



WISCONSIN  
LIBRARY  
ASSOCIATION

# LIBRARIES: *for the* COMMON GOOD

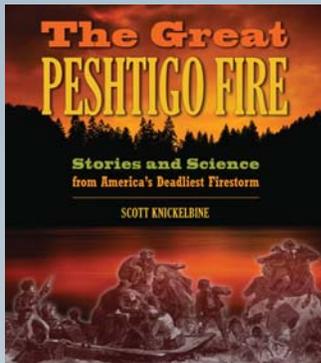
2012 WLA Conference

October 23-26, 2012

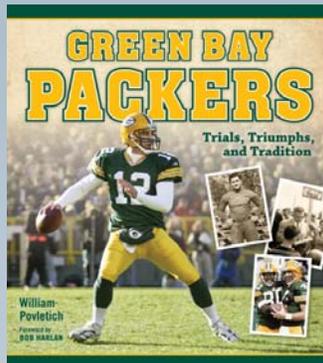
Radisson Hotel La Crosse and La Crosse Center South Hall

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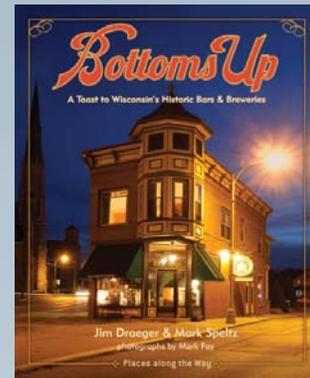
# THE WISCONSIN HISTORICAL SOCIETY PRESS



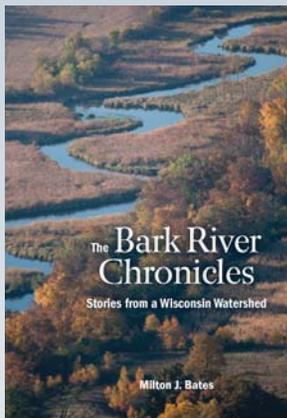
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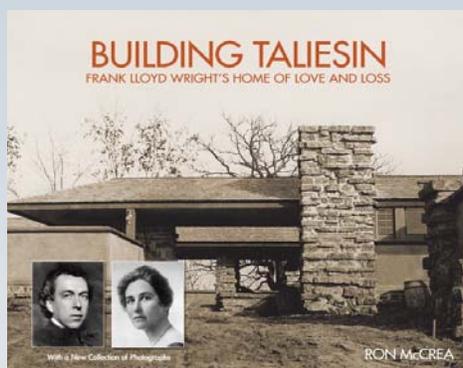
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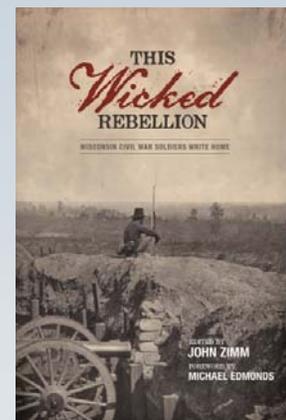
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Wisconsin Historical Society  
P R E S S

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# Conference Greetings

Welcome to the 2012 Wisconsin Library Association Conference *Libraries: For the Common Good!* In our democracy there is no higher good than the common good and few institutions embody this ideal of inclusion better than our libraries. School, academic, public and special libraries hold central positions in the communities they serve. Those of us working in libraries strengthen these communities by serving everyone in a place that brings people together.

Education is the most powerful means we have to encourage and enable everyone to participate and prosper in the life of our democracy. Libraries bring people together to share life-giving educational and cultural resources that many of us would find too costly to purchase as individuals. Nowhere has this tradition of sharing educational resources grown stronger than right here in Wisconsin. Sharing education has been the bedrock of Wisconsin's social, political and economic strength, and is essential to our future success. For the past 121 years, this has been the cause and the tradition of the Wisconsin Library Association.

2012 has been a year of creativity, hard work and real progress for WLA. Thanks to great ideas from the membership, our Ad Hoc Committees on Membership, Leadership and Professional Development, and the WLA Board, we are well on our way toward building a strong future for our association. I am more confident than ever that the intelligence and commitment of our members is more than a match for any economic, technological or political challenges that our libraries and our association may face. Working with you all has been a real inspiration for me.

I have been especially impressed by the work of this year's WLA Conference Committee. Kelly Krieg-Sigman and her committee members have developed an extraordinary offering of conference programs and activities. As you examine the conference schedule, I am sure you will be amazed by

the extent and diversity of the programs as well as by their high quality. Major speakers include Lew Feldstein, co-author of *Better Together: Restoring American Community*; Joyce Sidman, author of many excellent poetry books for children; library technology expert Eli Neiburger; and Peter Yarrow, activist for the common good and member of the legendary folk music trio Peter, Paul & Mary.



There are three other events that I want to especially encourage you to attend. The *WLA Foundation Fundraiser—Storytelling For a Fall Night and Battledecks* will be great fun on Wednesday evening from 8:00 p.m. to 11:00 p.m. at the Pump House Regional Arts Center. Learn about WLA's legislative efforts at *On the Hill & Under the Dome—What the Government is Doing to (and for) My Library* on Thursday from 2:15 p.m. to 3:30 p.m. Everyone is invited to learn more about our association by attending the *WLA and WLA Foundation Business Meeting* from 5:45 p.m. to 6:30 p.m. on Thursday.

Congratulations on your decision to attend this year's conference! Our voices are stronger and our contributions to the common good are magnified through working together. Millions of library users are relying on us to secure a strong future for library services in Wisconsin.

This is a great time for us to make a contribution to the state we love.

Enjoy beautiful La Crosse! Refresh, recharge, refocus and reconnect!

Ronald B. Melabe

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# 2012 WLA Board of Directors



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Winneconne

# Conference Information and Radisson Map

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

*Other meal options:* You may enjoy planning a quieter meal away from the crowd at one of the restaurants close to the Radisson Hotel La Crosse and La Crosse Center. Check out the Local Arrangements Blog at <http://librariesinlacrosse.wordpress.com/> and the discount insert in your registration packet, generously provided by Downtown Mainstreet, Inc.

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

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

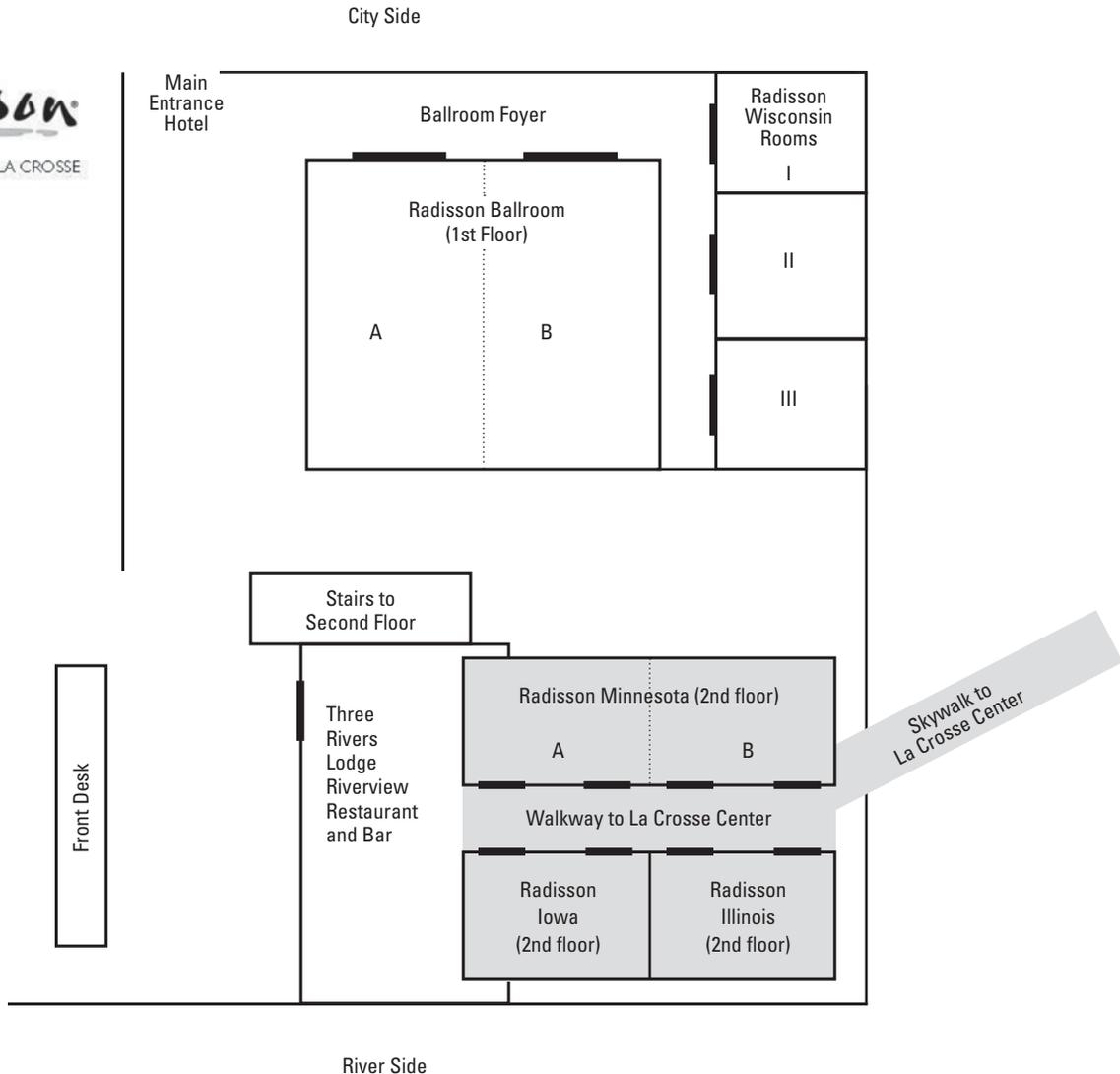
*The recording of programs*, meetings and meal functions by personal use of cameras or audio or video equipment is not permitted.

*Badges* must be worn when attending conference programs, meetings, exhibits and hospitality functions. White name badges are required to gain entrance to conference programming; colored badges indicate speaker-only

or exhibit-only attendees. If you would like to attend programs, please return to the registration desk to pay the conference fee.

*Free Internet access* is available throughout the Radisson Hotel La Crosse (no password needed) and La Crosse Center South Hall (password is wamowamo). For those without personal Internet-enabled devices, courtesy computers are available in the South Hall Lobby during registration hours.

*Follow us* on Twitter at #WLA12.

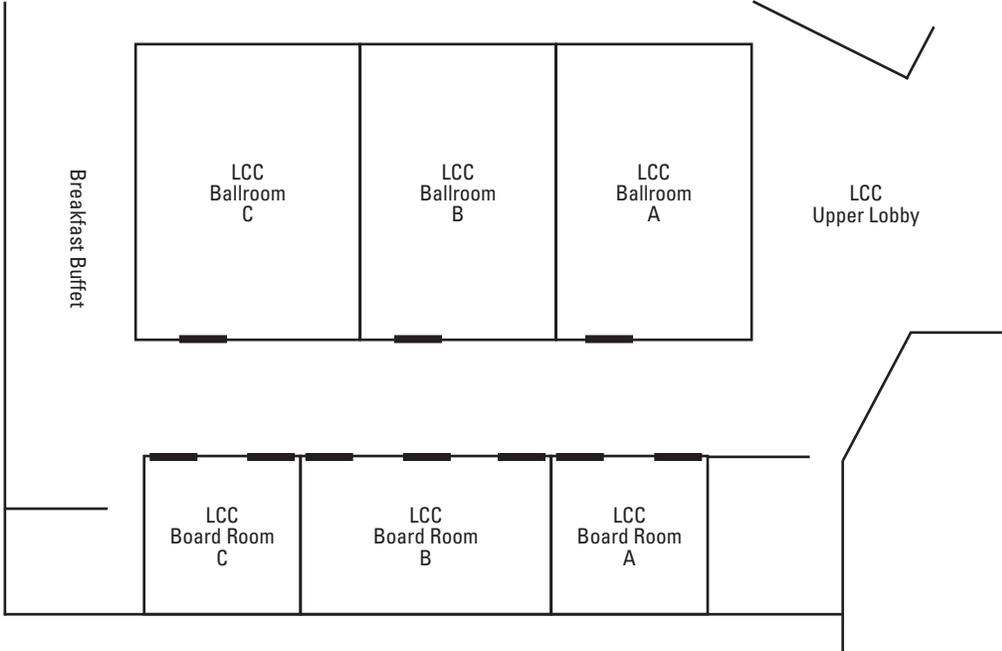


# La Crosse

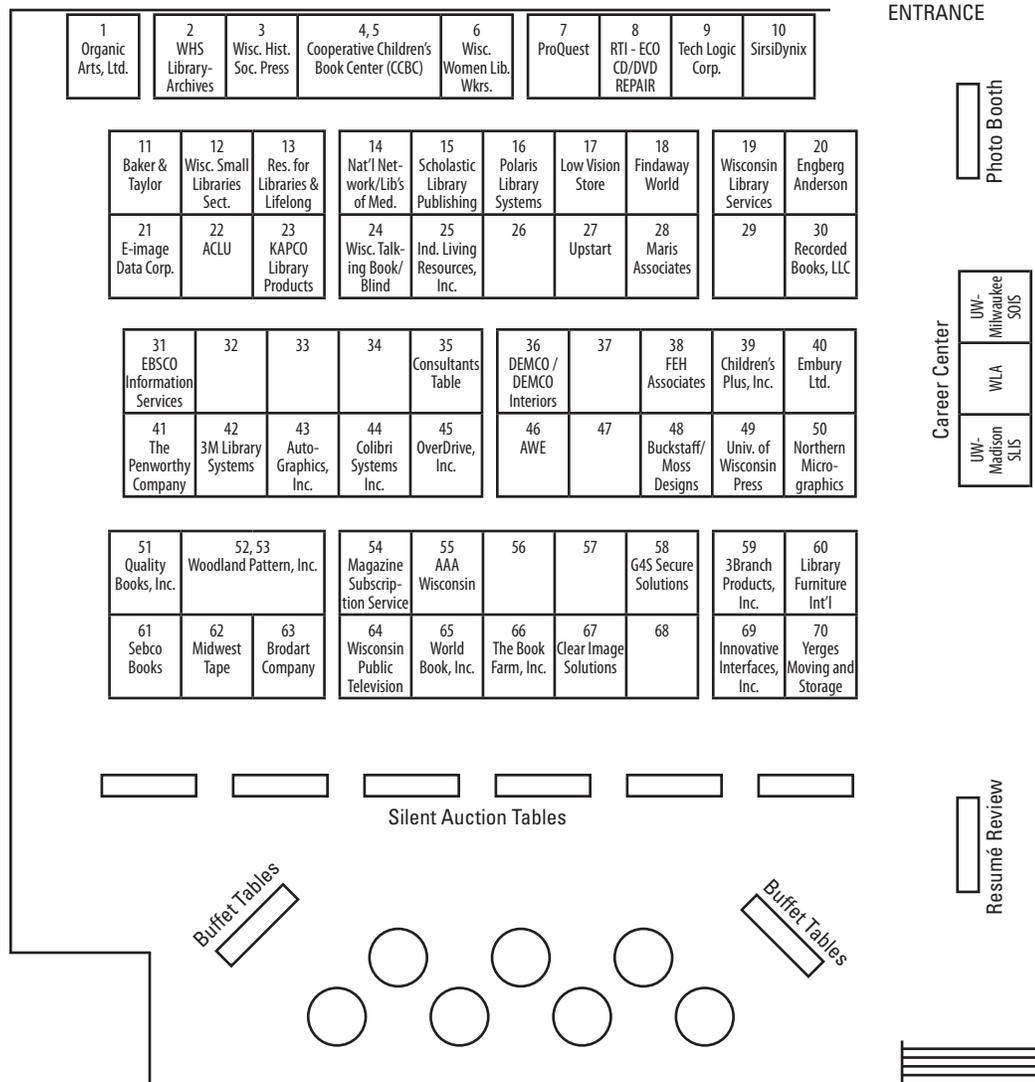
1st Floor



2nd Floor

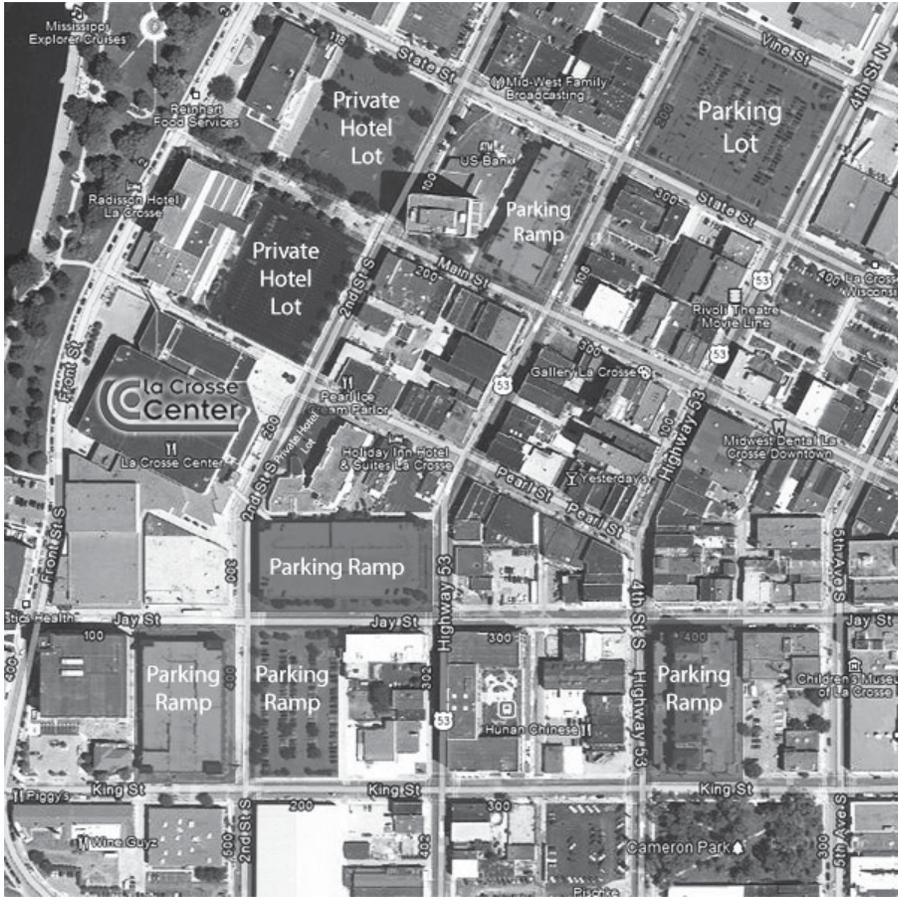


# Exhibit Hall Floor Plan



- |  |  |  |  |
|--|--|--|--|
| 59 3Branch Products, Inc.  | 31 EBSCO Information Services            | 14 National Network of Libraries of Medicine - GMR | 27 Upstart                                   |
| 42 3M Library Systems  | 21 E-image Data Corporation              | 50 Northern Micrographics                          | 2 Wisconsin Historical Society               |
| 55 AAA Wisconsin   | 40 Embury Ltd.                           | 1 Organic Arts, Ltd.                               | 3 Wisconsin Historical Society Press         |
| 22 American Civil Liberties Union (ACLU) of Wisconsin Foundation | 20 Engberg Anderson                      | 45 OverDrive, Inc.                                 | 19 Wisconsin Library Services                |
| 43 Auto-Graphics, Inc.   | 38 FEH Associates                        | 41 The Penworthy Company                           | 64 Wisconsin Public Television               |
| 46 AWE   | 18 Findaway World                        | 16 Polaris Library Systems                         | 12 Wisconsin Small Libraries Section         |
| 11 Baker & Taylor  | 58 G4S Secure Solutions                  | 7 ProQuest   | 24 Wisconsin Talking Book and Blind Library  |
| 66 The Book Farm, Inc.   | 25 Independent Living Resources, Inc.    | 51 Quality Books, Inc.                             | 6 Wisconsin Women Library Workers            |
| 63 Brodart Company   | 69 Innovative Interfaces, Inc.           | 30 Recorded Books, LLC                             | 52/53 Woodland Pattern, Inc.                 |
| 48 Buckstaff/Moss Designs, Ltd.                                  | 23 KAPCO Library Products                | 13 Resources For Libraries & Lifelong Learning     | 65 World Book, Inc.                          |
| 39 Children's Plus, Inc.   | 60 Library Furniture International, Inc. | 8 RTI - ECO CD/DVD REPAIR MACHINES                 | 70 Yerges Moving and Storage                 |
| 67 Clear Image Solutions   | 17 Low Vision Store                      | 15 Scholastic Library Publishing                   | Career Center: UW-Madison SLIS               |
| 44 Colibri Systems Inc.  | 54 Magazine Subscription Service Agency  | 61 Sebco Books                                     | Career Center: UW-Milwaukee SOIS             |
| 35 Consultants Table   | 28 Maris Associates                      | 10 SirsiDynix                                      | Career Center: Wisconsin Library Association |
| 4/5 Cooperative Children's Book Center (CCBC)                    | 62 Midwest Tape                          | 9 Tech Logic Corporation                           |  |
| 36 DEMCO and DEMCO Interiors                                     |  | 49 University of Wisconsin Press                   |  |

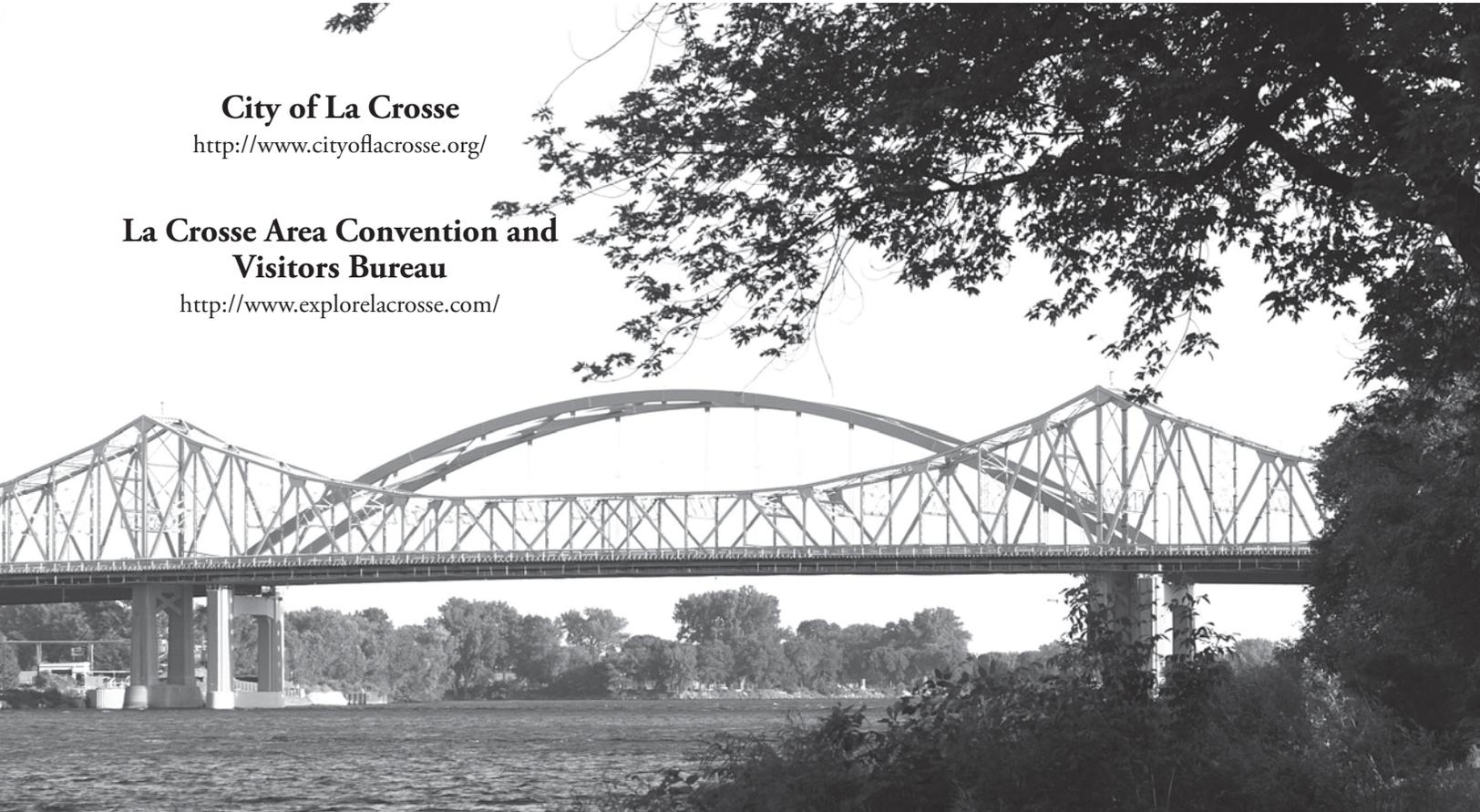
# La Crosse Area



Map showing parking lots and ramps near the La Crosse Center.

