



BETTER

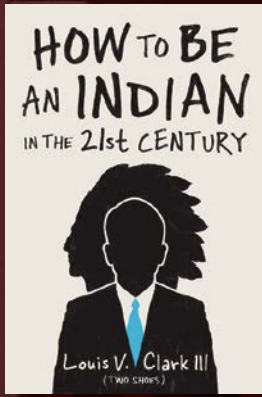
TOGETHER

@ 125

WLA ANNUAL CONFERENCE
OCTOBER 25-28, 2016

MILWAUKEE
POTAWATOMI HOTEL & CASINO





HOW TO BE AN INDIAN IN THE 21ST CENTURY

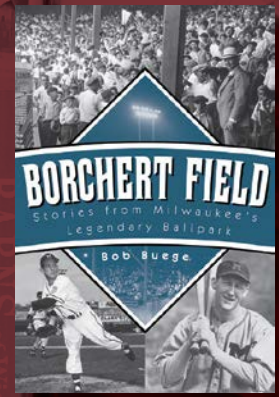
Louis V. Clark III
(Two Shoes)

Coming this Spring!
Paperback: \$15.95
ISBN: 978-0-87020-815-7

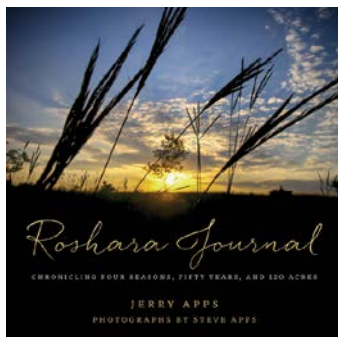
BORCHERT FIELD Stories from Milwaukee's Legendary Ballpark

Bob Buege

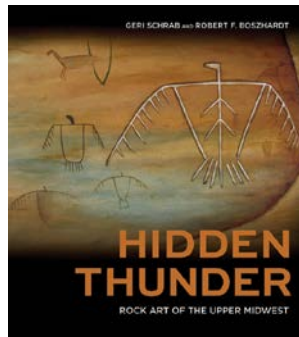
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Paperback: \$24.95
ISBN: 978-0-87020-788-4



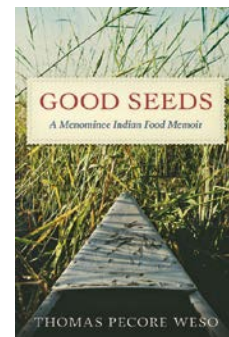
NEW FOR FALL 2016



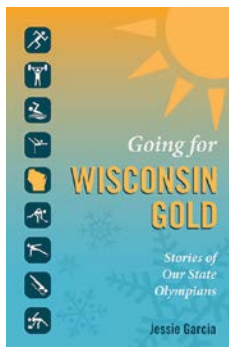
ROSHARA JOURNAL
Chronicling Four Seasons,
Fifty Years, and 120 Acres
Jerry Apps
Photographs by Steve Apps
Hardcover: \$29.95
ISBN: 978-0-87020-763-1



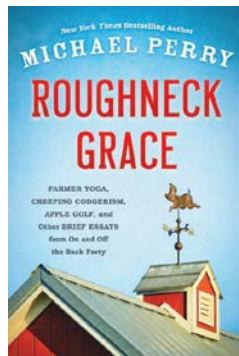
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Geri Schrab
Robert Boszhardt
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Jessie Garcia
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Michael Perry
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the State That Invented It
Jack Mitchell
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Wisconsin Historical Society
PRESS

Conference Greetings

Welcome to the 125th Wisconsin Library Association's Annual Conference at the Potawatomi Hotel and Casino in Milwaukee, Wisconsin! This year's theme is *Better Together @ 125* in honor of our milestone anniversary. The conference is packed with sessions, events and other opportunities for you to connect, learn and enjoy.

