library ends up on the losing end of the deal. This interactive session discusses key components to a successful partnership, and how to ensure that both partnering agencies benefit equally from the partnership.

Sponsor: WAPL (Public Libraries)

- **On A Mission: Toward Mission-Based Library Programming**

Don Litzer, T.B. Scott Free Library, Merrill

Stonefield

In an era where libraries' circulation of things is largely in decline, adult programming is no longer a fringe service—rather, programming is increasingly critical to being relevant in the communities we serve. In this program, you'll explore ways to integrate adult programming with your institution's strategic documents, and discuss how doing so can expand your programming opportunities and optimize their impact.

Sponsor: RASS (Reference & Adult Services)

- **The Myth of Work-Life Balance for Library Leaders**

Cindy Fesemyer, Columbus Public Library; Jean Anderson, South Central Library System, Madison Harvest

Can we really have it all? Yes, we DO it all; we prove that every day. Do we do it all perfectly and on-time with a smile on our faces each and every one of those days? No. In this highly interactive session, we'll explore the idea of giving up on perfect, living with the guilt of missing either a meeting or a family dinner and how to keep that smile on your face through it all.

Sponsors: WAPL (Public Libraries), WISL (Small Libraries)

12:15 – 1:45 p.m.

- **Luncheon: Nicolette Warisse Sosulski, Business and Reference Librarian, Portage (MI) District Library**

I Laughed. I Cried.



Expo 2

You hear people say this about a movie. You sometimes hear them say it about a book. In 30,000 hours of reference, I have had reference interaction experiences causing me to snork my Coca-Cola (not coke) or fight back tears at what my patrons tell me. I truly believe that today's reference librarian, completely unlike the bun-headed shusher or factfinder that is so often depicted, may be a social worker, counselor, tutor, instructor, standup comedian, telepath and karaoke participant—all in the same shift. You will hear tales that support this statement and may give insights into patron types that you work with every day.

August 9-11, 2017



Wisconsin Library Association's Leadership Development Institute

Vision & Mission

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

Program Design

- Leadership Development Institute was designed by and for librarians (3 years in development)
- Program design based on research and best practices
- Program Components
 - 5 overarching leadership competencies with learner outcomes
 - Leadership style assessment completed for each attendee
 - 2 ½ day interactive and highly immersive learning event
 - 7-8 Cohort Groups participate in each program
 - Instructors from within and outside of the library industry
 - Focus on decision making, ethics, value and integrity
 - Financial support for attendees from small libraries
 - Upon completion of program participants become part of an electronic community to help continue personal and professional growth
 - Personalized learning experience tailored to individual goals and challenges





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An additional thank you to the WLA Staff

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