



Wisconsin Association of Public Libraries
2019 Annual Conference

Central WI Convention
+ Expo Center
10101 Market Street
Rothschild, WI 54474

Holiday Inn & Suites
1000 Imperial Avenue
Rothschild, WI 54474

May 1-3, 2019



2019 LEADERSHIP DEVELOPMENT INSTITUTE AUGUST 7-9 • MADISON PUBLIC LIBRARY

WLA's Leadership Development Institute is an immersive and interactive learning experience focusing on five core leadership competencies: Change Management, Emotional Intelligence, Critical Decision Making, Collaboration and Relationship Building; advancing the Vision and Mission of WLA by developing strong, confident leaders. Using instructional design tools such as the Gallup StrengthsFinder Assessment and the Cohort Group Model, the program maximizes the potential of library professionals by enhancing their knowledge of these competencies for use in their own organizations and in the individual communities in which they serve.

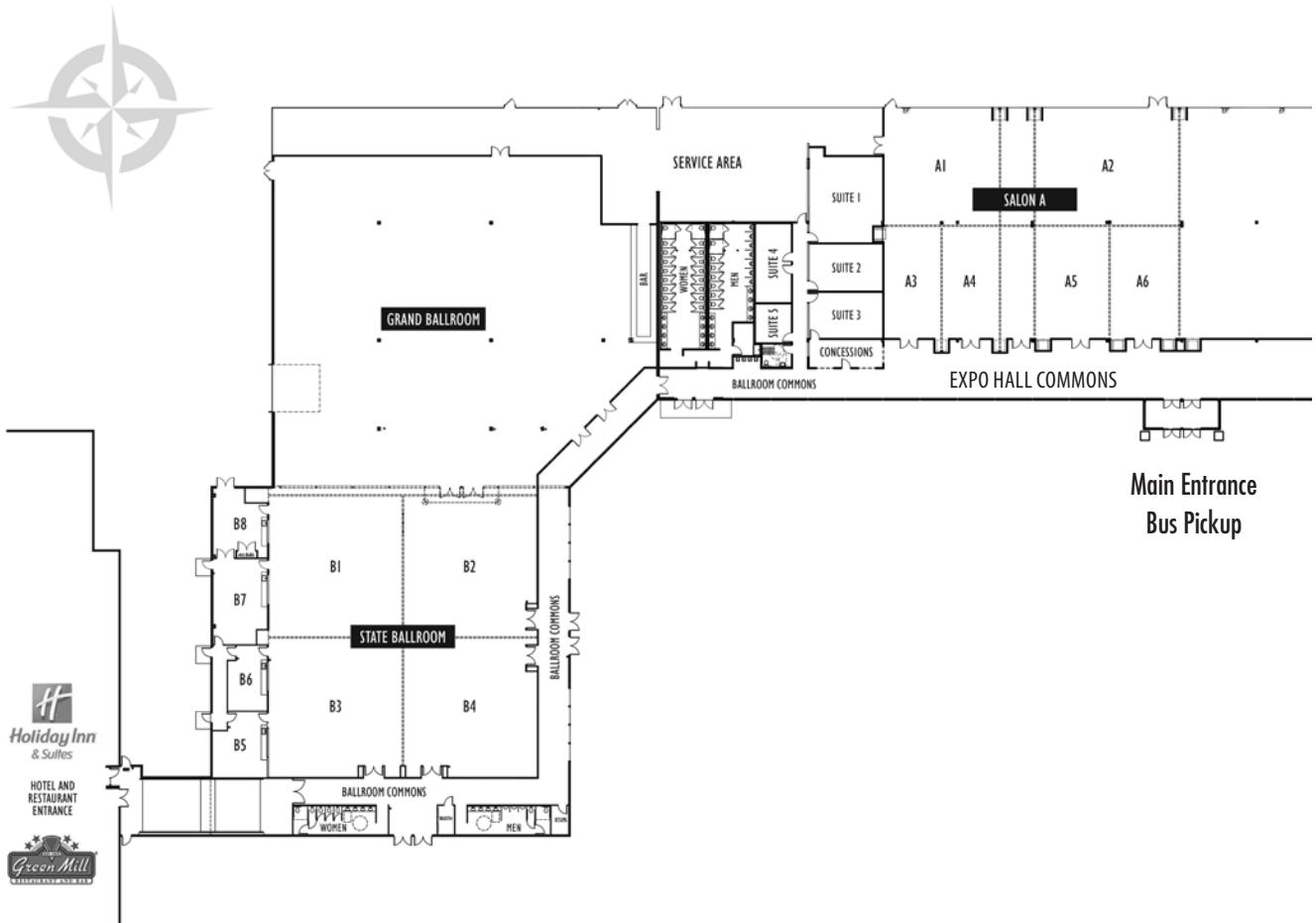
The Leadership Development Institute is designed for those who must think strategically about emerging institutional and informational needs, changing expectations of library leaders, new technologies and long-range plans for their library. The curriculum will deepen your insights, expand your professional network and broaden your approach to leadership.

WLA's third annual Leadership Development Institute will take place at the distinguished Central Branch of the Madison Public Library. Professionals who wish to submit an application for consideration should do so, via WLA's website, no later than May 31, 2019. Only 30 participants will be accepted. The cost to attend the two and a half day program is \$300 (\$375 for non-WLA members), which includes nationally-recognized speakers and all program materials.