The Conference Committee has been working around the clock to bring you a cosmic lineup of speakers, presenters and experiences! You won't want to miss the keynote speaker, John McGivern, beloved Milwaukee actor and comedian known for his PBS series *Around the Corner*, on Wednesday, October 26. Be sure to mark your schedule to attend Thursday's keynote event with filmmakers Dawn Lodgson and Lucie Faulknor, who will showcase their upcoming film *Free For All: Inside the Public Library*, a movie designed to engage at the grassroots level and spark a national dialogue about the future of libraries.

I hope you'll join me on Friday, October 28, for the President's Luncheon featuring Jane Hamilton, the talented Wisconsin author of the *The Book of Ruth, A Map of the World, Disobedience* and her newest novel, *The Excellent Lombards*. Among her many awards, Hamilton was recognized by the Wisconsin Library Association in 1989 with the Banta Book Award, now known as the WLA Literary Award, and in 2000 with the Notable Wisconsin Author title.

This year's conference schedule includes two book centered events: a WLA Read, on *The Power of Habit* to enhance your professional self, and a One Conference One Book Read on *Meet Me Halfway: Milwaukee Stories* by Jennifer Morales to challenge your mind and heart in new ways.

You'll have a great time catching up with colleagues and exchanging ideas in an action-packed environment. But that's not all! Take a free bus tour of the newly remodeled Milwaukee Public Library branches! Join the WLA Foundation for Team Trivia night and Get Lucky! Come explore MPL's Central Library at an evening reception! Tour the Tolkien Archives at Marquette University! And so much more!



One of my personal favorites at any conference is the exhibit hall. The vendors always have something new to share. Please visit their booths to hear about new products and services, and thank them for helping our conference succeed.

Thank you for coming to Milwaukee, joining your old friends and taking time to make some new ones.

After all, we're better together!

A handwritten signature in cursive script that reads "Pamela K. Westby".

Pamela K. Westby, WLA Board President
L.E. Phillips Memorial Public Library, Eau Claire

Contents

Conference Greetings	3	Speakers	23–27
2016 WLA Board of Directors	4	Tuesday Program	28
Conference Information and Hours	5	Wednesday Program	30–39
Area Attractions	5	2016 WLA and WLA Foundation Annual Meeting	40
Potawatomi Hotel & Casino Map	6	End of Year Review	41–42
Event Center Floor Plan	7	Thursday Program	44–55
Special Events	8–9	Honoring Award Winners	56
Author Signings	10	2016 Book Awards	57
Special Thanks	11	Friday Program	58–63
Exhibit Categories	12–13	2016 WLA Program Sponsors	64–66
Exhibitors	14–21	Non-Member Speakers	67–69
Keynotes	22	Your Conference Committee	70

2016 WLA Board of Directors



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Whitefish Bay Public Library

Youth Services Section

Marge Loch-Wouters
Southwest Library System, Fennimore

Conference Information and Hours

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

Other meal options: You may enjoy planning a quieter meal away from the crowd at one of the many restaurants in the Milwaukee area. For restaurant selections, please check the conference app or pick up a Visit Milwaukee guide located near the WLA registration desk.

Official WLA announcements and other messages will be posted in the Registration 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; blue badges

indicate speaker-only, WLA/WLA Foundation business meeting or exhibit-only attendees. If you would like to attend programs, please return to the registration desk to pay the conference fee. If you see a red sticker on a badge, that means “library student.” Be sure to smile and say hello.

WiFi is complimentary throughout the Potawatomi Hotel & Casino.

Follow us on Twitter at #WLA2016.

Area Attractions

Basilica of St. Josaphat

2333 South 6th Street
414.902.3523
<http://thebasilica.org/>

This inspiring cathedral, founded by Milwaukee's Polish immigrant community, is reminiscent of ornate European churches.

Chudnow Museum of Yesteryear

839 North 11th Street
414.273.1680
<http://www.chudnowmuseum.org/>
This 1869 home, renovated into a museum, is a trip back to 1920s and 30s Milwaukee. See artifacts, decorations and even products for sale in stores from a century ago.

Harley Davidson Museum

400 West Canal Street
877.436.8738
<http://www.harley-davidson.com/>
Harley-Davidson motorcycles are synonymous with Milwaukee. If you're Born To Be Wild, check out this cool museum highlighting the company's past, present and future.