**City of La Crosse**  
<http://www.cityoflacrosse.org/>

**La Crosse Area Convention and Visitors Bureau**  
<http://www.explorelacrosse.com/>



# Conference at a Glance

## Tuesday, October 23, 2012

1:00 p.m.–4:00 p.m.	Situational Leadership: From Understanding to Action . . . . .	Radisson Illinois (2nd floor)
	Youth Services Information Exchange . . . . .	Radisson Iowa (2nd floor)
1:30 p.m.–4:30 p.m.	SRLAAW Meeting . . . . .	Radisson: Minnesota AB (2nd floor)
3:00 p.m.–7:00 p.m.	Registration Begins . . . . .	LCC Lobby (indoor walkway available on 2nd floor)
4:00 p.m.–6:00 p.m.	Vendor Reception . . . . .	Radisson Ballroom Foyer

## Wednesday, October 24, 2012

7:00 a.m.–7:00 p.m.	Registration . . . . .	LCC Lobby (1st floor)
7:00 a.m.–8:45 a.m.	Continental Breakfast . . . . .	LCC 2nd Floor Hallway
7:00 a.m.–8:45 a.m.	Past President's Breakfast . . . . .	Radisson Wisconsin I
8:45 a.m.–10:00 a.m.	Keynote: Lewis Feldstein . . . . .	LCC Ballrooms ABC (2nd floor)
10:00 a.m.–5:00 p.m.	Exhibits . . . . .	LCC A (1st floor)
	Career Center . . . . .	LCC A (1st floor)
	Consultants' Table . . . . .	LCC A (1st floor)
	WIAF Silent Auction . . . . .	LCC A (1st floor)
10:00 a.m.–10:45 a.m.	Exhibits: No Conflict . . . . .	LCC A (1st floor)
10:45 a.m.–12:00 p.m.	Developing a Concert Series at Your Library . . . . .	LCC B1 (1st floor)
	Everything I Needed to Know I Learned from a Teen Book . . . . .	LCC Ballroom B (2nd floor)
	FRBR in Your Catalog Under RDA . . . . .	Radisson Illinois (2nd floor)
	In Transit: New Directions in Physical Delivery for Libraries . . . . .	Radisson Minnesota A (2nd floor)
	Letters About Literature . . . . .	Radisson Minnesota B (2nd floor)
	Not Another Boring Inventory Story: Development and Implementation of an Inventory Process Without the Price Tag . . . . .	LCC B4 (1st floor)
	Open Source on a Budget . . . . .	LCC Board Room A (2nd floor)
	Poles in Wisconsin . . . . .	Radisson Iowa (2nd floor)
	Poverty Simulation . . . . .	LCC B3 (1st floor)
	Servant Leaders: Champions of the Common Good . . . . .	LCC Ballroom C (2nd floor)
	Servant Leadership: Ethical Decision-Making for the Common Good . . . . .	LCC Ballroom A (2nd floor)
	Speed Networking . . . . .	LCC Board Room C (2nd floor)
	Tame Your Tech . . . . .	LCC Board Room B (2nd floor)
12:15 p.m.–2:00 p.m.	YSS Luncheon with Joyce Sidman . . . . .	Radisson Ballroom (1st floor)
2:15 p.m.–3:30 p.m.	Are You Listening? Audiobooks and Links to Learning . . . . .	LCC B4 (1st floor)
	Cheerleading for Your Library . . . . .	LCC Board Room B (2nd floor)
	Every Library is a Government Documents Library . . . . .	LCC Board Room A (2nd floor)
	Facebook for Books! Using Social Media to Provide Readers' Advisory in Your Library . . . . .	LCC B2 (1st floor)
	<i>Garden Wisdom: Lessons Learned from 60 Years of Gardening</i> . . . . .	Radisson Iowa (2nd floor)
	How to Approach Patrons to Inform Them of Library Rules . . . . .	LCC B3 (1st floor)
	New Librarians Panel: Feedback From the Field . . . . .	LCC B1 (1st floor)
	Reading through Changing Vision . . . . .	Radisson Minnesota A (2nd floor)
	Resource Sharing: How Interlibrary Loan Morphed from a Boutique Specialty to Mission Critical Service . . . . .	LCC Ballroom B (2nd floor)
	Servant Leaders: Champions of the Common Good . . . . .	LCC Ballroom C (2nd floor)
	Servant Leadership: Ethical Decision-making for the Common Good . . . . .	LCC Ballroom A (2nd floor)
	Stop Duplicating Efforts: Creating a Unified Community Calendar . . . . .	LCC Board Room C (2nd floor)
	Stronghold of Stories: Women, Children, Libraries . . . . .	Radisson Illinois (2nd floor)
3:30 p.m.–4:15 p.m.	Exhibits—No Conflict . . . . .	LCC A (1st floor)
4:15 p.m.–5:30 p.m.	At the Movies with Librarians: Books Coming out as Movies at a Theatre near You . . . . .	LCC Ballroom C (2nd floor)
	Best Use of Donor Dollars . . . . .	LCC B2 (1st floor)
	Beyond the Body Count: Using Data Sources to Create a Picture of Library Use . . . . .	LCC Ballroom B (2nd floor)
	How to Approach Patrons to Inform Them of Library Rules . . . . .	LCC B3 (1st floor)
	It Takes Two . . . Partnerships Between Schools and Public Libraries . . . . .	LCC B1 (1st floor)

4:15 p.m.–5:30 p.m. continued on next page

LCC = La Crosse Center South Hall

# Conference at a Glance

4:15 p.m.–5:30 p.m. continued from previous page

*Life, Death and Archaeology at Fort Blue Mounds:*

	<i>A Settlers' Fortification of the Black Hawk War</i> . . . . .	Radisson Iowa (2nd floor)
	Occupy MacGyver: Technology for the 99%! . . . . .	LCC B4 (1st floor)
	Open Access in Interlibrary Loan: Sources and Strategies for Locating Free Online Materials . . . . .	LCC Board Room B (2nd floor)
	RDA Implementation: An Update and Overview . . . . .	LCC Board Room A (2nd floor)
	Resources for Libraries and Lifelong Learning Presents . . . . .	LCC Board Room C (2nd floor)
	Taking the Next Step: Identifying, Pursuing and Embracing Leadership Opportunities. . . . .	LCC Ballroom A (2nd floor)
5:30 p.m.–6:30 p.m.	Association of Wisconsin Special Librarians Social Hour . . . . .	Radisson Three Rivers Lodge
	New Member Round Table Social Hour . . . . .	Radisson Three Rivers Lodge
6:30 p.m.–7:30 p.m.	UW-Madison SLIS Reunion . . . . .	Pump House Regional Arts Center
	UW-Milwaukee SOIS Reunion. . . . .	Radisson Wisconsin I & II (2nd floor)
8:00 p.m.–11:00 p.m.	WLA Fundraiser: Storytelling For a Fall Night and Battledecks. . . . .	Pump House Regional Arts Center

## Thursday, October 25, 2012

7:00 a.m.–7:30 a.m.	Bookin' It 5K Run/Walk Registration . . . . .	Radisson Lobby
7:00 a.m.–5:30 p.m.	Registration . . . . .	LCC Lobby (1st floor)
7:00 a.m.–9:00 a.m.	Hearty Continental Breakfast . . . . .	LCC 2nd Floor Hallway
7:30 a.m.–9:30 a.m.	Bookin' It 5K Run/Walk . . . . .	Riverside Park
8:00 a.m.–12:00 p.m.	Tour of Amish Farms and Round Barns . . . . .	Bus at Radisson
8:30 a.m.–10:30 a.m.	Tour the Upper Midwest Environmental Sciences Center . . . . .	Bus at LCC
8:30 a.m.–3:30 p.m.	WLA Foundation Silent Auction. . . . .	LCC A (1st floor)
8:30 a.m.–4:30 p.m.	Exhibits . . . . .	LCC A (1st floor)
	Career Center . . . . .	LCC A (1st floor)
	Consultants' Table . . . . .	LCC A (1st floor)
8:45 a.m.–10:00 a.m.	Back to the Front: A Library Educator Returns to the Public Library. . . . .	LCC Ballroom A (2nd floor)
	Creating an Engaging Library: Marketing from the Ground Up . . . . .	LCC Board Room A (2nd floor)
	Creating Quality Library Programming for Boys . . . . .	LCC B1 (1st floor)
	e-Readers for the Common Good: Instituting an e-Reader and Other Device Lending Program @ Your Library . . . . .	LCC B4 (1st floor)
	e-Textbook Project @ UW-Stout . . . . .	Radisson Illinois (2nd floor)
	Explore the Wakanheza Project™ . . . . .	Radisson Wisconsin I (2nd floor)
	From Madonna's <i>Sex</i> to <i>50 Shades of Grey</i> : Collection Development Decisions . . . . .	LCC B3 (1st floor)
	OCLC ILL: "Danger, Warning Will Robinson" . . . . .	LCC Board Room B (2nd floor)
	Partnering With Your Community: DIY Steps to Construct a Successful STEM Curriculum . . . . .	LCC Ballroom B (2nd floor)
	People Who Go Bump in the Night: Paranormal Genres Explained . . . . .	LCC Ballroom C (2nd floor)
	Why WeLead? . . . . .	LCC Board Room C (2nd floor)
	Wisconsin and the Great War: Digitizing and Sharing WWI Materials . . . . .	LCC B2 (1st floor)
10:00 a.m.–10:45 a.m.	Exhibits—No Conflict. . . . .	LCC A (1st floor)
10:45 a.m.–12:00 p.m.	Elizabeth Burr/Worzalla Children's Book Award. . . . .	LCC Ballroom B (2nd floor)
	Intertextuality, Goblins and Poop! Issues in Translation of Korean Children's Stories . . . . .	LCC Board Room A (2nd floor)
	It's Not a Trapeze Act: 20 Tips to Achieve Home and Work Balance . . . . .	LCC Ballroom A (2nd floor)
	Notable Books Marathon 2012. . . . .	LCC B2 (1st floor)
	Reach Out and Read: Libraries and Clinics Collaborate on Early Literacy Promotion . . . . .	LCC Board Room C (2nd floor)
	<i>Running Away to Home</i> : Our Family's Journey to Croatia . . . . .	Radisson Illinois (2nd floor)
	Using Technology to Make Local History Accessible to the Community. . . . .	LCC B3 (1st floor)
	WisNet: Addressing Library Broadband Infrastructure Needs . . . . .	LCC B4 (1st floor)
	Workflow Assessments for Better ILL Service . . . . .	LCC Board Room B (2nd floor)
	The World We Live In: Libraries and Reading Multicultural Literature in Schools. . . . .	LCC B1 (1st floor)
	Would You Like Some PIE with That? Eau Claire's iPads Lending Project (PIE = "Presto iPads Endeavor") . . . . .	LCC Ballroom C (2nd floor)

LCC = La Crosse Center South Hall

# Conference at a Glance

12:15 p.m.–2:00 p.m.	Luncheon with Eli Neiburger: Access, Schmaxcess: Libraries in the Age of Information Ubiquity . . . . .	Radisson Ballroom (1st floor)
2:15 p.m.–3:30 p.m.	The ABCs of Relationships with Refugee Communities . . . . .	LCC B2 (1st floor)
	Challenges of Joint Libraries. . . . .	Radisson Iowa
	College Access Programming for Teens . . . . .	LCC B4 (1st floor)
	The Effect of Licensing on Resource Sharing . . . . .	LCC B1 (1st floor)
	Library Interiors: Maximum Impact for Minimum Input. . . . .	LCC Board Room B (2nd floor)
	On the Hill & Under the Dome — What the Government is Doing to (and for) My Library. . . . .	LCC Ballroom C (2nd floor)
	Orientation for New Trustees . . . . .	LCC Ballroom B (2nd floor)
	Prepare to Be Challenged! . . . . .	LCC Ballroom A (2nd floor)
	Project Compass and Job Creation Programs . . . . .	LCC Board Room C (2nd floor)
	ResCarta: Open Source Software for Digitization Programs . . . . .	LCC Board Room A (2nd floor)
	Safely Manage Disruptive Patrons: Tips to Help Library Staff. . . . .	LCC B3 (1st floor)
3:30 p.m.–4:15 p.m.	Exhibits—No Conflict. . . . .	LCC A (1st floor)
3:30 p.m.–4:30 p.m.	WLA Foundation Silent Auction Pick up and Pay. . . . .	LCC A (1st floor)
4:15 p.m.–5:30 p.m.	Accessibility Best Practices for Instruction Librarians. . . . .	Radisson Illinois (2nd floor)
	Collaborating for the Common Good: Bringing History to Life @ Your Library . . . . .	LCC B2 (1st floor)
	Digital Public Library of America (DPLA). . . . .	LCC Board Room B (2nd floor)
	Do You Read On Wisconsin? . . . . .	LCC B3 (1st floor)
	Madison Metro School District/UW-Madison:	
	Building an Info Literacy Partnership . . . . .	La Crosse Center Ballroom A (2nd floor)
	More Ways to Increase Circulation in Your Youth Department . . . . .	LCC B1 (1st floor)
	Taking the Lead: The Public Library Concentration at SOIS. . . . .	LCC Board Room A (2nd floor)
	Using Space Analysis to Improve User Experience . . . . .	LCC Ballroom B (2nd floor)
	What's Up with Library Renewal Project? . . . . .	LCC Ballroom C (2nd floor)
	Wisconsin Open Meeting Laws . . . . .	LCC Board Room C (2nd floor)
6:00 p.m.–7:00 p.m.	Late Pickup Registration for Awards Banquet . . . . .	Radisson Ballroom Foyer
7:00 p.m.–9:00 p.m.	Awards Banquet . . . . .	Radisson Ballroom (1st floor)
9:30 p.m.–11:00 p.m.	Tweet Crawl . . . . .	Radisson Lobby (1st floor)

## Friday, October 26, 2012

7:00 a.m.–11:00 a.m.	Registration . . . . .	LCC Lobby (1st floor)
7:00 a.m.–8:45 a.m.	Continental Breakfast . . . . .	LCC 2nd Floor Hallway
8:15 a.m.–10:00 a.m.	Mississippi River Backwater Cruise . . . . .	Riverside Park
8:45 a.m.–10:00 a.m.	<i>Bottoms Up: A Toast to Wisconsin's Historic Bars &amp; Breweries.</i> . . . .	LCC Board Room B (2nd floor)
	Can I Answer That? Assisting Customers with Legal Information Questions . . . . .	LCC B3 (1st floor)
	Digital Public Library of America (DPLA). . . . .	LCC Ballroom B (2nd floor)
	Getting More Out of Your Movies . . . . .	LCC B2 (1st floor)
	The Library Makerspace As an Outreach Tool . . . . .	LCC B1 (1st floor)
	Occupy MacGyver: Technology for the 99%! . . . . .	LCC B4 (1st floor)
	OCLC Worldshare Management Services for Public Libraries:	
	Unlocking Efficiency, Cooperation and Collaborative Innovation. . . . .	LCC Board Room A (2nd floor)
	Reel to Real: Hosting a Film Screen Discussion Series (screening to follow) . . . . .	LCC Ballroom C (2nd floor)
	Using Twitter As a Powerful Social Medium for Libraries . . . . .	LCC Ballroom A (2nd floor)
10:30 a.m.–11:45 p.m.	Book Talk— <i>The Tattooed Lady: A History</i> . . . . .	Pearl Street Books
	Bringing Boisterous Boys Back to the Library. . . . .	LCC Ballroom B (2nd floor)
	Common Threads: Our Community Tapestry . . . . .	LCC B1 (1st floor)
	Lights, Camera, Libraries! . . . . .	LCC B2 (1st floor)
	Managing Social Networks, Tools and Techniques . . . . .	LCC B4 (1st floor)
	Public Libraries Supporting Innovation: Patent, Trademark, and Copyright Clearance 101 . . . . .	LCC Board Room B (2nd floor)
	Reel to Real: BOTTOMS UP ... Watch Responsibly . . . . .	LCC Ballroom C (2nd floor)
	To BEE or Not To BEE: Making Browsing Easier for Everyone . . . . .	LCC Ballroom A (2nd floor)
12:00 p.m.–2:00 p.m.	President's Luncheon with Peter Yarrow . . . . .	Radisson Ballroom AB

LCC = La Crosse Center South Hall

# Board and Business Meetings

## Tuesday, October 23, 2012

4:00 p.m. – 6:00 p.m. Wisconsin Association of Public Libraries (WAPL) Board Meeting . . . . . Radisson Wisconsin II  
6:00 p.m. – 8:00 p.m. Wisconsin Library Association (WLA) Board Meeting. . . . . Radisson Wisconsin I

## Wednesday, October 24, 2012

12:15 p.m. – 2:00 p.m. Association of Wisconsin Special Librarians (AWSL) Board Meeting. . . . . Radisson Three Rivers Lodge  
4:15 p.m. – 5:30 p.m. Reference and Adult Services Section (RASS) Board Meeting . . . . . Radisson Minnesota AB  
5:30 p.m. – 6:30 p.m. Youth Services Section (YSS) Board Meeting . . . . . Radisson Minnesota AB

## Thursday, October 25, 2012

8:45 a.m. – 10:00 a.m. Ethnic/Multicultural Information Exchange (EMIERT) Business Meeting . . . . . Radisson Minnesota AB  
Outreach Services Round Table (OSRT) Board Meeting. . . . . Radisson Iowa  
10:45 a.m. – 12:00 p.m. WLA Foundation (WLAF) Board Meeting . . . . . Radisson Iowa  
Wisconsin Library Trustees & Friends (WLTF) Business Meeting . . . . . Radisson Minnesota AB  
4:15 p.m. – 5:30 p.m. Support Staff and Circulation Services (SSCS) Membership Meeting. . . . . Radisson Iowa  
Wisconsin Small Libraries Section (WISL) Board Meeting . . . . . Radisson Wisconsin III  
5:45 p.m. – 6:30 p.m. WLA/WLAF Business Meeting . . . . . Radisson Minnesota AB

## Friday, October 26, 2012

7:30 a.m. – 8:30 a.m. Resource Sharing Round Table (RSRT) Annual Business Meeting . . . . . LCC Board Room C  
10:30 a.m. – 11:45 a.m. Technical Service Section (TSS) Annual Business Meeting . . . . . LCC Board Room C

## Registration

La Crosse Center South Hall Lobby

Tuesday, 3:00 p.m. – 7:00 p.m. Thursday, 7:00 a.m. – 5:30 p.m.  
Wednesday, 7:00 a.m. – 7:00 p.m. Friday, 7:00 a.m. – 11:00 a.m.

Radisson Hotel La Crosse Ballroom Foyer for Awards & Honors Banquet  
Thursday, 6:00 p.m. – 7:00 p.m.

## WLA Foundation Silent Auction

La Crosse Center South Hall A

Wednesday, 10:00 a.m. – 5:00 p.m. Thursday, 8:30 a.m. – 3:30 p.m.  
Thursday, 3:30 p.m. pick up and pay

## Exhibits

La Crosse Center South Hall A

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

## Breaks in Exhibit Hall

Wednesday, 10:00 – 10:45 a.m., 3:30 – 4:15 p.m. Thursday, 10:00 – 10:45 a.m., 3:30 – 4:15 p.m.

## Courtesy Computers

For those without personal Internet-enabled devices, courtesy computers are available in the La Crosse Center South Hall Lobby during registration hours.

## Librarians Build Communities

Tuesday, October 23, 10:00 a.m. – 12:00 p.m. La Crosse Public Library Friends Book Sale Room

Begun by ALA, Librarians Build Communities seeks to provide librarian volunteers with an opportunity to use their specialized skills to assist in communities where conferences are held.

This year, we invite interested WLA conference attendees to assist the Friends of the La Crosse Public Library weed their massive overload of books. In La Crosse, people love their library and love donating their books. With the addition of weeded materials, the shelves are overflowing

and the Friends, who have recently lost some of their key members, are struggling to swim above the flood of books. The Friends use book sale money raised to fund the majority of programs for LPL patrons.

We are looking for your skills as a selector to de-select some of the overflow and decide what books might be passed on to Better World Books. Gather at the La Crosse Public Library Friends Book Sale Room. Treats will be available during the project.

## 5K Run/Walk - Bookin' It in La Crosse

Thursday, October 25, 7:30 a.m. – 9:30 a.m.

New Route for Bookin' It in La Crosse 5K Run/Walk! The race will begin and end right behind the Radisson Hotel in the Riverwalk Area where participants will follow a trail alongside the Mississippi River for approximately 1.5 miles and then turn around and head back to the starting point. Be sure to dress warmly and wear bright clothing (it might still be a bit dark that early). Registration will start at 7:00 a.m. in the hotel lobby. Fee \$15. See you there!

*Sponsored by the New Members Round Table*



## Tour of Amish Farms and Round Barns

Thursday, October 25, 8:00 a.m. – 12:00 p.m.

Departing from and returning to the Radisson Hotel  
(lunch is not included)

Local historians Patsy and Kevin Alderson relate the history as we travel around the Amish farms of Vernon County. \$25 fee; see registration desk.

## Tour of the Upper Midwest Environmental Sciences Center

Thursday, October 25, 8:30 a.m. – 10:30 a.m.

Departing from and returning to the Radisson Hotel

Join Lisa Hein, Research Librarian, USGS/Upper Midwest Environmental Services Center as she shows everyone around the United States Geological Survey Library and Archives. Supporting the UMESC scientific staff in their work fighting invasive species and monitoring the health of the Upper Mississippi River, the library provides essential research support to the facility in La Crosse.

## Mississippi River Backwater Cruise

Friday, October 26, 8:15 a.m. – 10:00 a.m.

Boat will depart and return to the south end of Riverside Park across from the Radisson Hotel

Booming sawmills, fur trading, and boat building once made La Crosse one of the busiest steamboat ports on the Upper Mississippi River. Today it still remains a great place to take a riverboat cruise into the scenic wildlife refuge of the Mighty Mississippi. Jump onboard the Mississippi Explorer riverboat and explore scenic backwater wetland areas away

from the busy main channel of the river and see the wide variety of plants and animals that live in the "Upper Miss" wildlife refuge. This eco-cruise will be professionally guided and narrated by a qualified and experienced wildlife naturalist and licensed captain. \$15 fee; see registration desk.

# Exhibit Categories

## Associations

AAA  
American Civil Liberties Union of  
Wisconsin Foundation (ACLU)  
National Network of Libraries  
of Medicine  
Wisconsin Women Library Workers

## Architecture & Design

Engberg Anderson, Inc.  
FEH Associates Inc.

## Assistive Technology

Independent Living Resources

## Audio/Interactive Books and Materials

Baker & Taylor  
Midwest Tape  
Recorded Books, LLC  
Sebco Books  
Wisconsin Talking Book  
and Blind Library

## Audio Visual Equipment/ Products/Systems

RTI-ECO CD/DVD Repair Machines

## Automated Materials Handling

3M

## Automation Software/Systems

Auto-Graphics  
Polaris Library Systems  
SirsiDynix  
Tech Logic Corporation

## Bindery

Children's Plus, Inc.  
Northern Micrographics

## Books

Baker & Taylor  
Brodart Co.  
Maris Associates  
Penworthy Company, The  
Quality Books, Inc.  
Sebco Books  
University of Wisconsin Press  
Wisconsin Talking Book  
and Blind Library  
Woodland Pattern, Inc.

## Book Jobber/Wholesaler

Baker & Taylor  
Book Farm, The  
Brodart Co.  
Sebco Books

## Book Protection and Repair

Colibri Systems, Inc.  
KAPCO Library Products

## CD/DVD Repair Machines

RTI-ECO CD/DVD Repair Machines

## Children's Books/Materials

Baker & Taylor  
Book Farm, The  
Brodart Co.  
Children's Plus, Inc.  
Cooperative Children's Book Center  
DEMCO  
Maris Associates  
Penworthy Company, The  
Quality Books, Inc.  
Sebco Books  
Upstart  
Wisconsin Talking Book and  
Blind Library  
Woodland Pattern, Inc.

## Children's Programs

AWE, Inc.