Convention Site



**10101 Market Street, Suite B40
Rothschild, Wisconsin 54474**
P: 715-370-4170 F: 715-355-1076
www.cwconventionexpo.com

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Schedule (at a glance)

Wednesday, May 1

1:00 p.m. – 3:00 p.m.	WPLC Annual Meeting	A3
3:30 p.m. – 5:30 p.m.	SRLAAW Meeting	A3
4:00 p.m. – 5:00 p.m.	WAPL Leadership Meeting	A4
5:00 p.m. – 7:00 p.m.	Early Registration	Expo Hall Commons
5:00 p.m. – 6:15 p.m.	Marathon County Public Library Tour — Marathon County	Transportation provided (if you choose to drive, address is 300 N First Street, Wausau)
6:30 p.m.	YSS Social @ Sconni's Alehouse & Eatery	1239 Schofield Ave, Schofield
7:30 p.m. – 9:00 p.m.	Blast-Off to WAPL Conference @ the Green Mill	Holiday Inn & Suites

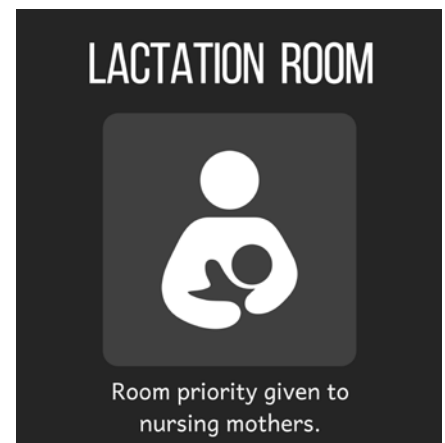
Thursday, May 2

7:00 a.m. – 8:30 a.m.	Rise and Shine Breakfast	Grand Ballroom
7:00 a.m. – 4:00 p.m.	Registration	Expo Hall Commons
7:30 a.m. – 8:30 a.m.	WISL Leadership Meeting	A3
8:45 a.m. – 10:00 a.m.	Keynote Address with Trenton Smiley	Grand Ballroom
10:00 a.m. – 10:30 a.m.	Poster Sessions and Break	Expo Hall Commons
10:30 a.m. – 11:30 a.m.	Survey of Wisconsin Library Data	A3
	How We Did It: Community Involvement Fair	A1
	LAWDSY, lawdsy: Workforce Development	A4
	Service Organizations: Connect with Communities	A5
	Top Twelve Ways to be a Bad Selector	A2
	Transformative Grant Funding for Libraries	A6
11:45 a.m. – 1:30 p.m.	Luncheon with Michael Perry	Grand Ballroom
1:45 p.m. – 2:45 p.m.	30 Ways to Make Your Small Library Extraordinary	A2
	Become an Escape Room Master!	A1
	Putting Down Roots: Supporting Genealogists	A3
	Upgrade Your Programming Possibilities with Quality Live Streams	A6
	Who's in Charge? Building Strong Relationships	A5
	Yesterday's News, Today's History	A4
2:45 p.m. – 3:15 p.m.	Poster Session and Break	Expo Hall Commons
3:15 p.m. – 4:15 p.m.	At the Movies XII	A2
	Building a Library Budget	A5
	Innovative Friends Programs Generate Funds	A1
	Leadership Development Institute	A4
	Makerspace: In Real Life	A3
	Video Games as a Core Collection	A6
4:30 p.m. – 5:30 p.m.	Diversity in Children's Books	A2
	Don't Tell Me You Care About My Privacy	A4
	Find Them Where They're At (Patrons, That Is)	A5
	Gamers and Library Programming	A1
	How Do You Do ... Redux	A6
	WAPL Notable Reports Panel 2019	A3
6:00 p.m. – 9:00 p.m.	Make It a Trivia Night @ the Great Dane Pub	2305 Sherman Street, Wausau

Friday, May 3

7:00 a.m. – 8:30 a.m.	Country Buffet Breakfast	Grand Ballroom
7:00 a.m. – 10:00 a.m.	Registration	Expo Hall Commons
8:30 a.m. – 9:30 a.m.	Building Issues They Didn't Teach in Library School	A5
	Don't Sit Still! Music, Yoga and Dance	A2
	Help Your Patrons Cut the Cable Cord	A6
	Love in the Stacks: Romance Novels	A3
	Making Space: Rethinking Your Library.	A4
	Show Me the \$\$\$: Grant Writing 101	A1
9:30 a.m. – 10:00 a.m.	Poster Session and Break.	Expo Hall Commons
10:00 a.m. – 11:00 a.m.	From Seeds to Subs: Community Engagement	A5
	Hidden Gem: Local Wisconsin Authors	A6
	Leading Without Being the Boss	A2
	Money As You Grow.	A4
	Small Library, Big Changes.	A1
	WPLC: It's More Than Just OverDrive!.	A3
11:15 a.m. – 12:15 p.m.	Current Library Marketing Trends	A2
	Public Library System Redesign: Next Phase	A4
	Rising to the Next Challenge: NARCAN.	A5
	Sneak in the Vegetables.	A6
	Storming the Forts: Library Service on the Move!	A1
	The Beauty and Personal Growth Doing Outreach	A3
12:30 p.m. – 1:45 p.m.	Luncheon with Jesse Vieau	Grand Ballroom

Thank you for attending the 2019 WAPL Conference. We hope you enjoyed your experience and look forward to seeing you April 29–May 1, 2020 at the Best Western Premier Waterfront Hotel & Convention Center in Oshkosh.



Suite 4
Please stop at the Registration Desk
for more information.



Welcome

Welcome to Rothschild!

We are very happy that you have joined us at the Wisconsin Association of Public Libraries (WAPL) conference this year. The Wausau area has so much to offer: great restaurants, breweries, museums, parks and fantastic libraries. Thank you for taking time away from your lives to make the WAPL conference a priority and a part of your professional development.

The conference theme this year is “Mission Possible.” From marketing, to grant funding, to community engagement, the presentations at this conference will give you the tools and information you need to make the “impossible” seem possible!

The WAPL conference planning committee, along with the Wisconsin Library Association (WLA) staff, have worked very hard to bring you a fantastic conference lineup. This conference, in fact all WLA conferences, are mostly volunteer efforts. They wouldn't be possible without the hard work of your peers. If you run across one of the hard-working conference planners over the next few days, thank them for their efforts!