Milwaukee Public Museum

800 W. Wells St.
414.278.2728
<https://www.mpm.edu/>
Much beloved museum with displays and artifacts from ancient and modern history, science and culture. Don't miss

the newly remodeled Streets of Old Milwaukee!

Milwaukee River Walk

<http://www.visitmilwaukee.org/riverwalk/about/>
If the weather agrees, take a walk along the Milwaukee River on this comfortable winding pathway. Be sure to take a selfie with the Bronze Fonz!

Mitchell Park Domes

524 South Layton Blvd.
414.257.5611
<http://county.milwaukee.gov/MitchellParkConserva10116.htm>
The Domes are a longtime, distinctive Milwaukee landmark. This horticultural observatory offers three different climates in which to experience an amazing variety of plants and flowers, and even a few koi!

Pabst Mansion

200 West Wisconsin Avenue
414.931.0808
<http://www.pabstmansion.com/>
Once the home to Pabst Brewery founder Frederick Pabst, this beautifully restored building is a journey back to 19th Century Milwaukee.

Scan the QR code to the right to download the FREE WLA 2016 conference app! Compatible with iOS and Android devices.

Registration

Potawatomi Hotel & Casino
3rd Floor

Tuesday, 3:00 P.M. – 7:00 P.M.
Wednesday, 7:00 A.M. – 7:00 P.M.
Thursday, 7:00 A.M. – 5:30 P.M.
Friday, 7:00 A.M. – 11:00 A.M.

WLA Foundation Get Lucky Silent Auction

Potawatomi Hotel & Casino
Event Center
Wednesday, 10:00 A.M. – 5:00 P.M.
Thursday, 8:30 A.M. – 3:30 P.M.
3:30 P.M. – pay and pickup

Exhibits

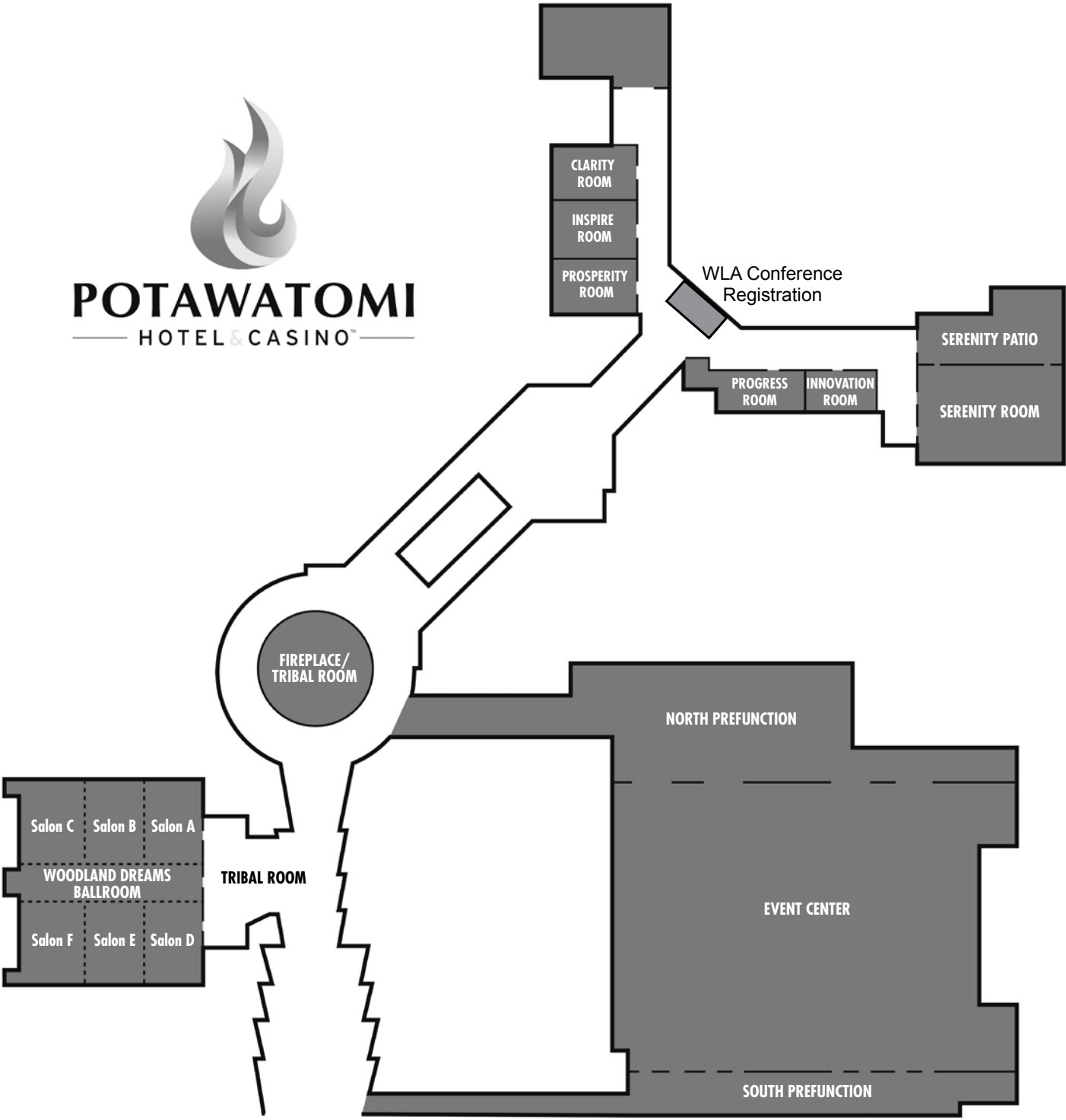
Potawatomi Hotel & Casino
Event Center
Wednesday, 10:00 A.M. – 5:00 P.M.
Thursday, 8:30 A.M. – 4:30 P.M.