## Computer Software

SirsiDynix

## Consortium

Wisconsin Library Services

## Databases

Colibri Systems, Inc.  
EBSCO Information Services  
National Network of Libraries  
of Medicine  
ProQuest  
Resources for Libraries and  
Lifelong Learning (DPI)  
Wisconsin Library Services (WiLS)

## Digital Content

Baker & Taylor  
Findaway World  
Resources for Libraries and  
Lifelong Learning (DPI)

## Digital Scanning & Preservation

Clear Image Solutions, LLC  
Northern Micrographics

## Display Fixtures

3Branch Products

## Distributor

Baker & Taylor  
Children's Plus, Inc.  
Quality Books, Inc.  
Sebco Books

## eBook Lending System

3M  
Baker & Taylor

## Education

AWE, Inc.  
National Network of Libraries of  
Medicine  
Recorded Books, LLC  
Resources for Libraries and  
Lifelong Learning (DPI)  
UW-Madison SLIS  
UW-Milwaukee SOIS  
Wisconsin Public Television  
World Book

## Encyclopedia

Resources for Libraries and  
Lifelong Learning (DPI)  
World Book

## Engineers

FEH Associates Inc.

## Furniture

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

## Government Agency

National Network of Libraries  
of Medicine  
Resources for Libraries and  
Lifelong Learning (DPI)

# Exhibit Categories

## History and Culture

Northern Micrographics  
Resources for Libraries and  
Lifelong Learning (DPI)  
Wisconsin Historical Society Press

## Insurance

AAA

## Integrated Library Systems

Auto-Graphics, Inc.  
SirsiDynix

## Interior Design

DEMCO Interiors  
Embury, Ltd.  
Engberg Anderson, Inc.  
FEH Associates Inc.

## Language Learning

Recorded Books, LLC

## Literacy

AWE, Inc.  
Organic Arts, Ltd.  
Resources for Libraries and  
Lifelong Learning (DPI)  
Wisconsin Talking Book  
and Blind Library

## Magazine Subscription

### Agency

EBSCO Information Services  
Magazine Subscription Service Agency

## McNaughton Leasing

Brodart Co.

## Microform Scanners

e-Image Data Corp

## Movers

Yerges

## Music

Baker & Taylor  
Organic Arts Ltd.  
OverDrive

## Online Information

Baker & Taylor  
EBSCO Information Services  
National Network of Libraries  
of Medicine  
Resources for Libraries and  
Lifelong Learning (DPI)  
Wisconsin Library Services (WiLS)  
Wisconsin Public Television

## Patron Self Services

e-Image Data Corp.  
Tech Logic Corporation

## Portal Software

Auto-Graphics, Inc.

## Promotional Materials

AAA  
National Network of Libraries of  
Medicine  
Upstart

## Publishers

Recorded Books, LLC  
Scholastic Library Publishing  
University of Wisconsin Press  
Upstart  
Wisconsin Historical Society Press

## Puppets/Puzzles

Book Farm, The

## Reference Materials

Maris Associates  
Quality Books, Inc.  
Resources for Libraries and  
Lifelong Learning (DPI)  
World Book

## Roadside Assistance

AAA

## Security

3M  
Brodart Co.  
G4S

## Shelving

3Branch Products  
Brodart Co.  
DEMCO  
Embury, Ltd.

## Signage

Brodart Co.  
DEMCO

## Special Library Braille Books

Wisconsin Talking Book and  
Blind Library

## Storage

Yerges

## Storytelling Resources

Organic Arts Ltd.  
Resources for Libraries and  
Lifelong Learning (DPI)

## Supplies

3Branch Products  
Brodart Co.  
DEMCO

## Technology Management

Auto-Graphics, Inc.  
Book Systems  
Clear Image Solutions, LLC  
Innovative Interfaces  
Northern Micrographics  
SirsiDynix

## Travel

AAA

## Video/DVD/CD

Baker & Taylor  
Midwest Tape

## Vision Products/Services

Low Vision Store  
Wisconsin Talking Book and  
Blind Library

## WLA Benefits

AAA

# Exhibitors

## 3Branch Products

1945 Techny Road, Unit 10  
Northbrook, IL 60062  
847.291.3900  
847.291.3901 (fax)

*Representatives:* Scott Fairbanks, Amy Fairbanks, Meghann Replin

Manufacturer of the mag/box and the new Staknspin acrylic display products.

## 3M Library Systems

3M Center, Building 225-4N-14  
St. Paul, MN 55144  
(651) 398-9858  
(651) 736-0030 (fax)  
www.3M.com/us/library

*Representative:* Rick Mason

3M Library Systems develops, designs and manufactures cutting-edge digital media, circulation management and security solutions.

## AAA

160 South McCarthy Road  
Appleton, WI 54913  
920.574.0135  
920.738.4234 (fax)  
www.aaa.com

*Representatives:* Kiersten Gustafson, Cindy Simdars, Cheryl Thienes

AAA offers WLA members savings on AAA memberships, auto/home insurance and travel. Stop by our booth for more information and to spin our wheel for prizes.

## American Civil Liberties Union of Wisconsin Foundation (ACLU)

207 East Buffalo Street, Suite 325  
Milwaukee, WI 53202-5712  
www.aclu-wi.org  
414.272.4032  
414.272.0182 (fax)  
www.aclu-wi.org

*Representative:* Kristin Hansen

The ACLU of Wisconsin defends and preserves the rights and freedoms guaranteed by our Constitution and laws, including free speech and freedom of expression.

## Booth 59

## Auto-Graphics, Inc.

3201 Temple Avenue  
Pomona, CA 91768-3279  
800.776.6939  
855.314.6880 (fax)  
www.auto-graphics.com

*Representative:* Steve Hanulec, Albert Flores

Auto-Graphics is "Advancing the Business of Library" by providing the tools, technologies and services that enable personalized access and digital collections anytime, anywhere.

## Booth 42

## AWE, Inc.

2501 Seaport Drive, Suite 410  
Chester, PA 19013  
610.833.6400  
610.833.6440  
www.awelearning.com

*Representative:* Paul Getzen

AWE, Inc. is a provider of digital learning solutions to libraries, schools, childcare centers and other educational entities.

## Booth 43

## Booth 46

## Booth 55



## Baker & Taylor, Inc.\*

2550 West Tyvola Road, Suite 300  
Charlotte, NC 28217  
704.998.3231  
704.998.3316 (fax)  
www.btol.com

*Representative:* Mark Trunzo

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

## Booth 11

## Booth 22

## Book Farm, The

210 Lazenby Street  
Blanchester, OH 45107  
937.783.8093  
937.783.8254  
www.thebookfarm.biz

*Representatives:* M T Boyle, Rick Brammer, Bill Sample, Laurie McCoy

The Book Farm provides prebound and trade fiction and non-fiction titles to libraries and schools, wholesale. We also provide puppets and felt products.

## Booth 66



WISCONSIN  
LIBRARY  
ASSOCIATION

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

Indicates WLA member

## **Brodart Co.**

500 Arch Street  
Williamsport, PA 17701  
570.326.2461  
570.651.1635  
www.brodart.com

*Representative:* Kathleen McKeon Underriner  
Brodart delivers shelf-ready books, serving libraries exclusively since 1939.

## **Buckstaff/Moss Designs, Ltd**

1118 County Road 1  
Oshkosh, WI 54902  
920.235.5890  
800.755.5890  
www.buckstaff.com

*Representatives:* Ross Moss, John Butler, Dave Anderson  
Buckstaff Company is a small manufacturing company that specializes in quality wood furniture for the school and library markets. Still located in Oshkosh, Wisconsin, take some time to stop by our booth and meet the new management team.

## **Children's Plus, Inc.**

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

*Representative:* Rick Ziebart, Karla Wustner  
Children's Plus, Inc. is a bindery/distributor of children's library books for PK to young adult. Free shipping, up to 30% off list.

## **Clear Image Solutions, LLC**

5439 Oakwood Avenue  
Stevens Point, WI 54482-9162  
888.932.9002  
715.343.9559  
www.stimaging.com

*Representative:* Neil Milkowski  
Clear Image Solutions specializes in providing patron friendly systems for digitally scanning & printing images from microfilm, microfiche, microcards, books, pictures, slides and just about any flat media.

### **Breaks in Exhibit Hall**

Wednesday  
10:00 – 10:45 a.m.  
3:30 – 4:15 p.m.

Thursday  
10:00 – 10:45 a.m.  
3:30 – 4:15 p.m.

## **Booth 63**

## **Colibri Systems, Inc.**

925 Vista Park Drive  
Pittsburgh, PA 15205  
412.787.1536  
412.787.1538 (fax)  
www.colibriusa.com

*Representative:* Tom Rankin  
Automated Book covering system.

## **Cooperative Children's Book Center (CCBC) and WLA**

### **Youth Services Section\***

600 North Park Street, Room 4290  
Madison, WI 53706  
608.262.9503  
608.262.4933  
www.education.wisc.edu/ccbc/

*Representative:* Sue Abrahamson  
Cooperative Children's Book Center (CCBC) displays a selection of books published for children and young adults in the year 2012.

## **DEMCO and DEMCO Interiors\* Booth 36**

4810 Forest Run Road  
Madison, WI 5370  
608.242.2398  
608.241.1799 (fax)  
www.demco.com

*Representatives:* Michelle Montgomery, Janet Nelson  
DEMCO provides solutions to libraries and schools to help them meet the needs of their customers. Products include supplies, equipment, furniture and technology, including complete interior design services.



# Exhibitors

## EBSCO

110 Olmsted Street, Suite 200  
Birmingham, AL 35242  
800.981-4684  
205.995-1613 (fax)  
www.ebsco.com

*Representatives:* Paula Brewster, Susan Draeger-Anderson, Kelli Gochenaur, Amanda Winseck  
EBSCO provides e-journal, e-book and e-journal package and print subscriptions, e-resource management tools, full-text and secondary databases, and related services for all types of libraries, research organizations and corporations.

## e-Image Data Corp

340 Grant Street  
Hartford, WI 53027  
262.673.3476  
262.673.3496 (fax)  
www.e-imagedata.com

*Representative:* James Westoby  
E-ImageData Corp. is the leading manufacturer and distributor of microfilm scanners worldwide. These popular scanners have a proven track record of reliability and performance.

## Embury, LTD.

809 Burton Blvd., #E  
DeForest, WI 53532  
608.846.0999  
608.846.0995 (fax)  
www.emburyltd.com

*Representative:* Bruce Deming  
Embury, LTD. specializes in the design, sales and service of library furnishings and accessories.

## Engberg Anderson

320 East Buffalo Street, Suite 500  
Milwaukee, WI 53202  
and 1 North Pinckney Street  
Madison, WI 53703  
414.944.9000  
414.944.9100 (fax)  
www.engberganderson.com

*Representatives:* Joe Huberty, Bill Robison  
With offices in Milwaukee, Madison and Tucson, Engberg Anderson has been recognized nationally for its expertise in library architecture, planning and interior design.

## Booth 31

## FEH Associates, Inc.

1133 Arrowhead Drive  
Dubuque, IA 52003  
(563) 590-9869  
www.fehassociates.com

*Representatives:* Gregg Baum, Kevin J. Eipperle, Dennis Sharp

FEH is an award-winning architectural, engineering and interior design firm specializing in libraries.

## Findaway World

31999 Aurora Road  
Solon, OH 44139  
440.893.0808  
440.893.0809 (fax)

*Representatives:* Mark Ciccerio, Mike Rich  
Findaway World is the creator of digital content delivered YOUR WAY. Playaway and Playaway View give you best-selling audiobooks and highly acclaimed video programs - preloaded for grab-and-go convenience, while Catalist Digital gives you access to downloadable digital content anytime, anywhere. Just Press Play!

## G4S Secure Solutions

633 West Wisconsin Avenue, Suite 593  
Milwaukee, WI 53203  
414.277.7622  
414.277.7609 (fax)

*Representatives:* Jeff Menz, Mark Schaefer  
G4S is the world's leading security company, providing a wide range of security services and technology integration solutions.

## Independent Living Resources, Inc. Booth 25

4439 Mormon Coulee Road  
La Crosse, WI 54601  
608.787.1111  
608.787.1114  
www.ilresources.org

*Representatives:* Ashley Walker, Alicia Oliver  
Advocacy agency for people with disabilities with a focus on assistive technology and accommodations.

## Booth 38



WISCONSIN  
LIBRARY  
ASSOCIATION

## Booth 18

## Booth 21



WISCONSIN  
LIBRARY  
ASSOCIATION

## Booth 40



WISCONSIN  
LIBRARY  
ASSOCIATION

## Booth 20



WISCONSIN  
LIBRARY  
ASSOCIATION



WISCONSIN  
LIBRARY  
ASSOCIATION

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

Indicates WLA member

## Innovative Interfaces

5850 Shellmound Way  
Emeryville, CA  
510.655.6200  
510.450.6350 (fax)  
www.iii.com

*Representative:* Matt Wagner

Innovative Interfaces creates cutting-edge technologies for libraries, including the Sierra Services Platform, the Millennium ILS, the Encore Synergy discovery application, the Innovative ERM and INN-Reach resource sharing.

## KAPCO Book Protection

1000 Cherry Street  
Kent, OH 44240  
330.678.1626  
330.678.3922 (fax)  
www.kapco.com

*Representative:* Tim Weber

Paperbacks last longer with KAPCO Covers. Let us show you how. Free Book.

## Library Furniture International, Inc. Booth 60

1945 Techny Road, Unit 10  
Northbrook, IL 60062  
847.564.9497  
847.564.9337 (fax)  
www.libraryfurniture-intl.com

*Representatives:* Meghann Replin, Scott Fairbanks, Amy Fairbanks

Providers of library shelving, furniture and display fixtures.

## Low Vision Store

5345 W Forest Home Avenue  
Milwaukee, WI 53220-1410  
414.327.2810  
414.327-2812 (fax)

*Representatives:* Ruth Schneider, Dave Schneider

The Low Vision Store is a "gold medal" for all low vision and blindness individuals. It offers machines that help you read by magnifying up to 17 times and also machines that read to you when magnification is not enough.

## Booth 69

## Magazine Subscription Service Agency

5248 State Road 54  
New Port Richey, FL 34652  
800.368.7922  
800.889.2004 (fax)  
www.magazinesubservagy.com

*Representatives:* Richard Emmons, Robin Craig  
We are an independent subscription service. We handle over 250,000 publications. Our customers are libraries. When available, we will provide "free replacement" issues for our customers.

## Booth 54

## Maris Associates\*

3175 Willowgate Pass  
Colgate, WI 53017  
262.628.1926  
262.628.2662 (fax)

*Representative:* Maris Dambekaln

Books - e-books and databases for childrens, young adult and adult.

## Booth 28

## Midwest Tape

P.O. Box 820  
Holland, OH 43528  
800.875.2785  
800.444.6645 (fax)  
www.midwesttapes.com

*Representative:* Jason Sleet Shirley

Through quality media products and unmatched customer service, Midwest Tape provides the expertise to help libraries deliver a better patron experience for their communities.

## Booth 62

## National Network of Libraries of Medicine

### Greater Midwest Region

1750 W Polk Street  
Chicago, IL 60612  
312.996.2464  
312.996.2226 (fax)  
<http://nnlm.gov/gmr>

*Representative:* Samantha Hewakapuge

Advancing the progress of medicine and improving access to consumer health and public health information.

## Booth 14



## Breaks in Exhibit Hall

Wednesday  
10:00 – 10:45 a.m.  
3:30 – 4:15 p.m.

Thursday  
10:00 – 10:45 a.m.  
3:30 – 4:15 p.m.

# Exhibitors

## Northern Micrographics

2004 Kramer Street  
La Crosse, WI 54603  
608.781.0850  
608.781.3883 (fax)  
www.normicro.com

*Representatives:* Tom Ringdahl, Carol Berteotti, Scott Pechacek, Renee Jordan, Colleen Lubinsky  
Northern Micrographics offers digitizing, microfilming, printing and binding. We can also help you get your collections online with NDLSWeb and PhotoAtlas.

## Organic Arts

P. O. Box 070646  
Milwaukee, WI 53207-0646  
414.702.6053  
www.organicarts.com

*Representatives:* David HB Drake, Jean-Andrew, Michael Drake, Wildflower, Sky Schultz  
Organic Arts is a collection of performing artists providing music, storytelling and natural history events to library, school, senior, community and family organizations.

## OverDrive

8555 Sweet Valley Drive, Suite N  
Cleveland, OH 44125  
216.573.6886  
216.573.6888 (fax)  
www.overdrive.com

*Representative:* Marla Levine  
Create your Virtual Branch! Overdrive® enables you to offer bestselling audiobooks, eBooks, music and video—online 24/7—from your library's website.

## Penworthy Company, The\*

219 North Milwaukee Street  
Milwaukee, WI 53202  
414.287.4600  
414.287.4602 (fax)  
www.penworthy.com

*Representatives:* Will De Buer, Karla Wustner  
Penworthy Prebound Books are popular, high-circulation titles bound to endure heavy use. We offer immediate, free shipping and provide personal service you can trust.

## Booth 50



## Polaris Library Systems

103 Commerce Blvd.  
Liverpool, NY 13088  
315.634.4556  
315.457.5883 (fax)  
www.polarislibrary.com

*Representative:* Patty Wanninger  
Polaris Library Systems is dedicated to helping libraries leverage library technology to better serve their communities.

## ProQuest

789 East Eisenhower Parkway  
Ann Arbor, MI 48108  
734.761.4700  
734.997.4224 (fax)  
www.proquest.com

*Representative:* Mike Peters, Jason Martinez  
ProQuest connects people with vetted, reliable information. Key to serious research, the company has forged a 70-year reputation as a gateway to the world's knowledge - from dissertations to governmental and cultural archives to news, in all its forms.

## Quality Books, Inc.\*

1003 West Pines Road  
Oregon, IL 61061  
800.323.4241  
815.732.4499 (fax)  
www.qbibooks.com

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

## Recorded Books

270 Skipjack Road  
Prince Frederick, MD 20678  
800.638.1304  
410.414.2576 (fax)  
www.recordedbooks.com

*Representatives:* Brad Gray, Craig Mears  
Recorded Books offers unabridged audiobooks, language-learning products, films and other audio and digital products for public and university libraries. Thousands of titles are available for all audiences.

## Booth 16

## Booth 7

## Booth 1

## Booth 45

## Booth 51



## Booth 41



## Booth 30



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

Indicates WLA member

## Resources for Libraries and Lifelong Learning

Department of Public Instruction  
2109 South Stoughton Road  
Madison, WI 53716  
608.224.6171  
608.224.6178 (fax)

*Representatives:* Martha Berninger, Christine Barth, Kara Ripley, David McHugh, Elizabeth Neuman  
Resources for Libraries and Lifelong Learning offer Wisconsin libraries and patrons the BadgerLink full-text databases, WISCAT Resource Sharing System and Wisconsin Digital Archive.

**Booth 13**

## RTI - ECO CD/DVD Repair Machines

4700 Chase Avenue  
Lincolnwood, IL 60712  
847.677.3000  
847.677.1311 (fax)  
www.rtico.com

*Representative:* Scott Jahnke  
RTI ECO professional industrial products are precision computer controlled machines that automatically perform maintenance through deep scratch repairs on CDs, DVDs, Blu-Ray and Books-on-Disc.

**Booth 8**

## Scholastic Library Publishing

3668 Canary Way  
Eagan, MN 55123  
651.303.3460  
651.683.9105 (fax)  
www.scholastic.com

*Representative:* Gabe Flynn  
Scholastic's award-winning print and digital products: Children's Press, Rookie Readers, True Books, Grolier Online, True Flix, Freedom Flix and more!

**Booth 15**

## Sebcobooks

2001 SW 31st Avenue  
Pembroke Park, FL 33009  
954.985.9400  
954.987.2200 (fax)  
www.sebcobooks.com

*Representatives:* Larry Case, Jeff Pelant  
Sebcobooks is a distributor of eBooks for pre-K through adult.

**Booth 61**

## SirsiDynix

400 West Dynix Drive  
Provo, UT 84604  
801.223.5796  
801.223.5202 (fax)  
www.sirsidyndynix.com

*Representative:* Jim Schwieters  
The world's leading provider of library technology solutions, connecting people with information and resources at 20,000 academic, public, government and corporate facilities worldwide.

**Booth 10**

## Tech Logic Corporation

1818 Buerkle Road  
White Bear Lake, MN 55110  
651.389.4915  
651.747.0493  
www.tech-logic.com

*Representative:* Steve Day  
Tech Logic Corporation offers every component necessary for sophisticated Automated Sorting Technologies (AST) systems, self check-in/check-out systems, and RFID and barcode-based systems.

**Booth 9**

## UW-Madison School of Library and Information Studies\*

600 North Park Street, 4207 H.C. White Hall  
Madison, WI 53706  
608.263.2909  
608.263.4849 (fax)  
www.slis.wisc.edu

*Representative:* Tanya Cobb  
Master's and doctoral graduate programs and post-degree continuing education in library and information studies.

**Career Center**



## Breaks in Exhibit Hall

Wednesday  
10:00 – 10:45 a.m.  
3:30 – 4:15 p.m.

Thursday  
10:00 – 10:45 a.m.  
3:30 – 4:15 p.m.

# Exhibitors

## UW-Milwaukee School of Information Studies\*

P.O. Box 413  
Milwaukee, WI 53201-0413  
414.229.4707  
414.229.6699 (fax)  
www.sois.uwm.edu

*Representatives:* Dr. Wooseob Jeong, Jessica Hutchings, Sharon Lake, Jim Schultz, Hayley Johnson, Dr. Thomas Walker  
Through leading international faculty, undergraduate, master's and doctoral degree programs, and international partnerships spanning the globe, SOIS prepares students for success in our information world.

## University of Wisconsin Press\*

1930 Monroe Street, 3rd Floor  
Madison, WI 53711-2059  
608.263.1136  
608.263.1132 (fax)  
www.uwpress.wisc.edu

*Representative:* Andrea Christofferson  
Publisher and distributor of regional, scholarly and general interest books.

## Upstart\*

P.O. Box 7820  
Madison, WI 53707-7820  
800.558.2110  
800.835.2329 (fax)  
www.highsmith.com

*Representatives:* Heidi Green, Matt Mulder  
Upstart reading promotions include posters, bookmarks and incentives to get kids excited about reading.

## Wisconsin Historical Society Library-Archives

816 State Street  
Madison, WI 53706  
608.264.6489  
608.264.6486 (fax)  
www.wisconsinhistory.org

*Representatives:* Gail Ranallo, Marian Viney  
WHS Library-Archives provides access to a vast North American history collection. Items readily available outside of Madison include 12,000 digital or microfilm newspaper titles, 75,000 images and millions of genealogical records.

## Career Center



## Wisconsin Historical Society Press Booth 3

816 State Street  
Madison, WI 53706  
608.264.6461  
608.264.6486 (fax)  
www.wisconsinhistory.org/whspress

*Representatives:* Kathy Borkowski, Kristin Gilpatrick  
By collecting, preserving and sharing our stories, we help people connect to the past by publishing the best in Wisconsin history and culture.

## Wisconsin Library Services (WiLS)\* Booth 19

728 State Street, Room 464  
Madison, WI 53706  
608.265.2773  
608.262.6067 (fax)  
www.wils.wisc.edu

*Representatives:* Tom Zillner, Allen Wenzel, Shirley Schenning  
WiLS is a member-based, nonprofit organization, facilitating resource sharing, training, technical workflow analysis and cooperative activities relating to the changing nature of information technology.

## Wisconsin Public Television

975 Observatory Drive  
Madison, WI 53706  
608.265.5331  
608.265.5039 (fax)  
www.wpt.org/outreach

*Representative:* Lynne Blinkenberg, Leigh Schmidt  
Reel-to-Real provides tools for screenings and discussions featuring PBS films, bridging the gap between viewing a film and creating community dialogue and action.

## Wisconsin Talking Book & Blind Library (WTBBL)

813 West Wells Street  
Milwaukee, WI 53202  
414.286.3010  
414.286.3102 (fax)  
www.talkingbooks.wi.gov

*Representatives:* Linda Vincent, Roxanne Staveness  
WTBBL is a free service that provides audio books and listening equipment to Wisconsin residents who for any physical reason cannot read standard print.

## Booth 64

## Booth 24



WISCONSIN  
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## Wisconsin Women Library Workers Booth 6

P.O. Box 1425  
Madison, WI 53701-1425  
www.wlw.pbworks.com

*Representative:* Maureen Welch

Wisconsin Women Library Workers is a feminist organization committed to improving the status of women in the library field. Come see this year's quilt.



## Woodland Pattern Book Center\* Booths 52/53

720 East Locust Street  
Milwaukee, WI 53212  
414.263.5001  
414.372.7636 (fax)  
www.woodlandpattern.org

*Representatives:* Anne Kingsbury, Carolyn Elmer, Karl Gantung, Chuck Stebelton

Woodland Pattern is a nonprofit Literary Arts Center, which specializes in contemporary literature with special emphasis on poetry, small press and cross-cultural titles.