If you haven't taken a more active role in your Wisconsin Library Association by volunteering to serve, I really encourage you to do so. Getting involved, meeting your peers from across the state and working with them on committees and projects for the Association is a tremendous opportunity for professional and personal growth. It is also a way for you to develop skills and abilities in areas that you may not get a chance to in your daily work life. You can learn more at the registration desk or at the WAPL Blast-Off Wednesday evening in the Green Mill restaurant adjacent to the conference center. I'll be there!



A handwritten signature in cursive script that reads 'Barry McKnight'.

Barry McKnight
2019 WAPL Chair
La Crosse Public Library



Keynote

Thursday, May 2, 8:45 – 10:00 a.m.

- **Trenton Smiley**

Keynote: How to Better Leverage Library Resources for Marketing Success

Grand Ballroom



Trenton Smiley is the Marketing and Communications Director for Capital Area District Libraries (CADL) in Lansing, Michigan. He has a MBA in Marketing and 20 years of experience that began at the Detroit Public Library. He has earned numerous honors, including ALA's prestigious John Cotton Dana Public Relations Award and the Michigan Library Association's Award of Excellence. He's been a presenter for the Michigan Library Association, Indiana Library Federation, Library Marketing and Communication Conference and Wild Wisconsin Winter Web Conference. Recently, he was asked to serve on the Board of the Library Marketing Conference Group.



Guest Speakers

Thursday, May 2, 11:45 a.m. – 1:30 p.m.

- **Michael Perry**

Luncheon with Michael Perry: Sneezing Cows, Tents and the Back Forty

Grand Ballroom



Michael Perry is a New York Times bestselling author, humorist, playwright, and radio show host from New Auburn, Wisconsin.

Perry's bestselling memoirs include *Population: 485* (recently adapted for the stage), *Truck: A Love Story*, *Coop*, *Visiting Tom* and *Montaigne in Barn Boots: An Amateur Ambles Through Philosophy*. Among his other dozen titles are *The Scavengers* (for young readers) and his novel *The Jesus Cow*.

Raised on a small Midwestern dairy farm, Perry put himself through nursing school while working on a ranch in Wyoming, then detoured into writing. He lives with his wife and two daughters in rural Wisconsin, where he serves on the local volunteer fire and rescue service and is an intermittent pig farmer. He hosts the nationally-syndicated "Tent Show Radio," performs widely as a humorist, and tours with his band the Long Beds (currently recording their third album). His

three live humor albums include *Never Stand Behind A Sneezing Cow* and *The Clodhopper Monologues*, and can be found online at www.sneezingcow.com.

Perry's essays and nonfiction have appeared in numerous anthologies and publications including *The New York Times Magazine*, *Esquire*, *The Oxford American*, *Backpacker*, *Outside*, *Runner's World* and *Salon.com*. His writing assignments have taken him to the top of Mt. Rainier with Iraq War veterans, into the same room as the frozen head of Ted Williams, across the United States with truckers and country music singers, and—once—buck naked into a spray-tan booth. "As a writer," says Perry, "I find my greatest privilege lies not in telling my story; it lies in being trusted to tell the story of another."

Friday, May 3, 12:30 – 1:45 p.m.

- **Jesse Vieau**

Luncheon: Making Justice

Grand Ballroom



Jesse Vieau is a Teen Services Librarian at Madison Public Library who utilizes the Bubbler program model to connect teenagers to a wide range of people and resources in the community. As the library's project manager for their Making Justice and Media Academy initiatives, his larger goal is to work with library staff, teachers, artists and other community stakeholders to continue building platforms for teenagers to engage in hands-on learning and to share their voices, especially those who are at-risk or court-involved. He was recognized by *Library Journal* as a 2017 Mover & Shaker for his work on the Making Justice program.



Wednesday, May 1

1:00 – 3:00 p.m.

- **Wisconsin Public Library Consortium (WPLC) Annual Meeting/Board Meeting**

A3

Join the WPLC Board and Steering Committee to learn more about the consortium and the Wisconsin Digital Library, and discuss the collection recommendations for 2020. Everyone is encouraged to attend the WPLC annual meeting! This annual joint meeting of the Board and Steering Committee is an opportunity for the community to get together and reflect on what's happened in the last year and think about upcoming projects and possibilities.

3:30 – 5:30 p.m.

- **System and Resource Library Administrator's Association of Wisconsin (SRLAAW) Meeting**

A3

4:00 – 5:00 p.m.

- **WAPL Leadership Meeting**

A4

5:00 – 6:15 p.m.

- **Tour of the Marathon County Public Library**

300 N. First Street, Wausau

Transportation provided; bus will pick up and drop off at the main entrance by Expo Hall Commons.

5:00 – 7:00 p.m.

- **Early Registration**

Expo Hall Commons

6:30 p.m.

- **Youth Services Section (YSS) Social**

Sconni's Alehouse & Eatery, 1239 Schofield Avenue, Schofield

The Mission: Gather with Youth Librarians to discuss top secret Youth Services Shenanigans across Wisconsin! Eat good food, enjoy adult beverages, bring home a few wacky improv games to test on your youth and find out how YSS can make your life easier. Resources, mentorships, professional development, personal development... you get the drift.

All librarians, member and non-YSS member, are most welcome.

7:30 – 9:00 p.m.

- **Blast-Off to WAPL Conference!**

Join us in the adjacent Green Mill restaurant for a chance to meet new people and hang out with longtime colleagues.





Thursday, May 2

7:00 a.m. – 4:00 p.m.

- **Registration**

Expo Hall Commons

7:30 – 8:30 a.m.

- **Rise and Shine Breakfast** Grand Ballroom

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

A3

8:45 – 10:00 a.m.