Breaks in Event Center

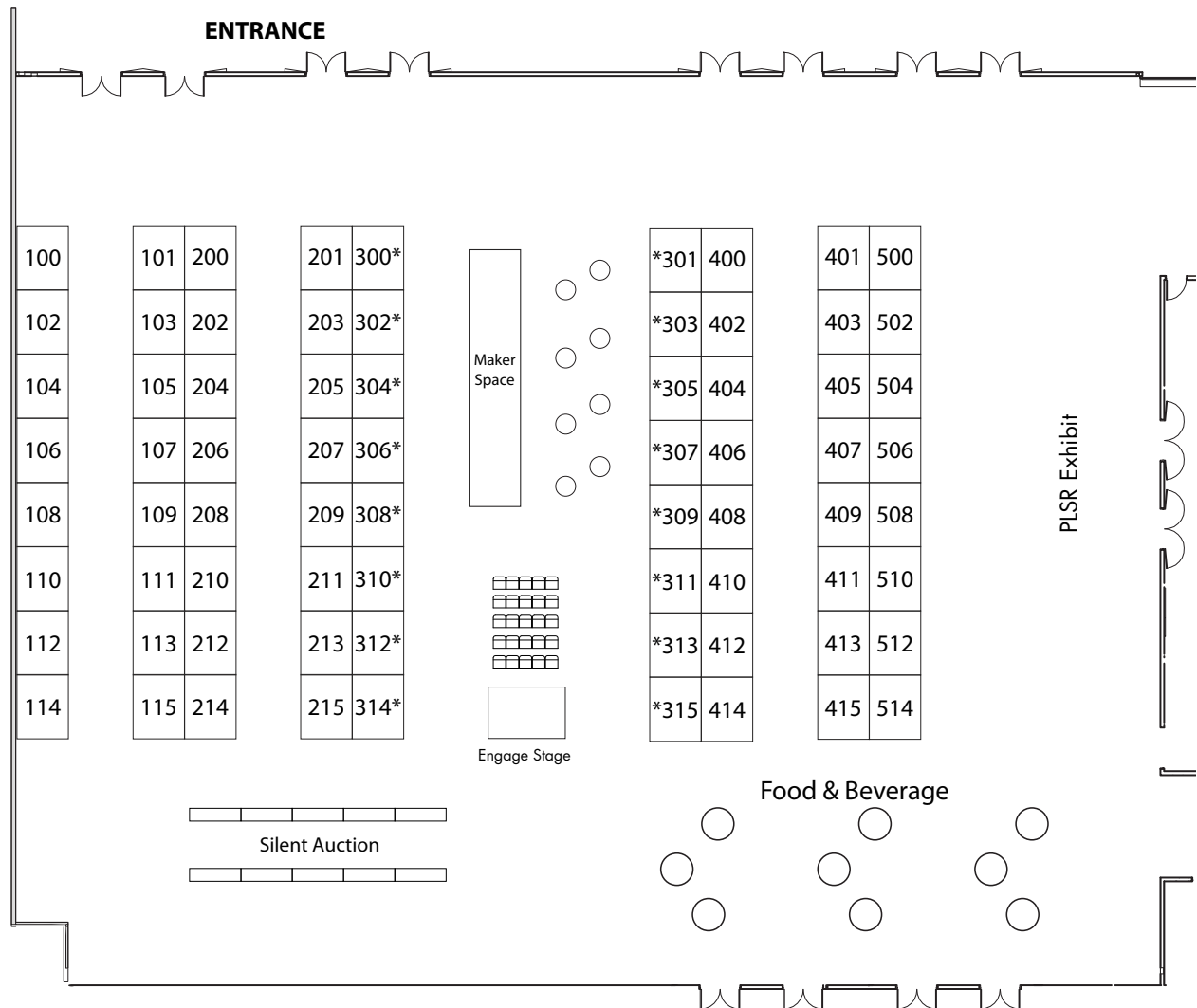
Wednesday, 10:00 – 10:45 A.M.,
3:30 – 4:15 P.M.
Thursday, 10:00 – 10:45 A.M.,
3:30 – 4:15 P.M.