## World Book, Inc. Booth 65

233 North Michigan Avenue, Suite 2000  
Chicago, IL 60601  
800.975.3250  
888.922.3766 (fax)  
<http://www.worldbook.com/>

*Representative:* Mike Kane, Sharon Kane

World Book, Inc.'s classroom and library publications feature the World Book Web digital PK-12 educational and reference products, The World Book Encyclopedia and PK-Intermediate nonfiction series in early skills, social studies and sciences.

## Yerges Moving and Storage Booth 70

P.O. Box 339  
Fort Atkinson, WI 53538-0339  
920.563.0339  
920.563.5096  
www.yergesmoving.com

*Representative:* Kevin Becker

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

## Wisconsin Library Association

4610 S Biltmore Lane, Suite 100  
Madison, WI 53718-2153  
608.245.3640  
608.245.3646 (fax)  
wla.wisconsinlibraries.org  
Career Fair – Exhibits South Hall A  
Consultants Table – Booth 35  
Wisconsin Small Libraries Section – Booth 12  
Youth Services Section with CCBC – Booths 4/5

## Wisconsin Library Association Foundation

4610 S Biltmore Lane, Suite 100  
Madison, WI 53718-2153  
608.245.3640  
608.245.3646 (fax)  
wla.wisconsinlibraries.org/wlaf  
Fundraiser – Pump House Regional Arts Center, La Crosse  
Silent Auction – La Crosse Center South Hall A

### Breaks in Exhibit Hall

Wednesday  
10:00 – 10:45 a.m.  
3:30 – 4:15 p.m.

Thursday  
10:00 – 10:45 a.m.  
3:30 – 4:15 p.m.

### Meet & Mingle with Exhibitors

Tuesday, October 23, 4:00 p.m. – 6:00 p.m.  
Radisson Hotel La Crosse Ballroom Foyer  
Join us for a kickoff reception with hors d'oeuvres and a cash bar and take some time to meet and greet your colleagues and WLA members.

# Author Signings

## Author Signings

All book signings will take place immediately following presentations and luncheons outside respective meeting rooms.

### Wednesday

10:45 a.m. – 12:00 p.m.

Radisson Iowa

*Poles in Wisconsin* by Susan Mikoś (Wisconsin Historical Society Press)

10:45 a.m. – 12:00 p.m.

La Crosse Center Ballroom A

*An Ethical Life: A Practical Guide to Ethical Reasoning* by Richard Kyte (Anselm Academic)

12:15 p.m. – 2:00 p.m.

Radisson Ballroom

*Dark Emperor, Swirl by Swirl, and Red Sings From Treetops* by Joyce Sidman

2:15 p.m. – 3:30 p.m.

Radisson Iowa

*Garden Wisdom* by Jerry Apps (Wisconsin Historical Society Press)

2:15 p.m. – 3:30 p.m.

La Crosse Center Ballroom A

*An Ethical Life: A Practical Guide to Ethical Reasoning* by Richard Kyte (Anselm Academic)

2:15 p.m. – 3:30 p.m.

Radisson Illinois

*A Narrative Compass: Stories That Guide Women's Lives*, ed. by Betsy Hearne & Roberta Trites (U. Illinois Press); *Seven Brave Women* (HarperCollins/Greenwillow Books); *Wishes, Kisses, and Pigs* (Simon & Schuster/Margaret K. McElderry); *Beauties and Beasts: The Oryx Multicultural Folktale Series* (Greenwood/Oryx Press); *Choosing Books for Children: A Commonsense Guide*, 3rd ed. (University of Illinois Press); *The Canine Connection: Stories about Dogs and People* (Simon & Schuster/Margaret K. McElderry)

4:15 p.m. – 5:30 p.m.

Radisson Iowa

*Life, Death, and Archaeology at Fort Blue Mounds* by Robert Birmingham (Wisconsin Historical Society Press)

### Thursday

10:45 a.m. – 12:00 p.m.

La Crosse Center Ballroom B

*Bluefish, Mousetraps, Mrs. Estransky and the UFO and Circle the Truth* by Pat Schmatz

10:45 a.m. – 12:00 p.m.

Radisson Illinois

*Running Away to Home* by Jennifer Wilson

### Friday

8:45 a.m. – 10:00 a.m.

La Crosse Center Board Room B

*Bottoms Up: A Toast to Wisconsin's Historic Bars & Breweries* by Jim Draeger and Mark Speltz (Wisconsin Historical Society Press)

10:30 a.m. – 11:45 a.m.

Pearl Street Books, 323 Pearl St., La Crosse, WI 54601  
*Tattooed Lady: A History* by Amelia Klem Osterud (Speck Press)

12:00 p.m. – 2:00 p.m.

Radisson Ballroom

*Puff the Magic Dragon, Peter Paul and Mary: 50 Years in Music and Life, The Peter Yarrow Songbook: Sleepytime Songs, Songs for Little Folks, Day is Done, Favorite Folk Songs: The Peter Yarrow Songbook, Let's Sing Together!* by Peter Yarrow

We gratefully acknowledge the assistance of Woodland Pattern Book Center in providing the majority of the books for the author signings.

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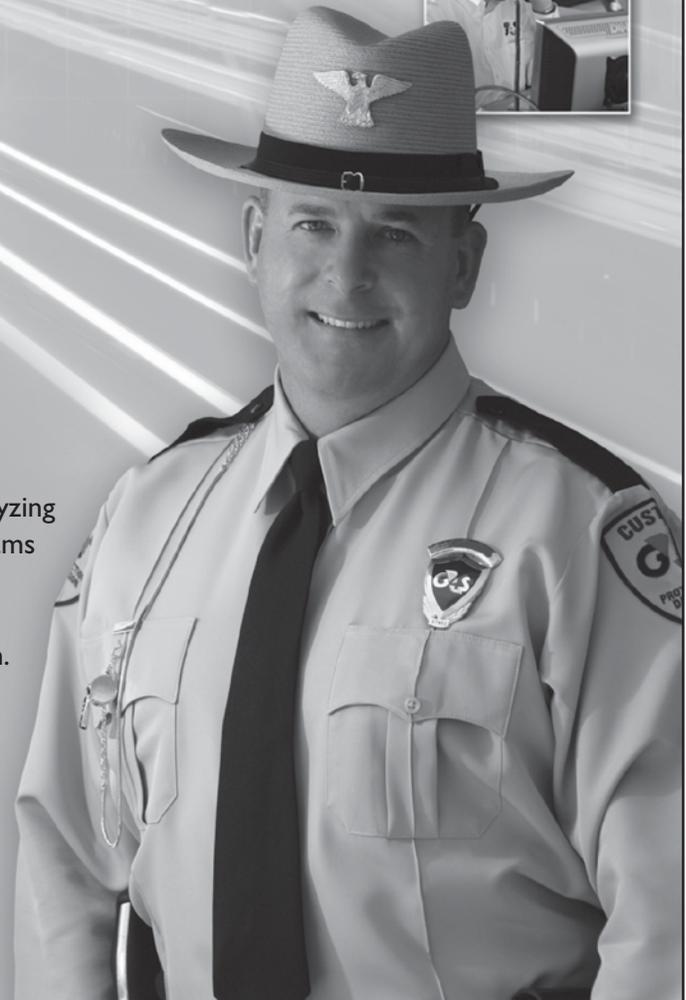


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General Manager, Wisconsin Operations  
G4S Secure Solutions (USA) Inc.  
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mark.schaefer@usa.g4s.com • www.g4s.com/us



# Special Thanks & Exhibits Showcase Drawing

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### Special Thanks to Our Partners

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G4S Secure Solutions	South Central Library System	Viterbo University	

### Thank You to Our WLA Fundraiser Partners

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### Thank You to Our Advertisers for Their Continued Support of Wisconsin's Library Community

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Engberg Anderson, Inc.	Kelly Krieg-Sigman	Wisconsin Historical Society Library-Archives	Wisconsin Talking Book and Blind Library
FEH Associates Inc.	Northern Micrographics		
G4S	Pearl Street Books		

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

## Exhibits Showcase Drawing

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

- ✓ Find entry forms in your registration packet
- ✓ Fill out your forms and drop them in the Exhibit Hall
- ✓ Be in the Exhibit Hall during designated Exhibits Breaks on:  
Wednesday at 10:00 a.m. and 3:30 p.m.  
Thursday at 10:00 a.m. and 3:15 p.m.

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

### Grand Prize

The Hyatt on Main in Green Bay (location of the WLA Conference, October 22-25, 2013) has generously donated a Gift Certificate that entitles the recipient to one night stay for two adults in a double queen suite. Certificate # HM2201. Date valid from October 22, 2013 through October 25, 2013.

## 2012 Door Prize Contributors

3Branch Products	FEH Associates Inc.	OverDrive	Upstart
American Civil Liberties Union of Wisconsin Foundation (ACLU)	KAPCO Book Protection	The Penworthy Company	Wisconsin Public Television
Clear Image Solutions	Maris Associates	Quality Books, Inc.	Wisconsin Talking Book and Blind Library
DEMCO	Northern Micrographics	Recorded Books	Woodland Book Pattern
	Organic Arts	University of Wisconsin Press	

## Keynote

### America's Stake in Our Libraries as the New "Third Place"

**Lewis M. Feldstein**

Former president and CEO, New Hampshire Charitable Foundation

Wednesday, October 24, 8:45–10:00 a.m., La Crosse Center - South Hall

We have become better at distancing ourselves from others, from the increasingly homogeneous communities in which we live to the narrowly focused media from which we get our news. Fortunately, libraries all across the country are developing into the new community commons, learning to overcome these differences and bring us together with people unlike ourselves. Join Lew in this exciting talk about libraries as the new "third place."

Feldstein has written and lectured widely on social capital and community building.

With Robert Putnam of Harvard University, he co-founded the Saguaro Seminar: Civic Engagement in America and co-authored *Better Together: Restoring the American Community* (Simon & Schuster, 2003). Feldstein has worked with the civil rights movement in Mississippi, was a senior staff member for former New York City mayor John V. Lindsay, and was formerly provost of the Antioch/New England Graduate School. He lives in Hancock, New Hampshire.



## President's Luncheon

**Peter Yarrow**

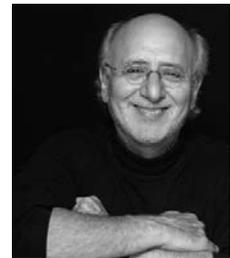
Friday, October 26, 12:00 – 2:00 p.m., Radisson Hotel La Crosse

Peter Yarrow from the legendary vocal trio of Peter, Paul, and Mary will speak and perform. As a member of the trio, Yarrow has earned multiple gold and platinum albums and numerous GRAMMY awards. He uses music to convey a message of humanity and caring. As one of America's greatest folk singers, his music has had a profound effect on several gen-

erations of musicians, as well as the nation as a whole.

Peter Yarrow's performance is made possible through a generous gift from WLA President Ron McCabe.

**Author Signing** (immediately following program)



## WLA FOUNDATION Silent Auction

La Crosse Center South Hall A  
Wednesday, 10:00 a.m. – 5:00 p.m.

Thursday, 8:30 a.m. – 3:30 p.m.

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

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

**SUPPORT**  
**Wisconsin Libraries**  
*Keep Us All In A Better State*

## WLA FOUNDATION Fundraiser

### Storytelling For a Fall Night & Battledecks

Wednesday, October 24, 8:00–11:00 p.m.

Pump House Regional Arts Center, 119 King Street,  
La Crosse

One drink, light snacks, plus a charitable contribution to the WLA Foundation! Cash bar available. Short walk from hotel. . . \$35 in advance/\$40 at the door.

*Partner:* Engberg Anderson, Inc., Innovative Interfaces, Quality Books, Inc.

# Speakers

## Jerry Apps

Jerry Apps, born and raised on a Wisconsin farm, has been a rural historian and award-winning environmental writer for more than 40 years. He has published over 30 books, many of them on rural history and country life, including *Every Farm Tells a Story*, *Living a Country Year*, *Horse-drawn Days*, *Barns of Wisconsin*, *Old Farm* and his most recent publication, *Garden Wisdom: Lessons Learned from 60 Years of Gardening*.



## Tina Baich

Tina Baich is an Assistant Librarian at Indiana University-Purdue University, Indianapolis University Library. In addition to supervising the Interlibrary Services department, she serves on the Bibliographic and Metadata Services and Liberal Arts Teams. Tina is especially interested in web-based interlibrary loan finding aids and the impact of open access on interlibrary loan and has presented on these topics at state, regional and international conferences.



## Robert A. Birmingham

Robert A. Birmingham served as Wisconsin State Archaeologist between 1989 and 2004 and is the author of many articles and publications in Wisconsin archaeology and history. He now teaches anthropology at UW-Waukesha and writes from his home in Madison, Wisconsin. He is the co-author of the award winning books *Indian Mounds of Wisconsin* (UW-Press), and *Aztalan: Mysteries of An Ancient Indian Town* (Wisconsin Historical Society Press). His most recent book is *Spirits of Earth: The Effigy Mound Landscape of Madison and the Four Lakes*. Mr. Birmingham is the recipient of the Increase Lapham Research Medal from the Wisconsin Archeological Society and the 2007 State Park Hero award from the Friends of Wisconsin Parks for his promotional and educational work at Aztalan State Park.



## Kim Cable

Kim Cable is the Housing and Community Services Director for Couleecap, an organization uniting the diverse voices of the Coulee Region of western Wisconsin, including low income individuals, elected officials and representatives from grassroots community organizations in fighting poverty in the region. Each year, Couleecap helps more than 17,000 families achieve self-sufficiency.



## Jim Draeger

Jim Draeger is an architectural historian and Deputy State Historic Preservation Officer at the Wisconsin Historical Society with more than 25 years of experience. From roadside architecture to Northwoods resorts, Draeger celebrates the importance of ordinary buildings to our daily lives through his research, writing and lectures.



## Mark Ehlert

Mark Ehlert began his association with Minitex Contract Cataloging in September 2007. Prior to his present service as ConCats cataloger, he worked in a paraprofessional capacity at the University of Minnesota's Wilson Library (2004–2007) cataloging special collections materials and gift books. Earlier, he spent ten years (1994–2004) as part of the staff of Alcuin Library, which is located on the campus of St. John's University in Collegeville, Minnesota.



## Jimmy Gillman

Jimmy Gillman is a columnist for the La Crosse Tribune. As a writer and author, he's responsible for Jimmy Gillman's Past Picks Online ([www.jimmygillmansreviews.com](http://www.jimmygillmansreviews.com)) and The Jewish Film Guide.



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

## Warren Graham

Warren Graham, aka the Black Belt Librarian, has been a security professional for more than 25 years, including 17 years as the security manager of the Public Library of Charlotte and Mecklenburg County, North Carolina. Graham left the library in 2006 to establish Warren Davis Graham Training and Consulting, specializing in realistic security procedure training for employees, handling difficult customers, self-defense tactics for front line staff and customized training for specific needs.



## Betsy Hearne

Betsy Hearne is former Director of The Center for Children's Books and a professor emeriti in the Graduate School of Library and Information Science at the University of Illinois at Urbana-Champaign, where she taught children's literature and storytelling for many years. She is the author of numerous articles and books, including *Choosing Books for Children: A Commonsense Guide*, and the folktale anthology, *Beauties and Beasts*. The former children's book editor of *Booklist* and of *The Bulletin of the Center for Children's Books*, she has reviewed books for almost 40 years and contributes regularly to *The Horn Book Magazine*.



## Traci Lesneski

Traci Lesniski is a principal in the nationally recognized library design firm MS&R. Traci believes in designing for the individual, valuing our inherent need for variety, privacy and dignity. Designing spaces that can positively impact a person's life motivates and inspires her—whether for a public library, an arts building, a university community center or a workspace. Her focus is on enhancing personal comfort, productivity and delight.



## Jean Kalscheur

Jean Kalscheur is a vision rehabilitation teacher with the Wisconsin Council of the Blind & Visually Impaired, working with adults with visual impairments for the past four years. She has over 25 years experience in occupational therapy education and practice. While at WCB&VI, Jean has developed *Everyone Sees Differently*, a program for elementary aged students to learn how persons who are blind or visually impaired engage in everyday activities, and *Keeping Seniors Connected*, a computer class for older adults to learn to make a computer more accessible.



## Richard Kyte

Dr. Richard Kyte is the Director of D.B. Reinhart Institute for Ethics in Leadership and Professor of Philosophy at Viterbo University in La Crosse, Wisconsin where he teaches a variety of ethics courses dealing with issues in business, health care, law, politics, the environment, art and religion. He has published and lectured widely on topics related to justice, forgiveness, virtue and the meaning of life.



## Dwight McInvaill

Dwight McInvaill is the Director of the Georgetown County Library which serves about 60,000 citizens in sunny, rural coastal South Carolina. In his 30+ years of library experience he's been responsible for numerous grants totaling over 1.3 million for improving library services, including the Georgetown County Digital Library and children, teen and adult illiteracy. He was appointed to the steering committee of the Digital Public Library of America (Harvard University's Berkman Center of Internet & Society) in 2010, representing small libraries. He also writes a blog for *Techsoup for Libraries*.



# Speakers

## Debby Anderson Meyer

Debby Anderson Meyer has a Bachelor of Science in education and a Masters in Public Affairs from UW-Madison. She joined the Wisconsin Council of the Blind & Visually Impaired in January 2011 as the Fund Development Director. She spent the last eight years doing nonprofit outreach and development, and previous to that worked in state government (Departments of Administration and Justice) as a grant administrator and policy analyst. She brings a passion for connecting people and funders to vital, necessary nonprofit work.



## Susan Gibson Mikoś

Susan Gibson Mikoś is a historic preservation consultant who lives in Shorewood, Wisconsin. She is the author of *Poles in Wisconsin*, part of the People of Wisconsin series. Her other books include *Kresy*, a volume of photographs taken by geographer Louise Arner Boyd in the eastern borderlands of Poland in 1934. Over the past thirty years, Mikoś has been active in several Polish cultural organizations, including the Polish Center of Wisconsin and Polanki, the Polish Women's Cultural Club of Milwaukee.



## Dr. Dipesh Navsaria

Dr. Dipesh Navsaria is the medical director of Reach Out and Read Wisconsin, a child literacy program of the Children's Health Alliance of Wisconsin. He is on the faculty of the University of Wisconsin School of Medicine and Public Health and is a specialist in pediatric and adolescent medicine. Dr. Navsaria is committed to developing a passion for reading in every child he meets. In addition to his medical degree, he also holds a masters degree in Library and Information Sciences.



## John Pederson

John Pederson, aka Mayor of the Internet, is an Educational Technology Liaison with WiscNet in Madison, Wisconsin. WiscNet is a collaboration of higher education institutions, public entities across the state, including higher education, technical colleges, K12 schools, libraries, municipalities and hospitals. His role as liaison is being a translator between the world of networking and that of teaching and learning.



## Emily Pfothenhauer

Emily Pfothenhauer is the Outreach Specialist for Wisconsin Heritage Online, the collaborative statewide digitization program. In that role, she digitizes historic items from around the state and posts them online which she finds is the best way to share the findings.



## Jean Preer

Dr. Jean Preer is Professor Emerita in the Indiana University School of Library and Information Science in Indianapolis. She is the author of *Library Ethics*, published by Libraries Unlimited in 2008, and honored as the 2009 winner of the Greenwood Publishing Group Award for Best Book in Library Literature.



## Dorothea Salo

Dorothea Salo is an independent consultant and library technologist. An adjunct lecturer for the School of Library and Information Studies at the University of Wisconsin-Madison, she is a frequent speaker on all things library and tech at conferences around the world.



## Pat Schmatz

Pat Schmatz grew up in rural Wisconsin, where her passions were reading, basketball and the woods. She lived in Michigan, California, and Minnesota before landing back in central Wisconsin. When she's not traveling, Pat does administrative work for the Legal Aid Society of Minneapolis, helping those dedicated and talented public interest lawyers provide free civil legal services for low-income folks and people with disabilities. In the summer, she is on the staff of the Michigan Women's Music Festival. In between, when she's not running or skiing in the woods or swimming in the lake, she studies Spanish and Japanese, watches the Green Bay Packers and Buffy the Vampire Slayer, and reads and rereads and writes and rewrites. She has won numerous awards for her book, *Bluefish* and is currently at work on a new novel called, for now, *Lizard Radio*.



## Ruth Sias

Ruth Sias has worked as a Children's Librarian for 20+ years and been involved with the Reach Out and Read program for the last five years. Currently, she coordinates Reach Out and Read volunteers at the UW Health clinics and American Family Children's Hospital as well as reading in the clinic waiting room.



## Dave Skogen

Dave Skogen is the Chairman of the Board of Festival Foods, a 16-store regional grocery store chain, and has been in the grocery business for over 50 years, but if you asked him, he would tell you that he's actually in the people business. It just so happens they sell groceries. His leadership style is influenced by the book *The Servant* by Jim Hunter.



## Raquelle Solon

Raquelle Solon, Associate Director of Prepare Training for CPI, has a diverse leadership background including over 10 years of experience problem-solving violence prevention solutions. CPI is an international organization based in Milwaukee, Wisconsin. In her role with CPI, she has worked directly with hundreds of organizations to determine the most cost-effective means of implementing training and crisis prevention.



## Mark Speltz

Mark Speltz is a senior historian at American Girl. He previously worked as an independent researcher on exhibits for museums, including the Ellis Island Immigration Museum, and has authored several articles for the Wisconsin Magazine of History.



## Tom Thibodeau

Tom Thibodeau is a member of the Viterbo University faculty in the Department of Religious Studies and Philosophy and a member of the graduate faculty. He has been appointed Distinguished Professor of Servant Leadership, the first person at Viterbo to hold that post. A popular teacher and presenter, Thibodeau is the recipient of Viterbo's Teacher of the Year award and is the director of Viterbo's Master of Arts in Servant Leadership program. In addition, he has served on a number of community boards and committees and is a co-founder and active community member at Place of Grace, a local Catholic Worker House.



## Barbara Vey

Barbara Vey is a media consultant and a contributing editor and blogger for *Publisher's Weekly*. She is the co-author of *Book Marketing, Book Trailers and Author Etiquette in a Nutshell* with Sheila Clover English. She lives in Milwaukee, Wisconsin.



## Jennifer Wilson

Jennifer Wilson has worked as a Big Band disc jockey, a high-school English teacher, detasseler of corn, and a reporter and editor for newspapers and magazines. She's written for *Esquire*, *National Geographic Traveler*, *No Depression*, *Traditional Home*, *Gourmet* and many other national magazines and newspapers. *Running Away to Home* (St. Martin's Press) is about the time she forced her family to sell their stuff and return to live in the ancient Croatian mountain village of her ancestors. A good time was had by all. Sort of. *Running Away to Home* has been chosen as Best Nonfiction Book of 2011 by the American Society of Journalists and Authors. She lives and writes in Iowa.



## PRE-CONFERENCES

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**1:00 P.M. – 4:00 P.M.**

### **Situational Leadership: From Understanding to Action**

Radisson Illinois

*Sponsored by WeLead*

**Gretel Stock-Kupperman**, Director, Todd Wehr Memorial Library, Viterbo University, La Crosse

What kind of library leader do you need to be? If you answered, “It depends,” you’re already practicing situational leadership. This pre-conference will help you hone the skills you need to identify and resolve issues facing your library (or department, unit, or committee), becoming a more effective leader in the process. Drawing on her studies in Management and Organizational Behavior and her thirteen years of experience as a professional working with all types of libraries, Gretel Stock-Kupperman will demonstrate how to assess the challenges and opportunities facing your organization using specific observation and listening skills. She will also review the importance of both personal and institutional goals and how effective strategic planning helps turn ideas into actions. Please join us for an exciting and interactive session that will leave you both inspired and prepared to become the leader your library needs now!

### **Youth Services Information Exchange**

Radisson Iowa

*Sponsored by Department of Public Instruction and WLA Youth Services Section*

**Tessa Michaelson Schmidt**, Youth and Special Services Consultant, DPI, Madison; **youth services staff; library directors** Take part in a special preconference hosted by the Department of Public Instruction (DPI) and the WLA Youth Services Section (YSS). The Youth Services Information Exchange is open to anyone interested in discussing youth services trends, issues, and ideas for public libraries in Wisconsin. This mega-session will offer attendees the opportunity to share, show, talk, meet, and connect. Discussion topics might include collaborations with school libraries or local agencies, grant opportunities and success stories, program sharing within systems, and professional development on a budget. DPI and YSS hosts will emphasize the structure and role of youth services networks in Wisconsin and how these networks can improve support and leadership to youth services librarians. The preconference conversation will be top-down, bottom-up, and every direction in between. Please join us — your voice matters! (Note: Attendees do not need to be members of YSS.)