KEYNOTE: How to Better Leverage Library Resources for Marketing Success

Grand Ballroom

*Trenton Smiley, Director of Marketing & Communications, Capital Area District Libraries
Lansing, Michigan*

Does your library lack the budget, staff and time to effectively build a strong brand and/or market your services? This eye-opening presentation from an award-winning library marketer will inform and inspire you to make better use of your organization’s strengths and resources to achieve your marketing objectives without using a lot of time and money.

Attendees will be shown a unique approach on how to leverage their library’s reputation, staff expertise, partnerships, collections and more.

10:00 – 10:30 a.m.

- **Poster Sessions and Break**

Expo Hall Commons

Conference Orientation

Nyama Reed, Whitefish Bay Public Library

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

Pin Your Library: Interactive Push-in Board

Tammy Peasley, Black River Falls Public Library; Amy Stromburg, Amery Public Library; Angie Bodzislav, Spooner Memorial Library

Where in the state is your library? To highlight the many small Wisconsin libraries registrants would place a push pin locating the library they represent on a big Wisconsin map mounted on a display board. All libraries can participate — big and small. While you’re at it, be sure to register for our “basket of goodies” drawing.

TEACH Program

Matt Yeakey, TEACH, Wisconsin Department of Administration, Madison

TEACH offers subsidized internet connections as well as several grants to libraries and schools. Stop by our poster to see what we’re all about and how we might be able to help you!

- **A Survey of Wisconsin Library Data: A Big Picture Look at Library (and Community) Similarities and Differences Told Through Data**

Bruce Smith, WiLS, Madison; Melissa McLimans, WiLS, Madison; Kate Clark, WiLS, Madison

A3

Every library and community across Wisconsin has a story and in the course of strategic planning, these stories emerge in the gathered data and information. In the last five years, WiLS has worked with nearly 30 libraries in the state developing their strategic plans. From this work, we have gathered results from library surveys, community conversations, demographic trends, annual DPI report data and more. In this session, they will take a big picture look at this data and information and share what they've learned about Wisconsin libraries and their communities. From library perception, to library usage, to community needs, they'll discuss how the issues and needs of libraries and communities match with each other and how they differ.

- **How We Did It: Community Involvement Fair for Adults**

Emma Radosevich, Platteville Public Library; Karina Zidon, Platteville Public Library

A1

Are you looking to reach adult patrons and support a more engaged community? After a series of listening sessions, Platteville Public Library learned that adults in their community wanted more opportunities to meet new people and volunteer. Adult service librarians stepped up and created a new event: a college-inspired involvement fair for grown-ups. The fair has helped dozens of local groups connect with new members, volunteers, other groups--and the library. This session will teach you how to host a similar event and engage your community in a meaningful way.

- **LAWDSY, lawdsy: Come Learn about Libraries Activating Workforce Development Skills (LAWDS)**

Martha Berninger, Department of Public Instruction, Madison; Kristen Anderson, Winding Rivers Library System, West Salem; Jon Menz, West Central Wisconsin Workforce Development Board

A4

Wisconsin public library staff will have new opportunities to collaborate with and learn from colleagues in the workforce development community through a \$250,000 grant from the Institute for Museum and Library Services' Laura Bush 21st Century Library Program. Panelists from the Libraries Activating Workforce Development Skills (LAWDS) Project Advisory Council will share information on learning opportunities and seek feedback on the project. Come and lift your voice.

- **Service Organizations: An Opportunity to Connect with Communities**

Cherie Sanderson, Boulder Junction Public Library; Kent Barnard, Wild Rose Public Library

A5

If you are seeking a way to increase your community involvement, as a library leader or staff member, an excellent way to accomplish that is to join a local service organization like Rotary, Lions, Kiwanis, and more. Our panel of library directors and staff with experience in a variety of service organizations will be on hand to discuss the importance of getting outside the walls of the library in order to build relationships in the community that can strengthen ties between the library and other government agencies, nonprofit organizations, and private businesses.

- **Top Twelve Ways to be a BAD Selector**

Marge Loch-Wouters, Loch-Works Consulting

A2

Most of us love the collection development parts of our job. But sometimes it can get overwhelming and we make decisions that seem to work in the short-run but have negative implications in the long-run. We all have areas that we need to improve on in our work as selectors, de-selectors and collection strengtheners. Join a seasoned youth librarian for a humorous journey into the "let's not do this" of selection and strategies to make your selection work stellar.

- **Transformative Grant Funding for Little Libraries: How to Find Them, Apply and Succeed**

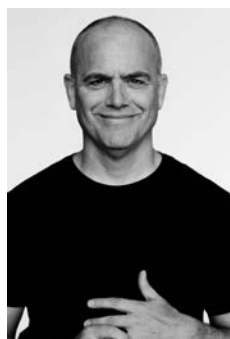
Jean Anderson, South Central Library System, Madison; Andrea Halbersma, Lester Public Library, Vesper; Cindy Fesemyer, Columbus Public Library; Ellen Jacks, UW-Madison

A6

Grant seeking is intimidating. The right one is hard to find. Forms are long and sometimes complicated. And should you contact the grantmaker ahead of time or not? Grant seeking demystified! Andrea won a Midwest area public libraries grant that provided circulating science kits for kiddos in her community. Cindy received an Institute of Museum and Library Services National Leadership grant to fund library-led municipal planning. Ellen introduces a free database, tells you where to find the perfect grant opportunity for your library and how to set yourself up for success.

11:45 a.m. – 1:30 p.m.

- **Luncheon with Michael Perry: Sneezing Cows, Tents and the Back Forty**



Grand Ballroom

Humorist and bestselling author Michael Perry will share humorous and heartfelt stories based on his life in rural Wisconsin. This luncheon will be special, so he may wear a clean shirt. Well, a shirt anyway.

1:45 – 2:45 p.m.