Potawatomi Hotel & Casino



Event Center Floor Plan



Architectural Design Consultants, Inc.	210
Asset Control Solutions	107
AtoZdatabases.com	305
Baker & Taylor	514
Boopsie, Inc.	203
Brodart Company	206
Camera Corner/Connecting Point	304/306
CESA Purchasing	410
Children's Plus, Inc.	406
Clear Image Solutions	101
Colibri Systems North America	209
Cooperative Children's Book Center (CCBC)	112/114
Demco and Upstart	300/302
DLSG at Image Access	310
e-ImageData Corporation	303
EBSCO Information Services	200
ELM USA	106
Elsevier	411
Embury Ltd.	201
Engberg Anderson, Inc.	301
FEH Design	315
Grey House Publishing	113
HGA Architects & Engineers	308

Hope Institute of Uganda	109
Ingram Library Services	314
Library Furniture International, Inc.	309
Maris Associates	208
MidCo Inc.	510
Milwaukee Working	409
MITINET, Inc.	313
National Network of Libraries of Medicine - GMR	512
Nature's Niche	115
OPN Architects	215
Organic Arts, Ltd.	500
OverDrive, Inc.	207
Penquin Random House - Books on Tape	404
Playaway Pre-Loaded Products by Findaway	100
ProQuest	103
Rainbow Book Company	401
Recorded Books, LLC	414
ReferenceUSA	102
Scholastic Library Publishing	307
SirsiDynix	311
SMA GmbH Analogue Imaging	408

Tech Logic Corporation	412
The Penworthy Company	212
Today's Business Solutions	312
Turtleback Books	105
University of Wisconsin Press	202
USDA Rural Development	108
UW-Madison SLIS	400
UW-Madison TechSearch	211
UW-Milwaukee SOIS	214
WiLS	413/415
Wisconsin Department of Public Instruction	403/405
Wisconsin Historical Society	104
Wisconsin Public Television	205
Wisconsin Talking Book and Braille Library	204
WLA	407
WLA Foundation	111
WLA Wisconsin Small Libraries Section (WISL)	508
WLA Youth Services Section (YSS)	110
Woodland Pattern, Inc.	502/504/506
World Book, Inc.	213
Yerges Moving and Storage	402

Special Events



WLS/WLA 3rd ANNUAL FALL CLASSIC: SPARKS AND RECREATION

Tuesday, October 25, 7:00 P.M. – 9:00 P.M.