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**1:30 P.M. - 4:30 P.M.**

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

Radisson Minnesota AB

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**3:00 P.M. – 7:00 P.M.**

### **Registration**

La Crosse Center South Hall Lobby

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**4:00 P.M. – 6:00 P.M.**

### **Vendor Reception**

Radisson Ballroom Foyer

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

*Entertainment provided by: David HB Drake, Organic Arts, Ltd.*

### **Wisconsin Association of Public Libraries Board of Directors Meeting**

Radisson Wisconsin II

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**6:00 – 8:00 P.M.**

### **Wisconsin Library Association Board of Directors Meeting**

Radisson Wisconsin I

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**7:00 a.m. – 7:00 p.m.**

## **Registration**

La Crosse Center South Hall Lobby

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**7:00 a.m. – 8:45 a.m.**

## **Continental Breakfast**

La Crosse Center South Hall - Second Floor Hallway

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## **Past Presidents' Breakfast (by invitation only)**

Radisson Wisconsin I

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**8:45 a.m. – 10:00 a.m.**

## **Keynote Address: America's Stake in Our Libraries as the New "Third Place"**

La Crosse Center South Hall - Ballroom ABC

**Lewis Feldstein**, former President and CEO,  
New Hampshire Charitable Foundation

As we get better at distancing ourselves from others, from the increasingly homogenous communities in which we live to the narrowly focused media from which we get our news, we have an ever greater stake in the few institutions with the resilience, capacity and standing to bridge these differences. This is no easy task, made tougher by budget cuts and corrosive politics. But there are libraries all across the country developing into the new community commons, learning to overcome these differences and bring us together with people unlike ourselves.



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**10:00 a.m. – 5:00 p.m.**

## **Activities in the Exhibit Hall**

La Crosse Center South Hall A

### **Career Center**

*Sponsored by WLA, UW-Madison SLIS and UW-Milwaukee SOIS*

Need advice on choosing an MLIS program? Need to touch up your resumé? Wonder where the jobs are? Come to the new Career Center in the exhibit hall. The Career Center will feature the following:

- Individual Resumé review service
- Demonstration of WLA's online jobs and resumé board
- Take-aways on career resources

- Photo booth: Get a free professional-looking headshot for social media accounts and WLA's membership directory (Limited hours; check in at the booth for details.)

### **Consultants' Table in the Exhibits Hall**

Don't miss this opportunity to meet with some of our state's most experienced practitioners to talk about your top library concerns. The consultants will be available for one hour and will answer questions one-on-one or in small groups. Sample topics could include fundraising for building projects, starting a technology gadget lending program and invigorating a Friends of the Library group. You'll find the consultants in the Exhibits Hall, Wednesday and Thursday, near the Career Center.

#### **10:00 a.m. – Youth and Special Services: Tessa Michaelson Schmidt**

Tessa Michaelson Schmidt is the Youth and Special Services Consultant for the Division for Libraries and Technology. Before joining DLT, she was the Assistant Director of the Ruby Sisson Memorial Library in Colorado and also worked for the Cooperative Children's Book Center in Madison.

#### **11:00 a.m. – Friends of the Library: Patricia Boge**

Patricia Boge has been the staff liaison to the La Crosse Public Library Friends of the Library for over 30 years. In addition to working with La Crosse's successful Friends group, she has also provided consulting expertise to many Winding Rivers Library System libraries on starting and managing Friends groups.

#### **1:00 p.m. – Building Projects: Mike Gelhausen**

Mike Gelhausen is the director of the Jack Russell Memorial Library in Hartford. He has been a professional librarian for over 30 years and has worked on three building projects throughout his career, along with a major fundraising campaign for the JRML which opened last October.

#### **2:00 p.m. – Loaning Gadgets: Linda Bendix**

Linda Bendix is the director of the Frank L. Weyenberg Library of Mequon-Thiensville, the first public library in Wisconsin to circulate Kindles, starting in spring 2009. "We keep our policies nimble and simple, and we have fully integrated the e-Reader into our collection development efforts."

#### **3:00 p.m. – Trustee Relations: Walter Burkhalter**

Walter Burkhalter is the Public Library Administration Consultant for the Division for Libraries and Technology. Before joining DLT, Walter was the Director of the Mid-Wisconsin Federated Library System in Horicon for 10 years.

#### **4:00 p.m. – Job Seeking Skills: Kelly Krieg-Sigman**

Kelly Krieg-Sigman has been a library director since 1985; La Crosse Public Library is her third directorship. By her own reckoning, she has participated directly in the interviewing and hiring for over 30 full time professional library positions as well as many part-time support positions. Her mantra: Do the ingredients of the person match the recipe for the job?

*10:00 a.m. – 5:00 p.m. continued on next page*

# Wednesday

10:00 a.m. – 5:00 p.m. continued from previous page

## Exhibits

La Crosse Center South Hall A

## WLA Foundation Silent Auction

La Crosse Center South Hall A

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**10:00 a.m. – 10:45 a.m.**

### Exhibits — No Conflict

La Crosse Center South Hall A

Join us for the grand opening of the Exhibit Hall and visit our new and returning vendors.

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**10:45 a.m. – 12:00 p.m.**

## Developing a Concert Series at Your Library

La Crosse Center South Hall - B1

*Elizabeth Eisen, Adult Programming Librarian, Appleton Public Library; Ron McCabe, Director, McMillan Memorial Library; Gretchen Raab, Assistant Director, Neenah Public Library*

Learn how to organize and implement a popular concert series in your library. This session includes recruiting musicians, performance contracts, scheduling, marketing, funding, sound systems, room requirements and much more. Our panel will relate personal experiences involving the joys and challenges of offering this cutting-edge adult programming option. There will be time for a question and answer period.

## Everything I Needed to Know I Learned from a Teen Book

La Crosse Center South Hall - Ballroom B

*Rubama Kordatzky-Bahr, Consultant, Burlington; Linda Jerome, Teen Librarian, La Crosse Public Library*

Do you know why you should add creamer before you add coffee? Do you know how parasitic wasps saved 20 million lives? What were Winston Churchill's last words? These questions and more will be answered as we explore fresh and inventive ways to book talk both well-known and brand new books while we learn fun and useful information found in a most unexpected place: teen fiction.

## FRBR in Your Catalog Under RDA

Radisson Illinois

*Scott Piepenburg, Catalog/Metadata Librarian, UW-Stevens Point*

A look at the impact that FRBR can have on your library catalog and how your users access information.

## In Transit:

### New Directions in Physical Delivery for Libraries

Radisson Minnesota A

*Bruce Smith, Delivery Coordinator, South Central Library System*

For the past 20 years, the physical delivery of library materials has grown to become a vital support service for resource sharing between libraries. The growth of shared catalogs in Wisconsin has caused an explosion in the number of library materials shipped between libraries. This has led to the development of best delivery practices and the sharing of information among library delivery professionals around the country as we looked to what seemed like a never ending growth pattern. However, in the last few years the increased use of digital content electronically delivered to the user has begun to make an impact on the volume handled through library van delivery systems. This program will review how physical delivery has grown over the last two decades and how the efficient management of delivery may help in the transition to larger digital collections and increased use of electronic delivery.

## Letters About Literature

Radisson Minnesota B

*Mary Lou Santovec, Author and Board Member, Wisconsin Center for the Book; Tasha Saecker, Assistant Director, Appleton Public Library; Kate Thompson, President, Wisconsin Center for the Book; Thomas Walker, Associate Professor, School of Information Studies, UW-Milwaukee*

Find inspiration through "Letters about Literature" (LAL), a reading promotion program of the Library of Congress, Center for the Book, in partnership with the Wisconsin Center for the Book (WCB). LAL asks students, "How has an author's work changed your view of the world or yourself?" In response, students in grades 4 through 10 write letters to an author, living or dead, in any genre. The WCB coordinates and promotes LAL Wisconsin, attracting over 1,000 entries in 2011. The WCB welcomes librarians to help promote the program in their libraries, provide application materials and suggest reading materials. This session introduces the LAL program and showcases some inspirational prize-winning student letters.

## Not Another Boring Inventory Story: Development and Implementation of an Inventory Process Without the Price Tag

La Crosse Center South Hall - B4

**Jodi Bennett**, Circulation Supervisor, Cardinal Stritch University, Milwaukee; **Nathan Mundell**, Assistant Circulation Supervisor, Cardinal Stritch University, Milwaukee

Taking regular inventory of the stacks is necessary for a library to keep its collection organized, but it can be time-consuming and expensive. Without the budget to purchase any inventory software or equipment, Jodi and Nathan created their own method using the library's existing resources. They will explain how they developed and implemented a homegrown inventory process using only a barcode scanner, a laptop, spreadsheet software and an exported shelf list from the ILS. They will also discuss the benefits and weaknesses of their method compared to systems used by other libraries.

## Open Source on a Budget

La Crosse Center South Hall - Board Room A

**Dorothea Salo**, Faculty Associate, UW-Madison SLIS

You might have heard all sorts of things about open source software. Perhaps you've heard how wonderful the open source community is, or maybe you've instead swapped horror stories of working with non-tech-supported programs.... Come learn how open source really can be a viable option for techies and non-techies alike!

## Poles in Wisconsin

Radisson Iowa

**Susan Gibson Mikoś**, Historic Preservation Consultant, Milwaukee, and Author, Wisconsin Historical Society Press

Susan traces the history of Polish immigrants as they settled in America's northern heartland. The second largest immigrant population after Germans, Poles put down roots in all corners of the state, from the industrial center of Milwaukee to the farmland around Stevens Point, in the Cutover and beyond. In each locale, they brought with them a hunger to own land, a willingness to work hard and a passion for building churches.

**Author Signing** (immediately following program): *Poles in Wisconsin*



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# LIBRARY design

# Wednesday

## Poverty Simulation

La Crosse Center South Hall - B3

**Kim Cable**, Director, Housing and Community Services Department, Coulee Cap, Inc.

Imagine not having enough bus passes to get your child to daycare and yourself to work. Imagine losing your home because you have lost your job. Imagine having no food to feed your family. Sadly, for many Americans, this is not an exercise in imagination — it's their reality. Experience first-hand the effects that poverty can have on an individual and a family by attending a Poverty Simulation. You'll never be the same again. Coulee Cap is a nonprofit agency whose main purpose is to provide the tools and resources that empower low-income people to meet their needs, develop self-confidence and reach self-sufficiency. Coulee Cap strengthens communities by identifying resources, developing opportunities, and advocating for local adults, youth and families.

## Servant Leaders: Champions of the Common Good

La Crosse Center South Hall - Ballroom C

**Tom Thibodeau**, Program Director, Master of Arts in Servant Leadership and Associate Professor, Religious Studies and Philosophy, Viterbo University, La Crosse; **Dave Skogen**, Chairman, Festival Foods

Servant leadership is an ancient idea whose time has come as each of our institutions and communities are facing increasing human need, decreasing resources and higher levels of accountability. In this presentation we will focus on the positive power of our words and presence in our commitment to serving and leading for the common good. Viterbo University's Graduate Program in Servant Leadership offers the only master's degree of its kind in the nation. (Repeated today at 2:15–3:30 p.m.)

## Servant Leadership: Ethical Decision-Making for the Common Good

La Crosse Center South Hall - Ballroom A

**Richard Kyte**, Director, D. B. Reinhart Institute for Ethics in Leadership and Professor of Philosophy, Viterbo University, La Crosse

All people face ethical decisions on a daily basis, and public servants have to make ethical decisions that have significant effects on others. Making decisions for the common good requires attending not only to the results of one's actions, but also to the process used to decide on an action. The process should take into account the different ethical perspectives people bring to the issue in question and be able to generate consensus as to the appropriate action to be taken. This presentation will provide participants with a model called the "Four Way Method," a process for decision making that starts with what people already know about ethical reasoning and helps them to use their abilities more consistently and intentionally. (Repeated today at 2:15–3:30 p.m.)

**Author Signing** (immediately following program): *An Ethical Life: A Practical Guide to Ethical Reasoning*



## Speed Networking

La Crosse Center South Hall - Board Room C

**Rachel Arndt**, Librarian, Milwaukee Public Library; **Jamison Hein**, A/V Librarian, Clintonville Public Library

This annual conference favorite is a great way to meet fellow attendees by chatting for 10-minute intervals, "speed dating" style. After the program, at the very least you'll have a friend to say hello to in the hallway, or, at best, a new job lead!

## Tame Your Tech

La Crosse Center South Hall - Board Room B

**Kim Kiiskinen**, Reference & Technology Librarian, River Falls Public Library; **Tami Richardson**, Adult Services Manager, Rice Lake Public Library

Join Tami and Kim as they discuss the programs they have held to help the folks in their communities learn about electronic gadgets, how to choose them and how to use them.

## Courtesy Computers

For those without personal Internet-enabled devices, courtesy computers are available in the La Crosse Center South Hall Lobby during registration hours.

12:15 p.m. – 2:00 p.m.

## YSS Luncheon with Joyce Sidman

Radisson Ballroom

Joyce Sidman is the author of many award-winning children's poetry books, including the Newbery Honor-winning *Dark Emperor and Other Poems of the Night*, and two Caldecott Honor books: *Song of the Water Boatman and Other Pond Poems* (also a Lee Bennett Hopkins Poetry Award winner) and *Red Sings from Treetops: A Year in Colors* (which won the Claudia Lewis Poetry Award). She teaches poetry writing to school children and participates in many national poetry events, including the annual Poetry Blast at the American Library Association meeting. Her recent book, *Swirl by Swirl: Spirals in Nature*, has been critically acclaimed and is a Junior Library Guild Selection. **Author Signing** (immediately following program): *Dark Emperor*, *Swirl by Swirl*, *Red Sings From Treetops*



## AWSL Business Meeting

Radisson Hotel - Three Rivers Lodge  
Riverview Restaurant and Bar

2:15 p.m. – 3:30 p.m.

## Are You Listening? Audiobooks and Links to Learning

La Crosse Center South Hall - B4

**Sharon Grover**, Head of Youth Services, Hedberg Public Library, Janesville; **Lizette Hannegan**, Supervisor, Library Media Services, Arlington (VA) Public Schools

News flash: Research shows listening to audiobooks enhances and increases literacy skills! Join Sharon and Liz, authors of *Listening to Learn: Audiobooks Supporting Literacy* and the new School Library Journal column "ListenIn," for an entertaining, informative session on selecting and promoting audiobooks to children, teens, parents and teachers. Discover great audiobooks for young people and learn how to create successful partnerships between schools and public libraries by connecting audiobooks to Wisconsin Academic Standards.

## Cheerleading for Your Library

La Crosse Center South Hall - Board Room B

**Sandy Grams**, Adult Services Librarian, Greendale Public Library; **Jessica Newman**, Undergraduate Services Librarian, UW-Madison Steenbock Memorial Library; **Lora Bray**, Librarian, Credit Union National Association, Madison

Three librarians walk into a conference... A panel consisting of an academic, a public and a corporate librarian will dis-

cuss how they market their library. How much do we have in common? What can a law librarian learn from a public librarian? Can the marketing tactics from a university library appeal in some way to a library board? Join us as we search for common threads — marketing is often about creative angles. See if you can't come away with some new ideas.

## Every Library is a Government Documents Library

La Crosse Center South Hall - Board Room A

**Constance Behrens-Huffstetter**, Government Documents Reference Librarian, Milwaukee Public Library; **Abbigail Swanton**, Wisconsin Documents Depository Librarian, RLLL, Madison

As more government information becomes available online, it's important to stay on top of the great resources readily available at your fingertips. Let us show you how to make government information relevant to your patrons as we highlight some of the many electronic resources provided by both state and federal agencies.

## Facebook for Books! Using Social Media to Provide Readers' Advisory in Your Library

La Crosse Center South Hall - B2

**Jackelyn Potratz**, Acquisitions Librarian for Fiction, Milwaukee Public Library; **Kristina Gomez**, Business and Periodicals Librarian, Milwaukee Public Library; **Ben Miller**, Director, Sauk City Public Library; **Brett Rohlwing**, Community Partnership Supervisor, Milwaukee Public Library

In this session, the speakers will discuss fun and unique ways to use social media tools like Facebook and Pinterest to provide RA to your patrons. They will talk about methods, plans and strategies they've used to reach readers and how you can apply similar methods in your library.



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# Wednesday

## *Garden Wisdom: Lessons Learned from 60 Years of Gardening*

Radisson Iowa

**Jerry Apps**, Author, *Wisconsin Historical Society Press*

Step into the garden with writer and rural historian Jerry Apps. In this treasure trove of tips, recollections and recipes, Jerry combines his hard-earned advice for garden success with a discussion of how tending a garden leads to a deeper understanding of nature and the land. From planning and planting to fending off critters and weeds, he walks us through the gardening year, imbuing his story with humor and passion, and once again reminding us that working even a small piece of land provides many rewards.

**Author Signing** (immediately following program): *Garden Wisdom*



## **How to Approach Patrons to Inform Them of Library Rules**

La Crosse Center South Hall - B3

**Warren Graham**, *Black Belt Librarian*

Learn how to approach patrons to inform them of library rules in a way that will most likely insure their compliance and keep you as safe as possible at the same time. (Repeated today at 4:15–5:30 p.m.)

## **New Librarians Panel: Feedback From the Field**

La Crosse Center South Hall - B1

**Anjali Bhasin**, *Public Services Librarian, UW-Madison SLIS*; **Anna Fulton**, *Research Intern, UW-Madison*; **Brianne Markowski**, *Research Intern, UW-Madison*; **Kris Turner**, *Daytime Circulation Supervisor, UW-Law Library*; **Madeleine Diemer**, *Youth Services Librarian, Madison Public Library*

A group of freshly hired librarians will lead a discussion of what they've learned in their new positions. Come with questions about getting hired, what it's like to be the newbie or any other topic related to your first days "on the job."

## **Reading Through Changing Vision**

Radisson Minnesota A

**Jean Kalscheur**, *Vision Rehabilitation Teacher, Wisconsin Council of the Blind and Visually Handicapped*; **Debby Meyer**, *Fund Development Director, Wisconsin Council of the Blind and Visually Impaired*

About one-quarter of older Americans experience changes in vision that alters their ability to read. Today there are alternative formats combined with technology that can increase seniors' access to and enjoyment of reading again. Using simulation goggles and discussion, participants will experience reading under four eye conditions (macular degeneration, glaucoma, diabetic retinopathy, legal blindness). Learn how a continuum of alternative reading formats and characteristics can overcome these challenges to reading.

## **Resource Sharing:**

### **How Interlibrary Loan Morphed from a Boutique Specialty to Mission Critical Service**

La Crosse Center South Hall - Ballroom B

**Collette Mak**, *Head of Resource Access and Delivery, Hesburgh Libraries, University of Notre Dame*

Interlibrary loan is a growing service in the United States while dwindling in Europe; what are we doing so right and where is our success taking us? Traces the growth of interlibrary with seminal events, changes in technology and changes in user expectations driven by the commercial market.

## **WBLA FOUNDATION**

### **Silent Auction**

La Crosse Center South Hall A

Wednesday, November 3, 10:00 a.m. – 5:00 p.m.

Thursday, November 4, 8:30 a.m. – 3:30 p.m.

3:30 p.m. – pay and pickup

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

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Wisconsin Libraries**  
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## Servant Leaders: Champions of the Common Good

La Crosse Center South Hall - Ballroom C

**Tom Thibodeau**, Program Director, Master of Arts in Servant Leadership and Associate Professor, Religious Studies and Philosophy, Viterbo University, La Crosse; **Dave Skogen**, Chairman, Festival Foods

Servant leadership is an ancient idea whose time has come as each of our institutions and communities are facing increasing human need, decreasing resources and higher levels of accountability. In this presentation we will focus on the positive power of our words and presence in our commitment to serving and leading for the common good. Viterbo University's Graduate Program in Servant Leadership offers the only master's degree of its kind in the nation. (Repeated from today, 10:45 a.m.–12:00 p.m.)

## Servant Leadership: Ethical Decision-making for the Common Good

La Crosse Center South Hall - Ballroom A

**Richard Kyte**, Director of the D. B. Reinhart Institute for Ethics in Leadership and Professor of Philosophy, Viterbo University, La Crosse

All people face ethical decisions on a daily basis, and public servants have to make ethical decisions that have significant effects on others. Making decisions for the common good requires attending not only to the results of one's actions, but also to the process used to decide on an action. The process should take into account the different ethical perspectives people bring to the issue in question and be able to generate consensus as to the appropriate action to be taken. This presentation will provide participants with a model called the "Four Way Method," a process for decision making that starts with what people already know about ethical reasoning and helps them to use their abilities more consistently and intentionally. (Repeated from today, 10:45 a.m.–12:00 p.m.)

**Author Signing** (immediately following program): *An Ethical Life: A Practical Guide to Ethical Reasoning*



## Stop Duplicating Efforts: Creating a Unified Community Calendar

La Crosse Center South Hall - Board Room C

**Anna Haase Krueger**, formerly Youth Services Librarian/Assistant Library Director, Antigo Public Library; **Sarah Repp**, Park, Recreation and Cemetery Supervisor, City of Antigo

Tired of holding programs where no one attends because it conflicts with x, y or z? Sick of hearing people exclaim "I didn't know about that!" after your event is over? If this sounds familiar, your community might benefit from a unified community calendar. Using an online subscription service and widgets, learn how to set up a single calendar for everything that happens in your community. Users see the same calendar no matter whose website they visit and program planners can easily check for conflicts and duplication. Bring your own ideas and experiences to share best practices for community communication.

## Stronghold of Stories: Women, Children, Libraries

Radisson Illinois

**Betsy Hearne**, Professor Emerita, University of Illinois Urbana-Champaign

Storytelling is a gendered activity, and women have used it both privately and publicly as a form of self-definition and social action. Librarianship, in turn, is a gendered profession, and, within it, women have been a telling force for balancing tradition and innovation. As we shall explore, their work has crossed boundaries of oral, print and electronic traditions for all ages.

**Author Signing** (immediately following program): *A Narrative Compass: Stories That Guide Women's Lives*, ed. by Betsy Hearne & Roberta Trites; *Seven Brave Women*; *Wishes, Kisses, and Pigs*; *Beauties and Beasts: The Oryx Multicultural Folktale Series*; *Choosing Books for Children: A Commonsense Guide*, 3rd ed; *The Canine Connection: Stories about Dogs and People*;



**3:30 p.m. – 4:15 p.m.**

**Exhibits – No Conflict**

La Crosse Center South Hall A

twitter

Follow us on Twitter at #WLA12.

4:15 p.m. – 5:30 p.m.

## At the Movies with Librarians: Books Coming out as Movies at a Theatre near You

La Crosse Center South Hall - Ballroom C

**Stacy Lunsford**, Director, Irvin L. Young Public Library, Whitewater; **Sherry Machones**, Director, Edgerton Public Library; **Betsy Bromley**, Children's Librarian, Oconomowoc Public Library; **Stephanie Reister**, Children's Librarian, Germantown Community Library; **Amber McCrea**, Director, Aram Public Library, Delavan

The panel will be discussing popular books being made into upcoming movies in late 2012 and 2013. 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!

## Best Use of Donor Dollars

La Crosse Center South Hall - B2

**Erica Hill**, VP Relationship Manager, BMO Private Bank, Madison; **Victor Schultz**, VP Estate Planning Specialist, BMO Private Bank, Milwaukee

Your library receives a large special bequest in someone's will. What are the options available to insure the best use of these funds for the long term future of your library?

## Beyond the Body Count: Using Data Sources to Create a Picture of Library Use

La Crosse Center South Hall - Ballroom B

**Collette Mak**, Head of Resource Access and Delivery, Hesburgh Libraries, University of Notre Dame

Gate trackers will tell you when people are in your library, but where are they in the library, how are they using the space and services? Libraries tend to track numbers, but fail to understand what the numbers really show. This session gives examples of data sources and how they can be combined to provide a basis for data-informed decision making.

## How to Approach Patrons to Inform Them of Library Rules

La Crosse Center South Hall - B3

**Warren Graham**, Blackbelt Librarian

Learn how to approach patrons to inform them of library rules in a way that will most likely insure their compliance and keep you as safe as possible at the same time. (Repeated from today, 2:15 p.m.–3:30 p.m.)

## It Takes Two ... Partnerships Between Schools and Public Libraries

La Crosse Center South Hall - B1

**Tessa Michaelson Schmidt**, Youth and Special Services Consultant, Wisconsin Department of Public Instruction, Public Library Development Team, Madison; **Nancy Anderson**, School Library Consultant, Department of Public Instruction, Madison; **Jamie Matczak**, Continuing Education Coordinator, Nicolet Federated Library System, Green Bay; **Marge Loch-Wouters**, Head of Youth Services, La Crosse Public Library, and Blogger at *Tiny Tips for Library Fun*

In an environment of shrinking budgets and staff, new mandates and increasing emphasis on school readiness, public libraries can be amazing partners with their K–12 colleagues. Join a panel of seasoned pros and learn about successful collaborations, service models for bringing school and public librarians together, important updates about Wisconsin's "Read to Lead" initiative and information about the new State Common Core Standards for curriculum. If you are a youth services librarian, you cannot afford to miss this discussion.