- **30 Ways to Make Your Small Library Extraordinary**

Jamie Matczak, Wisconsin Valley Library Service, Wausau

A2

Small libraries don't have large budgets or staff. They might have to spend parts of the day shoveling the sidewalks or cleaning up a mess in the restroom. In spite of this, they have the power to be great. They can do simple, practical things that can instantly make a difference. From creating a more positive work environment to providing helpful tech tools, discover the possibilities for your small library.

- **Become an Escape Room Master!**

Kristie Hauer, Shawano County Library; Paige Crawford, Shawano County Library; Nancy Hammond, Shawano County Library

A1

Still trying to find time to plan an escape room at your library? Don't know where to start? After hosting 12 differently themed escape rooms encompassing 212 groups and 1259 participants, Shawano County Library is (almost!) smooth sailing when it comes to the fine art of escape room crafting. Escape room masters, Paige and Nancy, will deliver a hands-on workshop with a strong focus on puzzle planning. Participants will leave the session with a full escape room plan so they can hit the ground running and become your own escape room master!

- **Putting Down Roots: Supporting Genealogists at Your Library**

Elizabeth Lampp, Frank L. Weyenberg Library, Mequon

A3

Long-running shows like Finding Your Roots have popularized genealogy, and many of our patrons have caught the bug. But encouraging their interest can be daunting. What if we're not experts ourselves? What if our budget is limited? The short answer is: that's okay! This presentation will highlight some free resources and event ideas that can help you build a community of genealogists at your library.

- **Upgrade Your Programming Possibilities with Quality Live Streams**

Joshua Cowles, Fond du Lac Public Library

A6

We love to encourage in-person program attendance but whether it's "sold out" program registrations, over-booked schedules or mobility challenges, patrons increasingly demand video streams and recordings of program offerings. Josh will show how to get higher-quality results using devices you may already have, as well as how to set up a multi-camera streaming & recording system for as little as \$1000.

- **Who's in Charge? Building Strong Relationships between Libraries and Friends, Foundations or Both!**

Tina Norris, Hudson Area Public Library

A5

Library Friends groups and Foundations are filled with well-meaning library supporters, and we are lucky to have their support and dedication. But, what do you do when your support organization's vision doesn't quite mesh with the mission and vision of the library? How do you build solid relationships between the Library, the Friends group, and a Foundation? A development plan can help! Based on experiences working with support organizations in Wisconsin and Tennessee, this presentation will provide tips for creating a development plan, overcoming challenging situations, effectively communicating with your support organizations, and tips for building positive unified relationships that provide support and advocate for the library.

- **Yesterday's News, Today's History: Navigating Historic Newspaper Collections**

Randi Ramsden, Wisconsin Historical Society, Madison

A4

Having realized the value of the information held in our local newspapers, the Wisconsin Historical Society has been collecting local titles since its founding in 1846, and now houses one of the largest newspaper collections in the country. In 2015, Wisconsin joined the National Endowment for the Humanities (NEH) grant-funded National Digital Newspaper Program and over 110,000 pages of historic newspapers have since been digitized. This session will demonstrate how to navigate and use the Society's collection and the various online collections of Wisconsin newspapers.

2:45 – 3:15 p.m.

- **Poster Session and Break**

Expo Hall Commons

What America Thinks: Using the General Social Survey as a Reference Tool

Rose Trupiano, Marquette University Raynor Memorial Libraries, Milwaukee

Not able to find a poll addressing how Americans think about issues? Need to compare American societal attitudes and behavior through the decades? The General Social Survey may be the reference tool you need. Since 1972, the free GSS has measured American thought, activities and trends, and can be used to answer potential reference questions such as "Do males and females differ on societal issues?"; "Are college graduates more satisfied with their jobs than high school graduates?" Included is how to search for survey questions, how to create cross-tabulation tables and how to read the survey data.

3:15 – 4:15 p.m.

- **At the Movies XII: The Book Strikes Midnight!**

Rachel Arndt, Milwaukee Public Library; Clairellyn Sommersmith, Princeton Public Library; Kent Barnard, Wild Rose Public Library; Kim Dearth, Wonevoc Public Library; Amy Stormberg, Amery Area Public Library

A2

Back by popular demand! The panel will be discussing popular books being made into movies in the spring to fall of 2019. We will screen the trailers for these films and talk about how well (or how poorly) we think these books will translate to the screen. Get to know some of the books that will be coming out as movies soon! We'll have popcorn!

- **Building a Library Budget**

Nyama Reed, Whitefish Bay Public Library; Angela Noel, Brodhead Memorial Public Library; Tina Norris, Hudson Area Public Library

A5

Are you a new library director who needs help learning how to create a budget? Do you suffer from math phobia and the thought of being in charge of the budget gives you hives? Join three experienced library directors to learn the fundamentals of creating your budget, convincing your community board to fund it (even in tight economic times) and how to live within it as the year progresses.

- **Innovative Friends Programs That Generate Funds (It's Not Just Book Sales Anymore!)**

Bill Wilson, Milton Public Library; Jessica Schoonover, Shirley M. Wright Memorial Library, Trempealeau; Pamela Westby, L.E. Phillips Memorial Public Library, Eau Claire

A1

The Friends and Trustees Survey conducted last year by the Wisconsin Library Trustees and Friends (WLTF), a division of WLA, uncovered a wealth of innovative Friends fundraising efforts. Join us to hear about fundraisers ranging from fun-runs to galas and food-truck rallies to author events! Plan on picking up lots of tips on how YOUR library can create events that engage the community AND make money.

- **Leadership Development Institute: Are You a leader?**

Barry McKnight, La Crosse Public Library; Plumer Lovelace, Wisconsin Library Association; Jen Gerber, Saukville Public Library; Rebecca Philips, Brown County Library, Green Bay

A4

The Leadership Development Institute (August 7-9, 2019 in Madison, WI) provides the tools and insight needed to improve your leadership effectiveness and help your library respond to a rapidly shifting competitive landscape. Designed for those who must think strategically about emerging institutional and informational needs, changing expectations of library leaders, new technologies and long-range plans for the library. Learn about this opportunity for you to deepen your insights, broaden your leadership skills and assess your own leadership strengths and weaknesses in a supportive and engaging learning environment.

- **Makerspace: In Real Life**

Claire Tidwell, Irvin L. Young Memorial Library, Whitewater; Diane Jaroch, Irvin L. Young Memorial Library, Whitewater

A3

Wouldn't it be great if someone threw thousands of dollars at you and said "Go have a makerspace!" But for most of us this is not the case. Claire and Diane will be sharing their experience on the rise of the Makerspace. They will have tips, tricks and advice on how to take the next steps to make your own Makerspace with a real life budget.

- **Video Games as a Core Collection: Reaching Untapped Demographics and Cultivating Library Users of Tomorrow**

Chris Baker, Portage Public Library

A6

Public libraries often feel the struggle of keeping collections fresh and relevant to create lifelong library-goers of all ages. Video games have proven to be one of the most popular recreational mediums of all time — now dominating the media sector. Did you know that 64% of US households own a device they use to play video games? That the average gamer age is 34 years old? Learn how the Portage Public Library developed a robust video game collection with wildly successful results. We'll discuss budgeting, purchasing, processing, cataloging, advertising, circulation statistics and our overwhelmingly positive community response.

- **Diversity in Children’s Books: A BreakoutEDU Exploration**

Caitlin Schaffer, Oconomowoc Public Library; Jenny Barreau, Hillsboro School District
A2

Join us for an interactive look at creating diverse collections for children and teens. Using a custom BreakoutEDU Kit, participants will explore a range of diverse titles and solve puzzles that will investigate whether certain books are a fit for your collection. The presenters will debrief this “breakout” with a discussion on how making your collection inclusive can impact your patrons, sharing resources for attendees to explore and discover.

- **Don’t Tell Me You Care About My Privacy Then Ask Me to “Like” You on Facebook: A Conversation**

Amy Lutzke, Dwight Foster Public Library, Fort Atkinson; Virginia Roberts, Rhinelander Public Library; Dorothea Salo, UW-Madison
A4

Online tracking is pervasive. It’s changing the way humans think and behave. Libraries believe that privacy is important and have defended the right to seek information in private. Public libraries also have a role in maintaining an informed citizenry to support our democracy. This panel will discuss the levels of tracking, its impact and some ways we can begin to address it. Hopefully, those in attendance will help everyone think about the librarian’s response to online tracking.

- **Find Them Where They’re At (Patrons, That Is!)**

Kristie Hauer, Shawano County Library; Mikki Moesch, Shawano County Library; Wendy Rosenow, Shawano County Library
A5

With our main library in the exact same spot for over 55 years, staff challenged themselves to 80 outreach activities in one year after still being amazed at frequently hearing “I didn’t know we had a library in town!” and “Hey, when was a library built here?!” Since then, Shawano County Library has increased its outreach efforts by nearly 25% in just three years. This session will cover successful outreach efforts (and a few less successful ones!), including planning, implementation and budget.

- **Gamers and Library Programming (with a Bonus Floss Dance Tutorial!)**

Richie Zaborowske, Neenah Public Library
A1

Whether it’s the latest trendy Euro board games, retro arcade classics or popular blockbusters like Minecraft, it seems as if everyone has a gaming niche that they are into. Sure, young and old alike are gamers, but how can you incorporate gaming into library programming? Richie will explain how the Neenah Public Library has developed a variety of different gaming programs that are popular with a broad demographic. Learn how to appeal to the nostalgia of 30-years-olds by holding an Oregon Trail event, set up a Fortnite Dance Competition for the younger crowd, bring in families with a Ticket to Ride tournament and more!

- **How Do You Do ... Redux**

Lori Burgess, Fond du Lac Public Library
A6

How can we best serve people with mental health problems? How do you interact with patrons living with mental illness? How do you make statistics relevant to staff? How do you find new board members? How do you circulate cake pans and jigsaw puzzles? Join us for five-minute, small group, casual conversation starters. Bring your own questions or use ours to spark ideas, make connections and meet others. Bring your business cards for follow-up conversations!

- **WAPL Notable Reports Panel 2019**

Sara Gold, WiLS, Madison; Kristin Anderson, Winding Rivers Library System, West Salem; Jocelyn Sansing, Middleton Public Library; Jessica Schoonover, Shirley M. Wright Memorial Library, Trempealeau; Rachel Arndt, Milwaukee Public Library

A3

Back again by popular demand! Each year, a number of new reports for and 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 some of those reports and their potential impact on library work. Each panelist will share a summary of a report they believe is significant and discuss the broad and practical implications for libraries.

6:00 – 9:00 p.m.

- **Make It a Trivia Night @ the Great Dane Pub & Brewing Co.**

2305 Sherman Street, Wausau

6:00 – 6:30 p.m. — Trivia Meetup

Meet in Expo Hall Commons

Calling all trivia enthusiasts! Are you interested in attending the trivia night at the Great Dane Pub & Brewing Co. but are in need of teammates? Or are you looking for a ride to the venue (or willing to offer a ride to others?) Then attend this meetup to get acquainted with other conference attendees, find potential trivia teammates and make some plans for the evening!

7:00* – 9:00 p.m. — Pub Quiz Trivia at Great Dane Pub & Brewing Co.

2305 Sherman Street, Wausau, WI 54401

Librarians are often thought to have all the answers, so why not put that stereotype to the test with a few rounds of trivia? Just a 10-minute drive north from the convention center (via I-39/US-51), the Great Dane Pub & Brewing Co. will host an evening of pub quiz-style trivia! Form teams of two or more with other conference-goers and answer questions in the areas of history, literature, science, sports, pop culture and more! The top three teams of the night will win gift cards to be used at one of the five Great Dane locations in Wisconsin! Trivia is free to play, and food and drinks will also be available to purchase.