## Life, Death, and Archaeology at Fort Blue Mounds: A Settlers' Fortification of the Black Hawk War

Radisson Iowa

**Robert A. Birmingham**, Author, Wisconsin Historical Society Press

Focusing on the strategically located Fort Blue Mounds in southwestern Wisconsin, Mr. Birmingham summarizes the



1832 conflict and details the history of the Fort, which played a major role not only in U.S. military and militia operations, but also in the lives of the white settlers who sought refuge there. Birmingham then transports us to the site decades later, when he and fellow Wisconsin Historical Society archaeologists and dedicated volunteers began their search for the Fort. The artifacts they unearthed provide fascinating, and sometimes surprising, insights into the life and material culture, and even the food of the frontier.

**Author Signing** (immediately following program): *Life, Death, and Archaeology at Fort Blue Mounds*

## Occupy MacGyver: Technology for the 99%!

La Crosse Center South Hall - B4

**Jon-Mark Bolthouse**, Director, Fond du Lac Public Library;  
**Chris Grugel**, Instructional Services Supervisor, Carthage  
College Hedberg Library, Kenosha

Don't have \$100 for a Monster HDMI cable? Need office apps on your library PCs, but are facing budget crunches? No need to worry! Wisconsin's own MacGyver guys are back to share the latest technology tips and tricks using low cost — and often free — solutions to your library's most pressing technological issues. Join Chris and Jon-Mark for an always humorous and always practical hour of technology talk, the latest Internet sites and — of course — some duct tape. What do we want? Inexpensive technology? When do we want it? Now! (Repeated on Friday at 8:45–10:00 a.m.)

## Open Access in Interlibrary Loan: Sources and Strategies for Locating Free Online Materials

La Crosse Center South Hall - Board Room B

**Tina Baich**, Assistant Librarian, Indiana University-Purdue  
University, Indianapolis

Even though open access materials are free for all, library users continue to request them through interlibrary loan. ILL staff are able to provide a service to users and a cost savings for their libraries by utilizing these materials. In this presentation, Tina will demonstrate open access resources that all libraries can use to fill interlibrary loan requests. She will also briefly discuss possible workflows for handling requests for open access materials.

## RASS Board Meeting

Radisson Minnesota AB

Come join us for the annual meeting of the RASS Board as we revitalize our unit! All RASS members are welcome.

## RDA Implementation: An Update and Overview

La Crosse Center South Hall - Board Room A

**Mark Ehlert**, Digitization, Cataloging & Metadata Educa-  
tion, MINITEX, University of Minnesota

This session will be a general overview of RDA and give an update on the implementation as done by the Library of Congress and its national partner libraries. The RDA implementation date is defined by the Library of Congress as the date when all its new catalog records will be in accordance to RDA instructions and all catalogers have completed their training. The Library of Congress has set its implementation date for March 31, 2013.

# What do you know worth saving?



Newspapers? Yearbooks? Ledgers?  
Books? Photographs? Maps? Negatives?

Let Northern Micrographics, located right here in La Crosse, help you preserve and create access to your collections through digitizing, microfilming, and reprinting. And now we offer NDLSWeb® and PhotoAtlas™, two products to help you put your images online. Stop by Booth 50 in the Exhibits Hall to talk with us, see samples of our work, and demonstrations of our products. We're looking forward to seeing you!



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# Wednesday

## Resources for Libraries and Lifelong Learning Presents

La Crosse Center South Hall - Board Room C

**Kara Ripley**, Reference and BadgerLink Training Librarian, Resources for Libraries and Lifelong Learning, Madison; **Elizabeth Neuman**, Digital Librarian, Resources for Libraries and Lifelong Learning, Madison; **Jean Anderson**, Continuing Education/Multitype Coordinator, South Central Library System, Madison; **Steve Ohs**, Library Development Coordinator, Lakeshores Library System, Waterford; **Charles Clemence**, Resource Sharing Consultant, Winding Rivers Library System, La Crosse; **Noreen Fish**, Reference and Information Services Librarian, La Crosse Public Library; **Constance Behrens-Huffstetter**, Government Documents Librarian, Milwaukee Public Library Formerly the Reference and Loan Library, Resources for Libraries and Lifelong Learning has gone through many changes in the past several years. This session is an update of their program areas and what they can do for you and your library. Program areas include: BadgerLearn, BadgerLink, BadgerLink's Songbook Database, Interlibrary Loan, Found in Wisconsin, WISCAT and Wisconsin Digital Archives.

## Taking the Next Step: Identifying, Pursuing and Embracing Leadership Opportunities

La Crosse Center South Hall - Ballroom A

**Kelli Keclik**, Public Services Librarian, UW-Madison College Library; **Brian Kopetsky**, Community Partnerships Supervisor, Appleton Public Library; **Chris Stape**, Adult Services Librarian, Mukwonago Community Library; **Kati Tvaruzka**, Head of Access Services and Education Librarian, UW-Eau Claire McIntyre Library

In a climate of perpetual change, how do you prepare yourself for taking the next step in your professional career? Our four panelists, all of whom have recently assumed greater responsibility within their individual libraries, will discuss strategies for successfully and effectively transitioning into new roles. With tips on integrating additional duties, managing work relationships and cultivating leadership skills, session attendees will be better prepared to face the future — whatever it may hold.

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**5:30 p.m. – 6:30 p.m.**

## Association of Wisconsin Special Librarians Social Hour

Radisson Three Rivers Lodge

## New Member Round Table Social Hour

Radisson Three Rivers Lodge

**Rachel Arndt**, Librarian, Milwaukee Public Library; **Anjali Bhasin**, Public Services Librarian, UW-Madison SLIS

Kick back and unwind after a long day of conference activities with a beverage at the hotel bar and a chance to meet other new WLA members. Hosted by NMRT chairs, it's a great chance to find out how to be involved with future conferences and NMRT activities.

## Youth Services Section Board Meeting

Radisson Minnesota AB

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**6:30 p.m. – 7:30 p.m.**

## UW-Madison SLIS - Reunion

Pump House Regional Arts Center

Join your SLIS colleagues past and present for hors d'oeuvres, cash bar and friendly conversation in a unique setting. All SLIS alumni, students, faculty, staff and friends are welcome. Watch the SLIS Web site and Facebook page for details.

## UW-Milwaukee SOIS - Reunion

Radisson Wisconsin I and II

Please join us at the annual UW-Milwaukee SOIS (formerly SLIS) reunion from 6:30–7:30 p.m. at the Radisson Hotel. There will be hors d'oeuvres, a cash bar and a complimentary beer tasting. All past and present SOIS alumni, students, faculty, staff and friends are invited to attend.

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**8:00 p.m. – 11:00 p.m.**

## WLA Foundation Fundraiser – Storytelling For a Fall Night and Battledecks

Pump House Regional Arts Center

Join nationally known storyteller Betsy Hearne and librarian/tellers Sue Searing, Kathy Prestidge and Marge Loch-Wouters, plus local tellers who will regale you with tales for grown-ups from 8:00–9:00 p.m. followed by this year's Battledecks — top library conference speakers present an impromptu talk using random PowerPoint slides they have never seen before. You'll laugh, you'll scream, you'll cry and you'll cringe at this improvisational comedy crossed with American Idol event. Who will be crowned WLA's 2012 champion?

Partners: **Engberg Anderson, Inc.**, **Innovative Interfaces**, **Quality Books, Inc.**

Co-Sponsors: **WWLW**, **MATS**

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**7:00 a.m. – 5:30 p.m.**

## **Registration**

La Crosse Center South Hall Lobby

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**7:00 a.m. – 9:00 a.m.**

## **Hearty Continental Breakfast**

La Crosse Center South Hall - Second Floor Hallway

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**7:00 a.m. – 9:30 a.m.**

## **Bookin' It 5K Fun Run & Walk**

7:00 a.m. – 7:30 a.m. Registration, Radisson Lobby

7:30 a.m. – 9:30 a.m. Riverside Park

*Sponsored by the New Members Round Table*

Looking to incorporate a little physical activity into your conference visit this year? Join us for the first Bookin' It 5K Fun Run & Walk and no matter if you run the course or walk it, come away feeling energized and ready for another great conference day. To top it off, participants receive a T-shirt.

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**8:00 a.m. – 12:00 p.m.**

## **Tour of Amish Farms and Round Barns**

Departing from and returning to the Radisson Hotel Patsy and Kevin Alderson, local historians, relate the history as we travel around the Amish farms of Vernon County. Breakfast rolls and light refreshments are included. Departing from and returning to the Radisson by noon (lunch is not included). See Registration desk for ticket info.

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**8:30 a.m. – 10:30 a.m.**

## **Tour the Upper Midwest Environmental Sciences Center**

Departing from and returning to the Radisson Hotel

*Lisa Hein, Research Librarian, USGS/Upper Midwest Environmental Services Center, La Crosse*

Join Lisa as she shows everyone around the United States Geological Survey Library and Archives. Supporting the UMESC scientific staff in their work fighting invasive species and monitoring the health of the Upper Mississippi River, the library provides essential research support to the facility in La Crosse.

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**8:30 a.m. – 4:30 p.m.**

## **Activities in the Exhibit Hall**

La Crosse Center South Hall A

### **Career Center**

*Sponsored by WLA, UW-Madison SLIS and UW-Milwaukee SOIS*

Need advice on choosing an MLIS program? Need to touch up your resumé? Wonder where the jobs are? Come to the new Career Center in the exhibit hall. The Career Center will feature the following:

- Individual resumé review service
- Demonstration of WLA's online jobs and resumé board
- Take-aways on career resources
- Photo booth: Get a free professional-looking headshot for social media accounts and WLA's membership directory (Limited hours; check in at the booth for details.)

### **Consultants' Table in the Exhibits Hall**

Don't miss this opportunity to meet with some of our state's most experienced practitioners to talk about your top library concerns. The consultants will be available for one hour and will answer questions one-on-one or in small groups. Sample topics could include fundraising for building projects, starting a technology gadget lending program, and invigorating a Friends of the Library group. You'll find the consultants in the Exhibits Hall, Wednesday and Thursday, near the Career Center.

### **10:00 a.m. – Library Boards: Tom Sleik**

Tom Sleik has served on the La Crosse Public Library Board for over 30 years, the last seven as president. During this time, he has been part of the hiring process for three different library directors and has participated in three major building renovation/remodeling projects. His interest in public libraries dates back to high school, where he helped on the library referendum that passed by over 80% and resulted in a new building. He has recently retired from over 40 years of practicing law.

### **11:00 a.m. – Job Seeking Skills: Kelly Krieg-Sigman**

Kelly Krieg-Sigman has been a library director since 1985; La Crosse Public Library is her third directorship. By her own reckoning, she has participated directly in the interviewing and hiring for over 30 full-time professional library positions as well as many part-time support positions. Her mantra: do the ingredients of the person match the recipe for the job?

### **1:00 PM – Loaning iPads: Isa Small and Renee Ponzio**

Isa Small is a Reference Assistant at L.E. Phillips Memorial Public Library in Eau Claire, Wisconsin. Isa has worked for the library for five years. She helped set up the technical procedures for the iPad program, and created several video tutorials for patrons on how to use the iPad. Renee Ponzio

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# Thursday

is the Reference Services Manager at L.E. Phillips Memorial Public Library. Renee has been involved with libraries in one capacity or another for over 32 years. Renee was part of several committees working on the iPad project, such as the committee deciding on content and policy and procedures.

**2:00 p.m. – Youth Services: Marge Loch-Wouters**  
Marge Loch-Wouters has 36 years in youth services under her belt including 10 years at La Crosse Public Library and 24 years at Menasha. She is also active in statewide and national library organizations related to improving library service

**3:00 p.m. – Advocacy: Paul Nelson**  
Paul Nelson was the director of Middleton Public Library from 1986 to 2008. He is currently semi-retired/Adjunct Asst. Professor at UW-Madison School of Library and Information Studies and received the 2011 WLA President's Award in recognition of his legislative and advocacy efforts.

## Exhibits

La Crosse Center South Hall A

## WLA Foundation Silent Auction

La Crosse Center South Hall A  
(pick up and pay at 3:30 p.m.)

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**8:45 a.m. – 10:00 a.m.**

## Back to the Front: A Library Educator Returns to the Public Library

La Crosse Center South Hall - Ballroom A

**Catherine Hansen**, *Lecturer and Director, Professional Development Institute, UW-Milwaukee SOIS*

Taking advantage of a new program offered by UW-Milwaukee's School of Information Studies that puts SOIS faculty and staff back in the library for a summer, Catherine spent her summer working at both a public library and an academic library. Taking advantage of this opportunity to bring together theory and practice was a benefit to the libraries that hosted her and also informed her teaching methods. Always willing to poke fun at herself, her tales from the frontlines of teaching and librarianship are witty and inspiring.

## Awards & Honors Banquet

Radisson Ballroom AB

7:00 p.m. – 9:00 p.m.

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

*Entertainment provided by JeanLuc Rondreux, pianist*

## Creating an Engaging Library: Marketing from the Ground Up

La Crosse Center South Hall - Board Room A

**Renee Ettinger**, *Head of Reference and Marketing, Cofrin Library, UW-Green Bay*; **Joe Hardenbrook**, *Head of Library Instruction and Information Literacy, Cofrin Library, UW-Green Bay*

Libraries can't afford for marketing to be an afterthought. It's a way to connect with your community, campus and school. Join UW-Green Bay librarians as they discuss how their library built a comprehensive marketing plan, utilized the talent of students and experts, partnered with stakeholders and designed popular events for its patrons. The end goal? Creating a vibrant and engaging environment. The session will wrap up with a lightning round, where you will be invited to share your ideas and experiences with marketing. We hope to see you there!

## Creating Quality Library Programming for Boys

La Crosse Center South Hall - B1

**Melissa Carollo**, *Programmer/Reference Librarian, Hedberg Public Library, Janesville*; **Katie Kiekhaefer**, *Head of Youth Services, Community Library (Salem, Silver Lake, Twin Lakes)*

It can be difficult to dream up programs that work well for boys once they've left storytime. Join us for a discussion on creating programs boys from elementary school through high school will want to attend. We'll also discuss ways to make them feel welcome, how to fill your library with the stuff they want and how to take gender out of the planning process. Bring questions and concerns as well as success stories to share.

## e-Readers for the Common Good: Instituting an e-Reader and Other Device Lending Program @ Your Library

La Crosse Center South Hall - B4

**Jean Anderson**, *Continuing Education Coordinator, South Central Library System, Madison*; **Sara Gold**, *Project Manager for the Wisconsin Public Library Consortium Digital Library, WiLS, Madison*; **Nicole Hardina-Wilhelm**, *Adult Services Librarian, Neenah Public Library*; **Christy Ross**, *Director, Brandon Public Library*; **Kent Barnard**, *Director, Patterson Memorial Library, Wild Rose*

Journey with us as we take you through the jungle of trials and tribulations necessary to establish an e-Reader lending program and policy at your library. Our distinguished panel offers tips and tricks they learned setting up their programs, so you won't have messes — only successes — in your program. The presentation will include a Q/A period at the end.

## e-Textbook Project @ UW-Stout

Radisson Illinois

**Robert L. Butterfield**, Director of Instructional Resources Service, UW-Stout, Menomonie

The cost of printed college textbooks has become overwhelming in recent years. And there's that instant obsolescence! UW-Stout has launched a program to replace them with e-books and other digital materials. Bob will give you a history of their project, their goals for the future and the status right now as the program launched this semester. He'll also address how digitization may affect college libraries as well as other libraries in their communities.

## Ethnic & Multicultural Information Exchange Roundtable Annual Meeting

Radisson Minnesota AB

## Explore the Wakanheza Project™

Radisson Hotel La Crosse- Wisconsin I

**Melissa Binder**, Deputy Director, Head of Youth Services, New Berlin Public Library; **Kelly Wochinske**, Supervisor, Central Library Children's Room, Milwaukee Public Library

Do you work in a public place? Have you ever witnessed a parent struggling with children, trying to keep them in line and well-behaved? Have you ever felt uneasy or afraid when a group of teenagers comes into the library? Did you wonder, and are you still wondering now, what you could have done? *Wakanheza* is the Dakota word for "child" and the English translation is "sacred being." Imagine if we were to treat each other as sacred beings. Come and explore strategies for creating more welcoming environments and interactions for children, young people, families and ourselves.

## From Madonna's *Sex* to *50 Shades of Grey*: Collection Development Decisions

La Crosse Center South Hall - B3

**Jane Pearlmutter**, Consultant and Senior Lecturer, UW-Madison; **Jennie Stoltz**, Director, Pewaukee Public Library; **Barbara Vey**, Contributing Editor and blogger for *Publisher's Weekly*

Join this program for a lively discussion about the phenomenal success of the *50 Shades* series. Has something changed in the world and in libraries since Madonna's *Sex*, or is it even possible to compare *Sex* to *50 Shades*? We will hear different viewpoints on this particular book and the more general issues surrounding erotica in publishing and libraries today: perspectives from a library school academic, a public librarian and a blogger for *Publisher's Weekly's* "Beyond Her Book" blog.

## OCLC ILL:

### "Danger, Warning Will Robinson"

La Crosse Center South Hall - Board Room B

**Mark Beatty**, Training Librarian, WiLS, Madison

Watch out! The same old everyday usual OCLC WorldCat Resource Sharing ILL system is moving to a whole new platform and interface. Find out the scoop at this session by Mark, one of the new WorldShare Management System ILL trainers. The new platform will have full functionality by November 2012 and there will be continual major enhancements through May 2013. The old FirstSearch-based system is likely going away by December of 2013. Show up and "be prepared."

## Outreach Services Round Table (OSRT) Board Meeting

Radisson Iowa

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## Partnering With Your Community: DIY Steps to Construct a Successful STEM Curriculum

La Crosse Center South Hall - Ballroom B

**John Jax**, Collection and Resource Development Librarian, UW-La Crosse Murphy Library; **Tim Gerber**, Professor, UW-La Crosse Biology Department; **Karen Lange**, Collection and Resource Development Assistant and Curriculum Center Assistant, UW-La Crosse Murphy Library

Less than 300 academic curriculum centers remain nationally. Of those remaining, many still struggle to remain relevant to their parent institutions and area communities. Teaching faculty from the Biology Department and Murphy Library at the University of Wisconsin-La Crosse have collaborated since 2003 to revitalize the PK–12 Alice Hagar Curriculum Resource Center, specifically in the area of science, technology, engineering and mathematics (STEM). Presenters will outline the methods to their success, provide a short overview of this popular collection and allow time for attendees to browse a sample selection of award-winning materials used in Murphy Library's annual "Teacher Resource Day." Piloted in April 2007, Teacher Resource Day is an event held for area PK–12 teachers, reading specialists, special education teachers, library media center specialists and local public librarians to give them a chance to both peruse the latest quality, nonfiction STEM and Social Studies trade books, DVDs, etc., but to also explore our STEM website, which provides supporting materials.

## People Who Go Bump in the Night: Paranormal Genres Explained

La Crosse Center South Hall - Ballroom C

**Amber McCrean**, Director, Aram Public Library, Delevan Super Natural Mystery, Urban Fantasy, Paranormal Romance and Steampunk are four closely related genres that are very popular right now. Learn how to identify each genre, get suggestions for purchases and get a brief history of the rise in popularity of these books.

## Why WeLead?

La Crosse Center South Hall - Board Room C

2010–2012 WeLead Proteges: **Cynthia Bachhuber**, Librarian, Globe University; **Jennie Bahnaman**, Youth Services Librarian, McMillan Memorial Library, Wisconsin Rapids; **Molly Hamm**, Research Librarian, ERDMAN Architecture and Engineering Company, Madison; **Cheryl Nessman**, Director of Library Support Services, UW Colleges; **Teresa Schmidt**, Director, Mercer Public Library. 2010–2012 WeLead Mentors: **Karen Jander**, Academic Librarian, UW-Milwaukee Libraries; **Marge Loch-Wouters**, Youth Services Coordinator, La Crosse Public Library; **Sue Riehl**, Public/Technical Services Librarian, Carroll University Todd Wehr Library; **Mark Rozmarynowski**, Access Services Librarian, UW-Stevens Point

A panel discussion with the current WeLead proteges and their mentors as they explain why they chose to participate in this program, what they learned and achieved while in the program, and why they believe leadership in the library community is so important.

## Wisconsin and the Great War: Digitizing and Sharing WWI Materials

La Crosse Center South Hall - B2

**Emily Pfothenbauer**, Wisconsin Heritage Online, Madison

Join Emily to discuss plans for commemorating the approaching World War I centennial in 2014, as well as preserving and promoting WWI-related materials in library collections across Wisconsin. She'll also highlight WWI materials available through WHO and other online collections. There will be time for attendees to share plans and ideas for celebrating the centennial at their libraries and discuss the potential for a coordinated effort to digitize WWI collections statewide.

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**10:00 a.m. – 10:45 a.m.**

**Exhibit - No Conflict**

La Crosse Center South Hall A

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**10:45 a.m. – 12:00 p.m.**

## Elizabeth Burr/Worzalla Children's Book Award

La Crosse Center South Hall - Ballroom B

**Pat Schmatz**, Author, Burr/Worzalla Award winner; Children's Book Award Committee: **Rubama Kordatzky**, Library Consultant, Burlington; **Barbara Huntington**, Library Consultant, Verona; **Jennifer Bahnaman**, Youth Services Librarian, McMillan Memorial Library, Wisconsin Rapids; **Jeni Schomber**, Head of Youth Services, Beloit Public Library; **Elizabeth Timmins**, Director, Muehl Public Library, Seymour; **Dawn Wacek**, Director, Rice Lake Public Library; **Arin Wilken**, Director, Mondovi Public Library



The Children's Book Award Committee of the WLA Youth Services Section carefully examined and evaluated more than 70 titles by authors and illustrators with a Wisconsin connection. Come and hear this year's winner, Pat Schmatz, discuss her book, *Bluefish*, and the committee's review of the books they selected to honor as Outstanding Books.

**Author Signing** (immediately following program): *Bluefish*, *Mousetraps*, *Mrs. Estransky and the UFO*, *Circle of Truth*

## Intertextuality, Goblins and Poop! Issues in Translation of Korean Children's Stories

La Crosse Center South Hall - Board Room A  
**Wooseob Jeong**, Interim Dean, UW-Milwaukee School of Information Studies; **Bonnie Withers**, Senior Lecturer, UW-Milwaukee School of Information Studies

What challenges arise when you translate a set of Korean story books into English? You can start with the issue that Korean has no plurals! Or articles! And folk and historic heros unknown to English speakers. And a seeming preoccupation with poop. We translated 280 picture books as part of a series of Multicultural Storytelling Projects funded by the National Library for Children and Young Adults in Korea. We will address our methodology as well as challenges relating to faithfulness, read-aloud-ability, cultural differences, words for sounds and motions and more. Come hear the story "Poop Bomb" and record your "acceptability" score.

## It's Not a Trapeze Act: 20 Tips to Achieve Home and Work Balance

La Crosse Center South Hall - Ballroom A  
**Rhonda Gould**, Youth Services and Special Needs Consultant, Lakeshores Library System, Waterford; **Marge Loch-Wouters**, Head of Youth Services, La Crosse Public Library; **Jennifer Thiele**, Director, Marinette County Consolidated Library Service, Marinette

Feel like you're having trouble keeping all those knives in the air and avoiding falling into the net below in times of increased usage, more budgetary pressure and "I-better-do" and "I-have-to-do" urges? Join veterans of "circulean" (circus + herculean) careers who will give you 20 tips on how to achieve the balance you seek. You'll learn time-saving, mind-saving and family-saving tips to create peaceful effectiveness in your job no matter who your clientele is and how big your library — or bigtop. Large dollops of humor will be given out as well. There will be time to try to "Stump the Speakers" and share your burdens to see if they can offer solutions or go down in flaming defeat.

### NEW from the Wisconsin Historical Society!

Now, it's even easier to purchase digital images or PDF files of the microfilm from newspapers, magazines, and other material from the Society's collections. You can buy:

- Digital copies from 12,000+ titles
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## Notable Books Marathon 2012

La Crosse Center South Hall - B2

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

The READ Section is happy once again to host the Notable Books Marathon. Librarians from across the state will be discussing books from the ALA's Notable Books List as well as titles from the current WLA Literary Awards Committee list of Outstanding Achievement winners. This will be a fun and rousing discussion!

## Reach Out and Read: Libraries and Clinics Collaborate on Early Literacy Promotion

La Crosse Center South Hall - Board Room C

**Ruth Sias**, Youth Services Specialist, Madison Public Library, and Reach Out and Read Program; **Dr. Dipesh Navsaria**, Assistant Professor of Pediatrics, UW-Madison School of Medicine

Health care providers in Wisconsin are increasingly incorporating advice about reading into their routine pediatric checkups. Learn basic concepts of early brain and child development, which relate to the mission of public libraries. Learn how libraries can partner with clinics and hospitals to promote reading at early ages and draw families into libraries. A mixed format will allow for the presentation of innovative projects as well as attendees' brainstorming and sharing of new engagement ideas.

## Running Away to Home: Our Family's Journey to Croatia in Search of Who We Are, Where We Came From and What Really Matters

Radisson Illinois

**Jennifer Wilson**, Author and Travel Journalist, Des Moines, IA

Many people do genealogy research by using resources online or at their local libraries. Jennifer decided to go right to the source in her search for her ancestral roots in Croatia. *Running Away to Home* is the story of her family's odyssey to learn about their past, see the actual locations where her relatives had lived and find their own places in the continuing story. She will share insights and wonderful photos as she describes the process of documenting their journey and how she used social



media to help her write the memoir. Jennifer may also bring some Croatian rakja (moonshine)!

**Author Signing** (immediately following program): *Running Away to Home*

## Using Technology to Make Local History Accessible to the Community

La Crosse Center South Hall - B3

**Gay Strandemo**, Waunakee Public Library; **Katie Brenner**, Waunakee Public Library

After gathering dust for decades in tucked-away file cabinets, historic photographs became community resources when uploaded to an online photo album. No longer trapped in the memories of village citizens, immigration stories came alive when videotaped and posted online. With a few technological tools and the library website, the presenters made their area's history accessible worldwide and increased community involvement. In this program they will show how they accomplished it.

## WiscNet: Addressing Library Broadband Infrastructure Needs

La Crosse Center South Hall - B4

**John Pederson**, Educational Technology Liaison, WiscNet  
84% of Wisconsin libraries receive less than 4 Mbps capacity. The FCC defines broadband as a minimum of 4 Mbps. Thus, based on this definition, most libraries do not have what is considered "broadband." This issue was among those at the forefront of debates in the 2011-13 biennial budget process, particularly as it relates to WiscNet as well as communities interested in solving this problem. This session will outline the problems faced by libraries, discuss strategies to address those needs and provide an update on what is happening regarding broadband across Wisconsin.

## WLA Foundation Board Meeting

Radisson Iowa

## Wisconsin Library Trustees & Friends Annual Board Meeting

Radisson Minnesota AB

All Library Trustees, Friends and Advocates, WLTF (the Wisconsin Library Trustees & Friends division of WLA) is embarking on an exciting new year. There will be a leadership change, creating new opportunities, and we would like your input. Please make a special effort to come to this Annual Meeting. We will also have a WLTF table at the Eli Neiburger noon luncheon — come to both to meet your fellow Friends and Trustees.

## Workflow Assessments for Better ILL Service

La Crosse Center South Hall - Board Room B

**Kathryn Mlsna**, Milwaukee Public Library; **Eric Robinson**, ILL Coordinator, WiLS, Madison; **Jane Richard**, Member Services Librarian, WiLS, Madison

Learn how Milwaukee Public Library and WiLS participated in library workflow assessments to help themselves and others gain efficiencies in library processes. Features Milwaukee Public Library's circulation studies, as well as ILL and cataloging studies done in consultation with WiLS.

## The World We Live In: Libraries and Reading Multicultural Literature in Schools

La Crosse Center South Hall - B1

**Mary Kiskien**; **Rosalind Krajewski**

Want to build a collaborative project that benefits tomorrow's world citizens and future library patrons? Come hear about a successful 10-year library/community network that builds young childrens' and young adults' love of reading, fosters awareness of themselves and the environment and encourages understanding of our many multicultural societies.

## Would You Like Some PIE with That? Eau Claire's iPads Lending Project (PIE = "Presto iPads Endeavor")

La Crosse Center South Hall - Ballroom C

**Renee Ponzio**, Reference Services Manager, LE Phillips Memorial Library, Eau Claire; **Isa Small**, Reference Assistant, LE Phillips Memorial Library, Eau Claire

Are you interested in an iPad lending program, but not sure how to go about it, or whether it's right for your library? Renee and Isa will share their experiences with launching a program to lend more than 40 iPads. Topics covered will include issues to consider before starting a program, circulation policies, technical procedures, and how the program can impact staff and patrons.

12:15 p.m. – 2:00 p.m.

## Luncheon with Eli Neiburger: Access, Schmaccess: Libraries in the Age of Information Ubiquity

Radisson Ballroom

**Eli Neiburger**, Associated Director, Ann Arbor District Library, Ann Arbor, MI

The 21st century isn't just here, it's already 12% over. The presence of ubiquitous access to a global information network, and the cultures that flourish on that network, change everything about libraries ... or do they? Eli will highlight some of the contrasts between the Web Culture of this century, and the Broadcast Culture of the last century, exploring how the value, mission and focus of libraries are impacted by this cultural change, which has still barely begun. Maybe the library of the future is not really so different from the library of the past ... from a certain point of view.

Partners: *Auto-Graphics; Gale, Cengage Learning*



## Would You Like Some PIE with That? Eau Claire's iPads Lending Project (PIE = "Presto iPads Endeavor")

La Crosse Center South Hall - Ballroom C

**Renee Ponzio**, Reference Services Manager, LE Phillips Memorial Library, Eau Claire; **Isa Small**, Reference Assistant, LE Phillips Memorial Library, Eau Claire

Are you interested in an iPad lending program, but not sure how to go about it, or whether it's right for your library? Renee and Isa will share their experiences with launching a program to lend more than 40 iPads. Topics covered will include issues to consider before starting a program, circulation policies, technical procedures, and how the program can impact staff and patrons.

We hope you enjoy your time in Downtown La Crosse during the Conference! Come back again soon for these upcoming events!

October 27 – Trick or Treat in Downtown La Crosse, great for kids of all ages!  
November 9 – Holiday Open House with extended hours, store specials and refreshments  
April 12, 2013 – Spring Fling with shopping specials and refreshments  
July 11-13, 2013 – Crazy Daze sidewalk sale

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2:15 p.m. – 3:30 p.m.

## The ABCDs of Relationships with Refugee Communityes

La Crosse Center South Hall - B2

**Adriana McCreer**, *Doctoral Student, UW-Milwaukee School of Information Studies*; **René Bue**, *Bilingual Outreach Coordinator, Hedberg Public Library, Janesville*

Institutions struggle with mobilizing limited staff to conduct outreach to refugees and immigrant populations and with limited funds to provide information resources. Success will also be limited without engaging the rest of the community to create joint solutions. Learn to apply basic concepts of Asset Based Community Development to mobilize staff and community members towards forming more powerful partnerships that will help identify your refugee and immigrant community and serve their information needs and interests.

## Challenges of Joint Libraries

Radisson Iowa

**Linda Bendix**, *Director, Frank L. Weyenberg Library of Mequon-Thiensville*; **Ed Hughes**, *Director, Rhinelander District Library*; **Walter Burkhalter**, *Public Library Administration Consultant, Division for Libraries and Technology, Madison*

Designed for directors and trustees of joint libraries, this session will explore the challenges unique to joint libraries. What are the advantages of a joint library? Who is your fiscal agent? How do your participants determine how much each should contribute? How does a joint library know when they are grandfathered in an older part of Chapter 43? How do you create a contingency fund? Does a joint library option lessen the emotional attachment of a community towards its library? Join us for idea sharing.

## College Access Programming for Teens

La Crosse Center South Hall - B4

**Laurie Bartz**, *Young Adult Librarian, Hedberg Public Library, Janesville*; **Diana McDonald**, *Reference Librarian, Hedberg Public Library, Janesville*; **Tammi DeVooght-Blaney**, *Director, TRiO Educational Talent Search (ETS), UW-Fox Valley*; **Jill Hassenfelt**, *College Access Advising Supervisor, Great Lakes Higher Education Guaranty Corporation*

Discover how you can provide college access programming at your library by utilizing free services and resources to hold your own workshops on test preparation, college applications, admissions, financial aid and scholarships. Learn detailed information about hosting a Free Application for Federal Student Aid (FAFSA) completion event like College Goal Wisconsin. Get tips about collaborating with school and univer-

sity staff and find out how to promote your events effectively.

## The Effect of Licensing on Resource Sharing

La Crosse Center South Hall - B1

**Eric Robinson**, *ILL Coordinator, WiLS, Madison*; **Kirsten Houtman**, *Member Services Librarian, WiLS, Madison*

This session will focus on the effect that license negotiations have on resource sharing (copyright, fair use, new format usage) as well as spend time discussing the many ways that ILL and Electronic Resources teams (catalogers and purchasing units) can work together to navigate these complicated issues. The discussion will include the potential for change in copyright law that could affect interlibrary loan in the near future.

## Library Interiors:

### Maximum Impact for Minimum Input

La Crosse Center South Hall - Board Room B

**Traci Lesneski**, *Principle Head of Interiors, Library Design Firm MS&R Ltd, Minneapolis*

At a time when swelling library use puts pressure on dwindling budgets, it's tempting to ignore the updates your library interior needs. But increasingly savvy customers expect more from their library experience. Fortunately, re-imagined library interiors don't have to be costly. With creativity and resourcefulness you can make a great impact even with small investments. Hear tips and see images from recently completed library projects of all scales from around the country.

## On the Hill & Under the Dome — What the Government is Doing to (and for) My Library

La Crosse Center South Hall - Ballroom C

**Terry Dawson**, *Chair, WLA Library Development & Legislative Committee, Appleton*; **Julie Schneider**, *WLA Federal Legislative Advocate*; **John De Bacher**, *Director of Public Library Development, DPI, Madison*

DPI staff and members of the LD&L Committee will report progress on the legislative review of library system law and other library legislative hopes and dreams, including those at the federal level. What's happening, and what we should do about it, will be discussed.

## Orientation for New Trustees

La Crosse Center South Hall - Ballroom B

**Krista Ross**, *Director, Southwest Wisconsin Library System, Fennimore*

Becoming a new trustee can be an intimidating experience. There's that huge DPI Trustee Manual, there are all those acronyms to learn, and the decisions you have to make can affect people in your area for years. Krista will simplify the process of orientating new trustees. A few basic principles to know and understand will enable new trustees to hit the

ground running, be effective early, and set the tone for continuous learning of all the information they need to know to represent their library or system in an efficient manner.

## Prepare to Be Challenged!

La Crosse Center South Hall - Ballroom A

**Jean Preer**, *Professor Emerita, Indiana University, School of Library and Information Science, Indianapolis*

While most public libraries have some sort of process allowing patrons to challenge works in the library's collection that they find objectionable, the controversy in West Bend, Wisconsin, provides an opportunity to reexamine this process. Using hands-on exercises and role plays, this program will consider the challenge procedures and forms adopted by Wisconsin public libraries and explore how the challenge process can affirm the library's commitment to intellectual freedom and educate the community about its stake in free access to information.

## Project Compass and Job Creation Programs

La Crosse Center South Hall - Board Room C

**Hollis Helmecki**, *Director, Rusk County Community Library, Ladysmith*

An overview of the Project Compass National Convening will be shared, and information relevant to local application will be highlighted. There will be discussion about the process Rusk County Community Library used in 2012 to bring information to residents about creating home-based businesses, details about working with the Chamber of Commerce, the Rusk County Office of Economic Development (and Tourism) and local banks to do this. Successes and disasters will be shared.

## ResCarta: Open Source Software for Digitization Programs

La Crosse Center South Hall - Board Room A

**John Sarnowski**, *Director, The ResCarta Foundation, www.ResCarta.org*

Have you heard the buzz about Library ScanDays? Do you want to bring your local history to life? Now you can bring your community's oral histories, unique photographs and important local materials to the digital age using low-cost systems and free software to create standard, long-lasting digital collections. Come and see a demonstration of open source software tools you can use to create fully searchable Library of Congress metadata and industry standard file formats for lasting results. No geeks required.

## Safely Manage Disruptive Patrons: Tips to Help Library Staff

La Crosse Center South Hall - B3

**Raquelle Solon**, *Associate Director, Prepare Training®, Crisis Prevention Institute (CPI), Milwaukee*

Participants will be empowered to observe early warning signs of problematic behavior; define the reciprocal relationship between one's own behavior and the behavior of others; explore the nonverbal and verbal elements of communication that can impact a crisis situation; employ basic de-escalation strategies in defusing escalating behavior; examine the issues that impact Respect, Service and Safety at Work®.

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**3:30 p.m. – 4:15 p.m.**

### Exhibit - No Conflict

La Crosse Center South Hall A

Partner: **G4S Secure Solutions**

## WLA Foundation Silent Auction

La Crosse Center South Hall A

Pick up and pay.

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**4:15 p.m. – 5:30 p.m.**

## Accessibility Best Practices for Instruction Librarians

Radisson Illinois

**Anjali Bhasin**, *Public Services Librarian, UW-Madison SLIS*; **Anna Fulton**, *Research Intern, UW-Madison*; **Brianne Markowski**, *Research Intern, UW-Madison*; **Trisha Prosis**, *Public Services Librarian, UW-Madison College Library*

As champions of information literacy and access, librarians often intend to provide universally accessible service, but don't always have the knowledge to do so. At UW-Madison, the Instructional Design Working Group developed accessibility best practices to help our librarians make learning content, whether delivered online or in-person, accessible to all students. In this presentation, we will talk about these best practices as well as how to handle accommodation requests, write curriculum and accessibility statements, and create accessible documents and tutorials.



Follow us on Twitter at #WLA12.

## Collaborating for the Common Good: Bringing History to Life @ Your Library

La Crosse Center South Hall - B2

**Anita Doering**, Senior Archivist, La Crosse Public Library; **Linda Jerome**, Teen Librarian, La Crosse Public Library; **Cindy Mischnick**, Reference Librarian, La Crosse Public Library; **Dayce McAndrews**, Language Arts Teacher, Holmen Middle School

Want to attract students to your library doing research every year? Using the example of one public library's experience with the National History Day program, learn how you can create successful collaborations with local schools, teachers and students while promoting library resources and research skills. Over the course of each year, La Crosse Public Library hosts over 500 middle school students from western Wisconsin on personalized NHD tours that include research time. Panelists will discuss their journey to collaboration with local schools, interdepartmental efforts and strategies to assist and support student research, as well as the creation of a research awards program and community exhibit, bringing the NHD life-cycle full circle.

## Digital Public Library of America (DPLA)

La Crosse Center South Hall - Board Room B

**Dwight McInvaill**, Director, Georgetown County Library, Georgetown, SC and Member, Digital Public Library of America Steering Committee

The Digital Public Library of America (DPLA) was launched in 2010 by Harvard University's Berkman Center for Internet & Society with the goal of developing a nationwide digital public library. Come to this session to learn more about the goals of this project, where they are and what they plan/hope to accomplish. "We aspire to establish a system whereby all Americans can gain access to information and knowledge in digital formats in a manner that is 'free to all.' It is by no means a plan to replace libraries, but rather to create a common resource for libraries and patrons of all types." (John Palfrey, co-director of the Berkman Center.) (Repeated on Friday at 8:45 a.m.–10:00 a.m.)

## Do You Read On Wisconsin?

La Crosse Center South Hall - B3

**Megan Schliesman**, Librarian, Cooperative Children's Book Center, Madison; **Merri Lindgren**, Librarian, Cooperative Children's Book Center, Madison

In 2011, the Cooperative Children's Book Center (CCBC) of the School of Education at UW-Madison took over the Read On Wisconsin literacy program begun in 2004 by former First Lady Jessica Doyle. This literacy program promotes high-quality literature for children and teens with featured books each month at five different age/grade level ranges. The Read On Wisconsin program is looking to expand its reach to Wisconsin public libraries. Find out about Read

On Wisconsin programming possibilities, and share ideas of your own, at this program that will also feature some of the 2012–2013 Read On Wisconsin titles for readers and listeners from birth through high school age.

## Madison Metropolitan School District and UW-Madison: Building an Information Literacy Partnership

La Crosse Center South Hall - Ballroom A

**Eliot Finkelstein**, Public Services Librarian, UW-Madison College Library; **Carol Kaufman**, Education Reference Librarian, Madison Metropolitan School District, and Resource Manager, Madison Media Institute; **Kristine Brown**, Library Media Specialist, James Madison High School, Madison

Beginning in late 2011, UW-Madison libraries and the Madison Metropolitan School District developed a series of discussions regarding information literacy needs of college freshmen, in order to prepare high school students for the rigors of college-level academic research. This program will cover the main content of these discussions, the exciting new partnership that resulted from our conversations, as well as plans for future collaboration.

## More Ways to Increase Circulation in Your Youth Department

La Crosse Center South Hall - B1

**Katrina Collins**, Youth Services Manager, Neenah Public Library; **Jodi Leslie**, Assistant Librarian, Neenah Public Library; **Deb Andrews**, Assistant Librarian, Neenah Public Library

Is your library struggling in the face of Kindles, Nooks and iPads? If so, you're not alone. Statistics show that many libraries are seeing decreases in circulation. While nothing takes the place of good youth programming, there is more that we can do. Come hear our story about the strategies we've been using that have resulted in a significant increase in our youth circulation.

## Support Staff and Circulation Services (SSCS) Membership Meeting

Radisson Iowa

The SSCS Board will hold an information session, open to all members, about the current goals and activities of the unit. Discussion items include security and safety in libraries and a wrap-up of the SSCS Conference.

## Taking the Lead: The Public Library Concentration at SOIS

La Crosse Center South Hall - Board Room A

**Dr. Joyce Latham**, Assistant Professor and Co-Director of the Center for Information Policy Research (CIPR), UW-Milwaukee SOIS; **Catherine Hansen**, Lecturer and Director, Professional Development Institute, UW-Milwaukee SOIS

The University of Milwaukee School of Information Studies has developed an educational program focused on the public library as a social institution and the public librarian as a community leader. This program will discuss the SOIS approach to educating for communal engagement in the 21st century through enhancing the role of the public library as a resource that incorporates the educational, recreational, technical and information needs of a community into an organic social presence for all members of the service area.

## Using Space Analysis to Improve User Experience

La Crosse Center - South Hall Ballroom B

**Gretel Stock-Kupperman**, Director, Todd Wehr Memorial Library, Viterbo University, La Crosse; **Liz Bass**, Information Services Manager, Todd Wehr Memorial Library, Viterbo University, La Crosse

Space-use analysis is a technique used in retail to identify how customers interact with products and services. By capturing and identifying user behavior, assumptions held by staff can be challenged or validated. Libraries can use these techniques to find out how their space is being used by patrons and find opportunities for enhancing patron's experiences. Gretel and Liz will discuss how the Todd Wehr Memorial Library used space-use analysis to make the case for changes in the library facility.

## What's up with Library Renewal Project?

La Crosse Center South Hall - Ballroom C

**Eli Neiburger**, Associate Director, Ann Arbor District Library, Ann Arbor, MI

Library Renewal is a nonprofit organization formed in 2010 by Michael "Libraryman" Porter with the goal of developing digital content solutions that work for libraries. Come hear Eli, a Library Renewal board member, talk about why the organization was formed, who is involved, how libraries and staffers can help and what the organization hopes to do to deliver a sustainable approach to digital distribution for libraries.

## Wisconsin Open Meeting Laws

La Crosse Center South Hall - Board Room C

**Marla Sepnafski**, Director, Wisconsin Valley Library Service, Wausau; **Heather Eldred**, Director Emerita, Wisconsin Valley Library Service, Wausau; **Augo Hildebrand**, Accounting Manager, Wisconsin Valley Library Service, Wausau

The ladies from WVLS are back. They will address the subject of Wisconsin's Open Meeting Laws and how they relate to libraries and library systems. Once again you can expect a very informative and extremely entertaining session. Despite all the humor, you'll come away with much useful information that will help you in your job.

## Wisconsin Small Libraries Section (WISL) Board Meeting

Radisson Wisconsin III

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5:45 p.m. – 6:30 p.m.

## Wisconsin Library Association and Wisconsin Library Association Foundation Business Meeting

Radisson Minnesota AB

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6:00 p.m. – 7:00 p.m.

## Late Pick Up Registration for Awards Banquet

Radisson Hotel La Crosse - Ballroom Foyer

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7:00 p.m. – 9:00 p.m.

## Awards Banquet

Radisson Hotel La Crosse - Ballroom AB

They have left their imprint on our libraries. Please join us for this annual celebration in recognition of those who symbolize the best in librarianship and supporters of libraries. Dinner will be followed by presentation of various awards. *Entertainment provided by JeanLuc Rondreux, pianist*

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9:00 p.m. – 11:00 p.m.

## Tweet Crawl, Downtown La Crosse

(Meet in Radisson Hotel La Crosse Lobby)

The Local Arrangements Committee wants to take you on a tour of downtown nightlife! Put on some comfy shoes and meet in the lobby of the Radisson right after the Awards & Honors Banquet for networking and socializing as we "crawl" some of our favorite establishments. All are invited; start the night off with us or join up later by following @WLA12Local and hashtag #WLA12 on Twitter.

We have a surprise to hand out to the early birds! Hint: involves texting and Michael Jackson.

Courtesy of **Kelly Krieg-Sigman**, Director, La Crosse Public Library, and 2012 WLA Conference Chair

# 2012 WLA and WLA Foundation Annual Meeting

## WISCONSIN LIBRARY ASSOCIATION *and* WISCONSIN LIBRARY ASSOCIATION FOUNDATION ANNUAL BUSINESS MEETING

October 25, 2012  
5:45–6:30 p.m. Radisson Hotel – Radisson Minnesota AB

### AGENDA

- I. Call to Order, Ron McCabe, President
- II. Report of the Secretary, Tasha Saecker
  - A. Approval of the Minutes of the 2011 Annual Business Meeting
- III. Report of the President, Ron McCabe
- IV. Report of the Executive Director, Lisa K. Strand
- V. Report of the Treasurer, Jan Berg
- VI. Recess the WLA Business Meeting for the Purpose of Conducting the WLA Foundation Business Meeting, Ron McCabe
  - I. Convene the WLA Foundation Business Meeting, Jane Pearlmutter, WLA Foundation President
    - A. Approval of Minutes of 2011 Business Meeting
    - B. Campaign for Wisconsin Libraries
    - C. Scholarship Report
    - D. Other Business
- VII. Reconvene the WLA Business Meeting, Ron McCabe
- VIII. Report of the American Library Association Councilor, Marge Loch-Wouters
  - IX. Committee Reports
    - A. Nominations & Elections, Bob Pfeiffer, Chair
  - X. Resolutions, Peter Gilbert
  - XI. Vice President's Report, Paula Ganyard
  - XII. New Business
  - XIII. Adjournment

# 2012 WLA Awards and Honors

## Library of the Year Award

David A. Cofrin Library,  
University of Wisconsin-Green Bay

## Special Service Award

Anthony (Tony) Driessen, WLA Lobbyist and Attorney  
at Dewitt, Ross, & Stevens, Madison, WI

## WLA/DEMCO Librarian of the Year Award

Stephen Proces, Director,  
Neenah Public Library, Neenah, WI

## Trustee of the Year Award

Jim Backus, Trustee,  
Wisconsin Valley Library Service, Wausau, WI

## Citation of Merit Award

Dr. Lelan McLemore, Retired Director, Carroll University  
Todd Wehr Memorial Library, Waukesha, WI

## President's Award

Mead Witter Foundation, Wisconsin Rapids

## 2012 Book Awards

### Literary Awards Committee Honors

#### WLA Literary Award

Chad Harbach  
*The Art of Fielding*

Valerie Laken (Milwaukee)  
*Separate Kingdoms*

Paula McLain (Madison)  
*The Paris Wife*

Rae Meadows (Madison)  
*Mothers and Daughters*

#### Notable Author

Anne Powers

#### Outstanding Achievement

Dean Bakopoulos (Madison)  
*My American Unhappiness*

Benjamin Buchholz (Waupun)  
*One Hundred and One Nights*

Kathy Giorgio (Waukesha)  
*The Home for Wayward Clocks*

Rebecca Rasmussen (Spring Green)  
*The Bird Sisters*

Nina Revoyr (Marshfield/Madison)  
*Wingshooters*

Sam Savage (Madison)  
*Glass: a Novel*

Emma Straub (Madison)  
*Other People We Married*

#### Outstanding Achievement in Poetry

Fabu (Madison)  
*Journey to Wisconsin:  
African American Life in Haiku*

Mark Kraushaar (Lake Mills)  
*The Uncertainty Principle*

Paul Terranova (Madison)  
*This Small Breathing Coincidence*

Jeanie Tomasko (Middleton)  
*Tricks of Light*

### Children's Book Award Committee

#### Elizabeth Burr/Worzalla Award

Pat Schmatz  
*Bluefish*

#### Notable Author

Tom Lichtenheld

#### Outstanding Achievement

*Ashes* by Ilsa J. Bick  
*Ten Little Caterpillars* illustrated by Lois Ehlert

*Stupid Fast* by Geoff Herbach

*Goodnight, Goodnight, Construction Site*  
illustrated by Tom Lichtenheld

*Big Turtle* by David McLimans

*The Adventures of Sir Gawain the True* by Gerald Morris

*The Mangrove Tree: Planting Trees to Feed Families*  
by Susan L. Roth

7:00 a.m. – 11:00 a.m.