*Trivia begins promptly at 7 p.m., so it is recommended to arrive at least 20–30 minutes early to register your team and get settled in.



Friday, May 3

7:00 – 8:30 a.m.

Country Buffet Breakfast

Grand Ballroom

7:00 – 10:00 a.m.

- **Registration**

Expo Hall Commons

8:30 – 9:30 a.m.

- **Building Issues They Didn't Teach in Library School**

Gerard Saylor, LD Fargo Public Library, Lake Mills; Virginia Roberts, Rhinelander Public Library
A5

Librarians often find themselves responsible for handling a slew of building matters they were not trained for. You never imagined your library career meant dealing with toilet troubles, remodeling projects or being asked to catch live bats. How many hats can you wear—insurance, general contracting, IT department head, beautification committee and security? Just how do you deal? Can you truly plan for every contingency? Find out in this session, where we'll talk about our experiences and discuss some of yours.

- **Don't Sit Still! Music, Yoga, and Dance in Your Preschool Storytimes**

Katie Castel, Neenah Public Library; Donna Leicht, formerly of Neenah Public Library
A2

Neenah Public Library has invited 75 little “jitterbugs” each week to learn pre-literacy skills while moving and having fun. Grown up participation is high for these storytimes. Come share the experience while participating in two of these movement-centered storytimes. The music appreciation storytime, “Bach to Rock,” introduces preschool children to all styles of music, rhythm instruments, bubble and parachute time, and joy abounds. Yoga storytime, “Bookworm Yoga,” focuses on preschoolers stretching and breathing, using the stretchy band, autoharp, rain stick and geosphere. Each week a special book is read and accompanied by relevant poses.

- **Help Your Patrons Cut the Cable Cord**

Leah Gentry, Menomonee Falls Public Library
A6

Cable Cutting continues to be a big trend as many consumers face ever-increasing charges to have cable TV in their homes. Many of our patrons may need guidance on this issue, and we can help! Learn how to help them find answers to questions like: How do I get Netflix, Hulu or another streaming service on my TV? What about live events like sports and news? What exactly is Sling TV? You could use this info to construct your own Cut the Cable Cord class or to inform yourself just in case you get these questions at your service desks.

- **Love in the Stacks: Romance Novels in the 21st Century Library**

Jacqueline Rammer, Lakeview Community Library, Random Lake
A3

Jacqueline Rammer will provide a riveting explanation of the history of romance novels and talk about why they are so popular to today's patrons. She will explain tips and tricks for promoting them and give a rundown of popular subgenres of romance. You will leave the program with an advanced knowledge of the romance genre and with the tools necessary to make your patrons feel welcome reading romance, along with information about collection development for the genre.

- **Making Space: Rethinking Your Library**

Sue Ann Kucher, Reedsburg Public Library

A4

What started as a refresh of a much-used space in Reedsburg's 20-year-old library led to so much more as staff were able to reimagine what spaces could and should be. Still very much a work in progress, the renovation of the Library Community Room helped reshape how staff think about our space and gave inspiration into programming spaces, storage, service desks and staff areas.

- **Show Me the \$\$\$: Grant Writing 101**

Tracy Herold, Dane County Library Service, Madison

A1

Need to write a grant proposal but don't know where to start? Tracy has you covered. She'll cover the basics of grant writing so you can start writing that outstanding proposal for your library. A successful grant proposal starts with two things: a clear idea and an understanding of the pieces you need to bring that idea to fruition. This session will offer an overview of the grant-writing process and give you the tools to think through your idea to make it as strong as possible. Come with a proposal you want to complete and let's get writing!

9:30 – 10:00 a.m.

- **Poster Session and Break**

Expo Hall Commons

Leadership Development Institute

Annie Babringer, Hustisford Community Library

For three days in August, WLA sponsors the Leadership Development Institute. Come to ask questions and learn more about this intensive leadership workout: what to expect from the institute and why this is an important resource for upcoming leaders.

10:00 – 11:00 a.m.

- **From Seeds to Subs: Strengthening Community Engagement in Wisconsin's Public Libraries**

Shannon Schultz, Department of Public Instruction, Madison; Tessa Michaelson Schmidt, Department of Public Instruction, Madison

A5

In 2018, the Public Library Development team contracted Russell Consulting, Inc., to conduct a thorough needs assessment of public libraries in Wisconsin and to help address the community engagement goals of the LSTA Five-Year Plan for Wisconsin 2018-2022. The final report, completed in Fall of 2018, provided the team with a list of recommendations for strengthening community engagement in Wisconsin's public libraries, for both DPI and public library systems. In this session, the presenters will review the final report and welcome feedback from attendees, including prioritization of the recommendations.

- **Hidden Gems: Local Wisconsin Authors**

Clairellyn Sommersmith, Princeton Public Library

A6

The Awards Committee, both Children's and Adults, read a lot of books each year. A lot! And they are all by Wisconsin authors. During their many years combing through the best and brightest, members of the committee have collected the names of some authors who may or may not be familiar, but all of which will delight, surprise, educate or entertain your patrons. Come hear these bios of Wisconsin authors, writing across all genres and ages. If you are looking to promote more local authors, or if you are looking for Wisconsin authors for your next community read, this is the program for you.

- **Leading Without Being the Boss: The Art of Managing Up**

Jane Wray, CESA Purchasing, Whitewater

A2

Presenting ideas, requesting funding, and proposing new policies or procedures can be difficult when you are not “the boss.” We often have the thought that we will be shot down or not present our idea/need correctly and will not get the plan of action off the ground. Jane will speak about Managing UP and how to see your ideas as solutions instead of requests. This concept is based on the books *Thank You for Being Late*, *Dare to Lead* and *Leading Without Authority*. Problem solving is meeting the needs at all levels.