## Registration

La Crosse Center South Hall - Ticket Kiosk

7:00 a.m. – 8:30 a.m.

## Continental Breakfast

La Crosse Center South Hall - Second Floor Hallway

7:30 a.m. – 8:30 a.m.

## Resource Sharing Round Table (RSRT) Annual Membership and Business Meeting

La Crosse Center South Hall - Board Room C

All RSRT members are invited to join the RSRT Board for breakfast, business and conversation.

8:15 a.m. – 10:00 a.m.

## Mississippi River Backwater Cruise

Depart from and return to Riverside Park,  
near the Radisson Hotel La Crosse

Booming sawmills, fur trading and boat building once made La Crosse one of the busiest steamboat ports on the Upper Mississippi River. Today it still remains a great place to take a riverboat cruise into the scenic wildlife refuge of the Mighty Mississippi. Jump onboard the Mississippi Explorer riverboat and explore scenic backwater wetland areas away from the busy main channel of the river and see the wide variety of plants and animals that live in the "Upper Miss" wildlife refuge. This eco-cruise will be professionally guided and narrated by a qualified and experienced wildlife naturalist and licensed captain.



Follow us on Twitter at #WLA12.

8:45 a.m. – 10:00 a.m.

## Bottoms Up: A Toast to Wisconsin's Historic Bars & Breweries

La Crosse Center South Hall - Board Room B

*Jim Draeger, Author, Wisconsin Historical Society Press; Mark Speltz, Author, Wisconsin Historical Society Press*

Beginning with inns and saloons, *Bottoms Up: A Toast to Wisconsin's Historic Bars & Breweries* explores the rise of taverns and breweries, the effects of temperance and Prohibition and attitudes about gender, ethnicity and morality. It traces the development of the mega-breweries, dominance of the giants and the emergence of microbreweries. Contemporary photographs of unusual and distinctive bars and breweries of all eras, historical photos, postcards, advertisements and breweriana illustrate the story of how Wisconsin came to dominate brewing and the place that bars and beer hold in our social and cultural history.

**Author Signing** (immediately following program): *Bottoms Up: A Toast to Wisconsin's Historic Bars & Breweries*



## Can I Answer That? Assisting Customers with Legal Information Questions

La Crosse Center - South Hall B3

*Connie Von Der Heide, Director of Reference and Outreach Services, Wisconsin State Law Library, Madison*

In July 2010, a survey by the American Bar Association indicated that 60% of judges had seen a significant increase in *pro se* (self-represented) litigants, with the economic downturn quite possibly being a factor. With more and more people doing their own legal research, are you prepared to handle their requests? This information session, led by a 15-year veteran of the Wisconsin State Law Library reference staff, will provide some "best practices" tips for assisting customers who have legal reference questions and take a look at several good sources of legal and government information available on the Web.

## Digital Public Library of America (DPLA)

La Crosse Center South Hall - Ballroom B

*Dwight McInvaill, Georgetown County Library, Georgetown, SC, and Member, Digital Public Library of America Steering Committee*

The Digital Public Library of America (DPLA) was launched in 2010 by Harvard University's Berkman Center for Internet & Society with the goal of developing a nationwide digital public library. Come to this session to learn more about the goals of this project, where they are and what they plan/hope to accomplish. "We aspire to establish a system whereby all Americans can gain access to information and knowledge in digital formats in a manner that is 'free to all.' It is by no means a plan to replace libraries, but rather to cre-

ate a common resource for libraries and patrons of all types.” (John Palfrey, co-director of the Berkman Center.) (Repeated from Thursday, 4:15 p.m.–5:30 p.m.)

## Getting More Out of Your Movies

La Crosse Center South Hall - B2

**Jimmy Gillman**, *Columnist, The La Crosse Tribune; and Editor and Writer, Jimmy Gillman's Past Picks online and The Jewish Film Guide*

A two-part program: “The Language of Film” and “Making the Most of Your Library’s Film Collection.” This session will cover basic film theory and the techniques critics and cinephiles employ to wring the most out of the cinematic experience.

## Occupy MacGyver: Technology for the 99%

La Crosse Center South Hall - B4

**Jon-Mark Bolthouse**, *Director, Fond du Lac Public Library; Chris Grugel*, *Instructional Services Supervisor, Carthage College Hedberg Library, Kenosha*

Don't have \$100 for a Monster HDMI cable? Need office apps on your library PCs, but are facing budget crunches? No need to worry. Wisconsin's own MacGyver guys are back to share the latest technology tips and tricks using low cost—and often free—solutions to your library's most pressing technological issues. Join Chris and Jon-Mark for an always humorous and always practical hour of technology talk, the latest Internet sites and, of course, some duct tape. What do we want? Inexpensive technology? When do we want it? Now! (Repeated from Wednesday, 4:15–5:30 p.m.)

## OCLC WorldShare Management Services for Public Libraries: Unlocking Efficiency, Cooperation and Collaborative Innovation

La Crosse Center South Hall - Board Room A

**Mike Morey**, *Library Services Consultant and Public Library Specialist, OCLC; Jane Richard*, *Member Services Librarian, WiLS, Madison*

How OCLC WorldShare Management Services addresses libraries' challenges by providing a Web-based environment that streamlines cataloging, acquisitions, license management and circulation, and offers a next-gen discovery tool for the library user. Come hear how change in the library can impact your organization.

## Reel to Real: Hosting a Film Screen Discussion Series (screening to follow)

La Crosse Center South Hall - Ballroom C

**Cindy Fesemyer**, *Director, Columbus Public Library; Shawn Brommer*, *Youth and Special Needs Coordinator, South Central Library System, Madison; Lynne Blinkenburg*, *Director of Engagement, Wisconsin Public Television, Madison*

Reel to Real (R2R) works with public libraries, college libraries and high schools across the state to combine the power of documentary cinema with community dialogue and action. Learn how to host public screenings of critically acclaimed PBS documentaries, followed by audience discussions with local experts. Libraries can choose from an array of films addressing a wide range of topics, many with a focus on Wisconsin. R2R is a joint program of the Wisconsin Library Association and Wisconsin Public Television. (Stay for the screening of Bottoms Up at 10:30 a.m.)

## The Library Makerspace as an Outreach Tool

La Crosse Center South Hall - B1

**Erinn Batykefer**, *Library As Incubator Project, Madison; Laura Damon-Moore*, *Youth Services Librarian, Edgerton Public Library; Christina Endres*, *Programming/Communications Specialist, Hudson Public Library; Co-founders/Project Managers, Library as Incubator Project*

MAKERSPACES, n. pl. : workshops where people come together to share materials and a collaborative learning environment in order to learn a new skill. In this program, the Library as Incubator Project team will introduce the idea of the makerspace and profile libraries that have launched makerspace initiatives, highlighting the potential for outreach and mutually supportive partnerships with schools, arts organizations, and local artists. We'll also share practical tips for planning a makerspace at your library (on any budget!), and share resources available on the Library as Incubator Project website.

## Using Twitter As a Powerful Social Medium for Libraries

La Crosse Center South Hall - Ballroom A

**Judith Pinger**, *Coordinator of Business and Technology, Milwaukee Public Library*

Learn to integrate Twitter as a vital part of your online presence—with a minimal investment of staff time. Use Twitter in concert with blogs, Facebook, digital collections and more. By way of real-world examples, Judith will illustrate getting started, best practices, finding your voice and overcoming writer's block. Whether you're an administrator debating opening a Twitter account for your library or a seasoned frontline Tweeter, she hopes to send you away inspired, empowered and full of ideas!

10:30 a.m. – 11:45 a.m.

## Book Talk: *The Tattooed Lady: A History*

Pearl Street Books, 323 Pearl Street, La Crosse  
**Amelia Klem Osterud**, *Interim Library Director Archivist and Digital Projects Librarian, Carroll University, Waukesha, and Author*, *The Tattooed Lady: A History*  
Amelia's research uncovered the true stories behind the legends of courageous women who covered their bodies in tattoos and traveled the country, performing nearly nude on carnival and sideshow stages before scandalized audiences. Though they spawned a cultural movement—almost a quarter of Americans now have tattoos—these women have

largely faded into history. Join Amelia for a discussion about her research, the research process and the long road to publishing a book that seeks to clear up the mystery and misinformation surrounding these ladies in the historical and scholarly record.

**Author Signing** (at Pearl Street Books): *Tattooed Lady: A History*

## Bringing Boisterous Boys Back to the Library

La Crosse Center South Hall - Ballroom B  
**Terry Ehle**, *Youth Services Coordinator, Lester Public Library, Two Rivers*

Are you doing successful programs for tweens and teens but find your audience a bit on the "girly" side? Terry will share the easy, successful, inexpensive, one-staff-member-and-a-volunteer programs that brought those boisterous boys back to the library. Angry Birds Live, Puking Pumpkins, Hot Wheels, Let's Build, Protect Your Peeps, Edible Fear Factor, Teen Late Nights and more! Audience participation is strongly encouraged; bring your ideas to share with the group.

## Common Threads: Our Community Tapestry

La Crosse Center South Hall - B1  
**René Bue**, *Bilingual Outreach Coordinator, Hedberg Public Library, Janesville*; **Michelle Dennis**, *Head of Circulation, Hedberg Public Library, Janesville*

Learn about this five-part program series and how it aimed to recognize commonalities within the community of Janesville and to build meaningful relationships across cultures.

## Lights, Camera, Libraries!

La Crosse Center South Hall - B2  
**Jamie Matczak**, *Continuing Education Coordinator, Nicolet Federated Library System, Green Bay*

Have you wanted to create a promotional video for your library but didn't have the know-how, tools or money? Attend this session and discover that you don't need to know much, you don't need many tools and you don't need ANY money. Learn the step-by-steps on creating a fun, easy video to promote the fantastic-ness that is your library!

# Even rocket scientists need librarians.



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

SUPPORT.  
**Wisconsin Libraries**  
*Keep Us All In A Better State*

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

## Managing Social Networks, Tools and Techniques

La Crosse Center South Hall - B4

**Tasha Saecker**, Assistant Director, Appleton Public Library; **Brian Kopetsky**, Community Partnerships Supervisor, Appleton Public Library

Overwhelmed by maintaining Facebook, Twitter, Pinterest and other social media for your library? Do you find your schedule being dominated by the need to post fresh items? This session will offer some tools and techniques to help. Join Tasha and Brian for free ways that are sure to give you more time for the real world services you offer by streamlining what you need to do online.

## Public Libraries Supporting Innovation: Patent, Trademark, and Copyright Clearance 101

La Crosse Center South Hall - Board Room B

**Kristina Gómez**, Patent and Trademark Librarian, Milwaukee Public Library

Support your local inventors, businesses and content creators. Kristina will share tips to answering patent, trademark and copyright questions at your public library. Each participant will receive an Intellectual Property (IP) toolkit with must-have resources for libraries.

## Reel to Real: BOTTOMS UP ... Watch Responsibly

La Crosse Center South Hall - Ballroom C

**Cindy Fesemyer**, Director, Columbus Public Library; **Shawn Brommer**, Youth and Special Needs Coordinator, South Central Library System, Madison; **Lynne Blinkenburg**, Director of Engagement, Wisconsin Public Television, Madison

Wisconsin is a tavern state. That is a simple statement of fact, but behind it lies a complex and interesting brew of politics, economics, culture and social mores, with many great hoppy stories mixed in between. The Wisconsin bar has come in many guises, from stagecoach inn and sample room to blind pig, speakeasy and pharmacy, and from cocktail lounge, theme bar and disco to brewpub. Each of these forms reflect the character and values of a generation, so bars are a means to learn about Wisconsin's people. This film is largely a historical documentary, but also a cultural documentary, looking at Wisconsin as a tavern state. Enjoy a preview screening of this upcoming WPT film, followed by a facilitated journey through the history and lore of our tavern and brewery culture.

## Technical Services Section (TSS) Annual Membership and Business Meeting

La Crosse Center South Hall - Board Room C

## To BEE or Not To BEE: Making Browsing Easier for Everyone

La Crosse Center South Hall - Ballroom A

**Kathy Klager**, Director, Pauline Haass Public Library, Sussex; **Becky Murray**, Assistant Director, Pauline Haass Public Library, Sussex; **Janet Soofi**, Technical Services Manager, Pauline Haass Public Library, Sussex

Staff of the Pauline Haass Public Library (pop. 20,000) will discuss the reorganization of their entire adult fiction and nonfiction collection into a Dewey-bookstore hybrid, through Project BEE: Browsing Easier for Everyone. Hear how the demise of Borders changed their lives, the rationale for Project BEE and why this hybrid was chosen. Learn about staff buy-in, costs, time involved, the public response, missteps made, what glowing articles in national journals don't tell you, what they wish they could have done in a perfect world, fine-tuning, what's next and how to determine whether something like this is right for your library.

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**12:00 p.m. – 2:00 p.m.**

## President's Luncheon with Peter Yarrow

Radisson Hotel La Crosse - Ballroom AB

Peter Yarrow from the legendary vocal trio of Peter, Paul, and Mary will speak and perform. As a member of the trio, Yarrow has earned multiple gold and platinum albums and numerous GRAMMY awards.



He uses music to convey a message of humanity and caring. As one of America's greatest folk singers, his music has had a profound effect on several generations of musicians, as well as the nation as a whole. Peter Yarrow's performance is made possible through a generous gift from WLA President Ron McCabe.

**Author Signing** (immediately following program): *Puff the Magic Dragon*, *Peter Paul and Mary: 50 Years in Music and Life*, *The Peter Yarrow Songbook: Sleepytime Songs*, *Songs for Little Folks*, *Day is Done*, *Favorite Folk Songs: The Peter Yarrow Songbook*, *Let's Sing Together!*

## WLA 2013 Conference

See you at the KI Convention Center and Hyatt  
on Main in Green Bay, Wisconsin  
October 22–25, 2013

# 2012 WLA Program Sponsors & Partners

## **AWSL - Association of Wisconsin Special Libraries**

AWSL Business Meeting  
AWSL Social Hour  
Can I Answer That? Assisting Customers with  
Legal Information Questions  
Cheerleading for Your Library  
Open Source on a Budget  
Tour the Upper Midwest Environmental Sciences Center

## **DPI - Department of Public Instruction, Division for Libraries and Lifelong Learning**

Partnering with Your Community: DIY Steps to Construct  
a Successful STEM Curriculum  
Resources for Libraries and Lifelong Learning Presents  
Youth Services Information Exchange (preconference)

## **EMIERT - Ethnic & Multicultural Information Exchange Round Table**

The ABCDs of Building Relationships with Refugee and  
Immigrant Communities  
Common Threads: Our Community Tapestry  
Ethnic & Multicultural Information Exchange Roundtable  
Annual Meeting  
*Poles in Wisconsin*

## **GIRT - Government Information Round Table**

Every Library is a Government Documents Library

## **LD&L - Library Development and Legislation Committee**

On the Hill & Under the Dome, or, What the Government  
is Doing to (and for) My Library

## **LUERT - Library User and Education Round Table**

e-Readers for the Common Good: Instituting an e-Reader  
and Other Device Lending Program @ Your Library  
Madison Metropolitan School District and UW-Madison:  
Building an Information Literacy Partnership

## **MATS - Media and Technology Section**

Managing Social Networks, Tools and Techniques  
Occupy MacGyver: Technology for the 99%!  
Partnering with Your Community: DIY Steps to Construct  
a Successful STEM Curriculum  
Tame Your Tech

## **NMRT - New Member Round Table**

Bookin' It 5K Fun Run & Walk  
New Librarians Panel: Feedback from the Field  
NMRT Social Hour  
Speed Networking

## **OSRT - Outreach Services Round Table**

Common Threads: Our Community Tapestry  
The Library Makerspace as an Outreach Tool  
OSRT Board Meeting  
Reach Out and Read: Libraries and Clinics Collaborate on  
Early Literacy Promotion  
Reading Through Changing Vision

## **RASS - Reference and Adult Services Section**

Challenges of Joint Libraries  
Developing a Concert Series at your Library  
RASS Board Meeting  
To BEE or Not to BEE: Making Browsing Easier  
for Everyone

## **READ - Readers Section**

At the Movies with Librarians: Books Coming Out as  
Movies at a Theatre Near You!  
Facebook for Books! Using Social Media to Provide  
Readers' Advisory in Your Library  
Notable Books Marathon 2012  
People Who Go Bump in the Night: Paranormal Genres  
Explained

## **RLLL - Resources for Libraries & Lifelong Learning**

Partnering with Your Community: DIY Steps to Construct  
a Successful STEM Curriculum  
Resources for Libraries and Lifelong Learning Presents

## **RSRT - Resource Sharing Round Table**

In Transit: New Directions in Physical Delivery for  
Libraries  
OCLC ILL: Danger, Warning, Will Robinson  
Open Access in Interlibrary Loan: Sources and Strategies  
for Locating Free Online Materials  
Partnering with Your Community: DIY Steps to Construct  
a Successful STEM Curriculum  
Resource Sharing: How Interlibrary Loan Morphed from a  
Boutique Specialty to Mission Critical Service  
RSRT Annual Membership and Business Meeting

## **SLIS - UW-Madison School of Library Information Studies**

Career Center in Exhibit Hall  
Reel to Real: Hosting a Film Screen Discussion Series  
Reel to Real: BOTTOMS Up - Watch Responsibly  
UW-Madison Reunion

# 2012 WLA Program Sponsors & Partners

## **SOIS - UW-Milwaukee School of Library Information Studies**

Back to the Front: a Library Educator Returns to the Public Library  
Career Center in Exhibit Hall  
Intertextuality, Goblins, and Poop! Issues in Translation of Korean Children's Stories  
Letters about Literature  
Prepare to Be Challenged!  
Taking the Lead: The Public Library Concentration at SOIS  
UW-Milwaukee SOIS Reunion

## **SRLAAW - System and Resource Library Administrators Association of Wisconsin**

System and Resource Library Administrators Association of Wisconsin Meeting

## **SSCS - Support Staff and Circulation Services**

Book Talk - *The Tattooed Lady: A History*  
Not Another Boring Inventory Story: Development and Implementation of an Inventory Process without the Price Tag  
Safely Manage Disruptive Patrons, Tips to Help Library Staff  
SSCS Membership Meeting  
Workflow Assessments for Better ILL

## **TSS - Technical Services Section**

The Effect of Licensing on Resource Sharing  
Not Another Boring Inventory Story: Development and Implementation of an Inventory Process without the Price Tag  
Partnering with Your Community: DIY Steps to Construct a Successful STEM Curriculum  
RDA Implementation: An Update and Overview  
To BEE or Not to BEE: Making Browsing Easier for Everyone  
TSS Annual Membership/Business Meeting

## **WAAL - Wisconsin Association of Academic Libraries**

Creating an Engaging Library: Marketing from the Ground Up  
Partnering with Your Community: DIY Steps to Construct a Successful STEM Curriculum

## **WAPL - Wisconsin Association of Public Libraries**

Explore The Wakanheza Project™  
*Garden Wisdom: Lessons Learned from 60 Years of Gardening*  
Getting More out of Your Movies  
It's Not a Trapeze Act: 20 Tips to Achieve Home and Work Balance  
Library Interiors: Maximum Impact for Minimum Input  
More Ways to Increase Circulation in Your Youth Department  
Poverty Simulation  
WAPL Board of Directors Meeting  
Would You Like Some Pie with That? Eau Claire's iPads Lending Project (PIE = "Presto iPads Endeavor")

## **WEAC - Wisconsin Education & Curriculum**

Partnering with Your Community: DIY Steps to Construct a Successful STEM Curriculum

## **WeLead - Wisconsin Emerging Librarians Exploring and Developing**

Situational Leadership: From Understanding to Action (preconference)  
Taking the Next Step: Identifying, Pursuing and Embracing Leadership Opportunities  
Why WeLead

## **WIGLHR - Wisconsin Genealogy and Local History Round Table**

Collaborating for the Common Good:  
Bringing History to Life @ Your Library  
Using Technology to Make Local History Accessible to the Community  
Wisconsin and the Great War:  
Digitizing and Sharing WWI Materials

## **WiLS - Wisconsin Library Services**

OCLC Worldshare Management Services for Public Libraries: Unlocking Efficiency, Cooperation and Collaborative Innovation

## **WISL - Wisconsin Small Libraries Section**

Stop Duplicating Efforts: Creating a Unified Community Calendar  
WISL Board Meeting



# 2012 WLA Program Sponsors & Partners

## **WLA Conference Planning Committee**

Accessibility Best Practices for Instruction Librarians  
Beyond the Body Count: Using Data Sources to Create a Picture of Library Use  
*Bottoms Up: A Toast to Wisconsin's Historic Bars & Breweries*  
Consultants Table in Exhibit Hall  
Digital Public Library of America  
FRBR in Your Catalog Under RDA  
From Madonna's *Sex* to *50 Shades of Grey*  
How to Approach Patrons to Inform Them of Library Rules  
Keynote with Lew Feldstein: America's Stake in Our Libraries As the New "Third Place"  
*Life, Death and Archaeology at Fort Blue Mounds: A Settlers' Fortification of the Black Hawk War*  
Lights, Camera, Libraries!  
Luncheon with Eli Neiburger: Access, Schmaccess: Libraries in the Age of Information Ubiquity  
Mississippi River Backwater Cruise  
Project Compass and Job Creation Programs  
Public Libraries Supporting Innovation: Patent, Trademark and Copyright Clearance 101  
ResCarta: How Open Source Software Fits into Digitization Programs  
*Running Away to Home: Our Family's Journey to Croatia*  
Servant Leadership: Champions of the Common Good  
Servant Leadership: Ethical Decision-Making for the Common Good  
Tour of Amish Farms and Round Barns  
Tweet Crawl, Downtown La Crosse  
Using Space Analysis to Improve User Experience  
Using Twitter as a Powerful Social Medium for Libraries  
What's up with Library Renewal?  
WiscNet: Addressing Library Broadband Infrastructure Needs  
The World We Live In: Libraries and Reading Multicultural Literature in Schools

## **WLA - Wisconsin Library Association**

Career Center in Exhibit Hall  
President's Luncheon with Peter Yarrow  
Resumé Review  
Vendor Reception  
WLA Board of Directors Meeting  
WLA/WLAF Annual Business Meeting  
WLA/WLAF Awards & Honors Banquet

## **WLAF - Wisconsin Library Association Foundation**

Best Use of Donor Dollars  
Children's Book Award Winner: Pat Schmatz  
Silent Auction in Exhibit Hall  
Storytelling for a Fall Night and Battledecks  
WLA/WLAF Annual Business Meeting  
WLA/WLAF Awards & Honors Banquet  
WLAF Board of Directors Meeting

## **WLTF - Wisconsin Library Trustees & Friends**

e-Textbook Project @ UW-Stout  
Orientation for New Trustee  
Wisconsin Open Meetings Law  
WLTF Annual Membership and Business Meeting

## **WWLW - Wisconsin Women Library Workers**

Stronghold of Stories: Women, Children, Libraries

## **YSS - Youth Services Section**

Are You Listening? Audiobooks and Links to Learning  
Bringing Boisterous Boys Back to the Library  
College Access Programming for Teens  
Creating Quality Library Programming for Boys  
Do You Read On Wisconsin?  
Elizabeth Burr/Worzalla Children's Book Award  
Everything I Needed to Know I Learned from a Teen Book  
It Takes Two ... Partnerships between Schools and Public Libraries  
Reach Out and Read: Libraries and Clinics Collaborate on Early Literacy Promotion  
Youth Services Information Exchange (Preconference)  
YSS Board Meeting  
YSS Luncheon with Joyce Sidman

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- Conference Booklet . . . . . Patt Boge, La Crosse Public Library
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- Tom Klement, Financial Manager
- Brigitte Rupp Vacha, Member Services Coordinator/Staff Liaison to Conference Committee





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THE EDUCATION YOU NEED FOR THE  
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