- **Money As You Grow**

Mary Ann Schilling, UW-Madison Extension; Lori Burgess, Fond du Lac Public Library; Shelley Tidemann, Fond du Lac County

A4

Children learn about money from talking to adults and watching how others spend, save, share and borrow money. UW-Extension educators have created Parent Guides for popular children’s books about money. The presenters will share how to obtain free copies of the guides for your community, share program ideas and discuss how you can partner with your local UW-Extension educators.

- **Small Library, Big Changes**

Abby Armour, Johnson Creek Public Library

A1

Being the director of a small library is tough! From being program creator to head of youth services to principal cataloger and everything in between, library directors in small, rural libraries have to meet an astonishing variety of demands. Abby learned this the hard way when she became director of the public library in Johnson Creek, a town of less than 3,000 people in southern Wisconsin. Despite plenty of obstacles, in only one year she re-organized the collections for better patron access, built new and beneficial relationships with the community, increased circulation by 7% and refreshed the entire space using only donations. In this presentation, Abby shares tips on how she survived her first year as a director and insights into how she grew the library in the process.

- **The Wisconsin Public Library Consortium: It’s More Than Just OverDrive!**

Melody Clark, WiLS, Madison; Stef Morrill, WiLS, Madison; Andrea Coffin, WiLS, Madison

A3

Did you know that the Wisconsin Public Library Consortium (WPLC) is not just OverDrive? Do you ever wonder about the other exciting resources that the WPLC offers? Come to this session to learn about some of the other WPLC projects like the historical newspaper project, BiblioBoard, the Wisconsin Author Project and more! You will also hear some fun facts about the WPLC’s digital collection (including OverDrive) and get an update from the WPLC Annual Meeting.

11:15 a.m. – 12:15 p.m.

- **Current Library Marketing Trends**

Jamie Matczak, Wisconsin Valley Library Service, Wausau; Jill Fuller, Bridges Library System, Waukesha; Rebecca Schon Kilde, IFLS Library System, Eau Claire

A2

Marketing is becoming more critical to the success of libraries of all sizes. In November of 2018, Rebecca, Jill and Jamie attended the Library and Marketing Communications Conference in St. Louis, MO, where top library marketers from across the country shared insights, case studies, tools and resources. Hear about their top take-aways from the conference, how they are applying these concepts in their library systems and how you can use these marketing opportunities for your library.

- **Public Library System Redesign: The Next Phase**

John DeBacher, Department of Public Instruction, Madison

A4

Update of what has occurred and what is planned following the delivery of the Steering Committee’s report to the State Superintendent’s office.

- **Rising to the Next Challenge: Administering NARCAN in Public Libraries**

Cindy Fesemyer, Board Member, Public Library Association, Chicago, IL, and Trustee, Madison Public Library; Jane Jorgenson, Hawthorne and Lakeview Branches, Madison Public Library; Shannon Schultz, Department of Public Instruction, Madison

A6

Recently, Emergent BioSolutions announced that it will offer two free doses of the anti-overdose drug Narcan (naloxone) to any of the 16,568 public library locations in the United States. With overdoses happening every day across the country, public libraries of all sizes find themselves on the front line of the opioid crisis. This session will address many considerations for implementing such a program. It will also offer accounts from public libraries, including those who chose to implement a program and those who chose not to, and their reasons behind their decisions.

- **Sneak in the Vegetables: Computational Thinking & Connected Learning in Teen Services**

Angela Meyers, Bridges Library System, Waukesha; Caitlin Schaffer, Oconomowoc Public Library

A5

You've all heard it before: "Coding is good for you!" "Make sure you have STEM and maker programs in your library!" But has anyone told you why? Computational Thinking (CT) is an important skill for 21st century teens, and you might already be sneaking it into your library services and programs, whether you know it or not. Learn how you can use Connected Learning to intentionally create programs teens really want that just so happen to include CT...BECAUSE IT'S GOOD FOR YOU!

- **Storming the Forts: Library Service on the Move!**

Nick Dimassis, Beloit Public Library

A1

In 2018, the Beloit Public Library began removing its traditional service desks (The Forts). These were replaced with Service Points and, vitally, staff began to be cross-trained to handle 90% of customer questions, inquiries and needs. This also meant the demolition of departments (Adult, Children's, Circulation and Technical Services) and a new infrastructure built around services (Library Services, Library Resources, and Programming and Partnerships). Changes to the physical areas, staff areas and organizational structure came with a variety of challenges and successes.

- **The Beauty and Personal Growth of Doing Small Town Outreach to Confined Elderly Patrons**

Elizabeth Timmins, Muehl Public Library, Seymour; Debby Court, Muehl Public Library, Seymour

A3

What started as visiting a local senior living facility twice monthly has lead to storytime with seniors, engaging conversations and event garnering a grant that allows for extra copies of the books to be left at the site! Debby will speak about how she runs the program and share very specific examples. Elizabeth will speak about the program from the perspective of her position as library director and supervisor.

12:30 - 1:45 p.m.

- **Luncheon: Making Justice**

Jesse Vieau, Madison Public Library

Grand Ballroom



Making Justice is a community-based learning program for at-risk and court-involved teens with a goal of introducing participants to a variety of creative outlets and a network of people by collaborating with local artists and teachers who want to share their talents and physical resources. The continuous efforts to connect with potential partners is what keeps the experiences current and dynamic, allowing the library to facilitate a wide range of hands-on workshops.



Conference Committee

Thank you from your
Conference Committee!

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Whitefish Bay Public Library

WAPL Chair
Barry McKnight
La Crosse Public Library

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An additional thank you to the WLA Staff
Plumer Lovelace, Executive Director
Brigitte Rupp Vacha, WLA Conference Liaison
Tom Klement, Financial Manager
Hannah Bunting, WLA Membership Coordinator





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

**Kalahari Resort & Convention Center, Wisconsin Dells
October 8–11, 2019**

Wednesday, October 9

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



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



Thursday, October 10

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



Friday, October 11

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





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