Harmony

Enjoy the calm before the storm on Tuesday evening, relaxing with your colleagues and vendors, during a super chill night of board games, coloring and camaraderie. WiLS will be at the Potawatomi Hotel & Casino with an arsenal of low-stress activities and snacks for you to enjoy.



WLA FOUNDATION SILENT AUCTION

Potawatomi Hotel & Casino - Event Center
Wednesday, October 26, 10:00 A.M. – 5:00 P.M.

Thursday, October 27, 8:30 A.M. – 3:30 P.M.
3:30 P.M. – pay and pickup

The Silent Auction is a great way to support the WLA Foundation and continues to be a popular feature of the conference. Be sure to stop by and browse for gifts while admiring the creative talents of your peers.



EVENT CENTER OPENING

Wednesday, October 26, 10:00 A.M. – 10:45 A.M.

Potawatomi Hotel & Casino - Event Center

Meet up in the Event Center for a great start to the day! Pick up a hot or cold beverage and greet your favorite vendors and meet some new ones during this no-conflict time. And don't forget to check out the Demo Stage as well as the WLA Makerspace.



CELEBRATE WLA'S 125TH ANNIVERSARY AND MEMBERSHIP MEETING

Wednesday, October 26,
5:15 P.M. – 6:30 P.M.

Potawatomi Hotel & Casino -
Event Center Foyer



PARTICIPATE IN THE MAKER EXPERIENCE!

Visit the Milwaukee Makerspace in the Event Center for hands-on activities and informative displays that allow you to experience the maker movement firsthand and come away with ideas for your own library. The Maker movement combines creativity, collaboration, literacy development and STEM/STEAM education in a participatory learning environment. Find out how you can be part of this movement using high-tech, low-tech, or even no-tech tools!



MILWAUKEE ART MUSEUM & ARCHIVES TOUR

Wednesday, October 26, 1:30 P.M. – 5:00 P.M.

The Milwaukee Art Museum includes the War Memorial Center, the Kahler Building, and the Quadracci Pavilion created by Spanish architect Santiago Calatrava. Its collection spans four floors and 40 galleries, including 15th- to 20th-century European and 17th- to 20th-century American paintings, sculpture, prints, drawings, decorative arts, photographs and folk art. This guided tour will include a behind-the-scenes tour of the Museum's Archive, including holdings from the Brooks Stevens Collection.

TALK ABOUT IT!

Thursday, October 27, 7:30 P.M. – 8:15 P.M.

Join us for a discussion of two books, *The Porcupine of Truth* and *Openly Straight*, by Bill Konigsburg, Wednesday's YSS luncheon speaker, at the Canal Street Café (1611 W. Canal Street). Sponsored by YSS and the CCBC.

FREE PROFESSIONAL HEADSHOTS WITH KELLY DOERING OF STICK PEOPLE PRODUCTIONS

Potawatomi Hotel & Casino - Event Center Booth 407
Sign up at the Career Center for a 5-minute photo session with one of Madison's premier photographers to have a professional portrait for your website or LinkedIn profile.



WLA FOUNDATION FUNDRAISER: GET LUCKY TEAM TRIVIA

Wednesday, October 26, 8:00 P.M. – 11:00 P.M.
Serenity

What do you call an evening of trivia, award-winners, great food and drink, and even better company? We call it the WLA Foundation's Annual Fundraiser "Get Lucky" and put your knowledge to the test! We know librarians are filled with answers to all kinds of trivial questions.



ASSOCIATION OF WISCONSIN SPECIAL LIBRARIANS TOUR OF AMERICAN GEOGRAPHICAL SOCIETY LIBRARY

Thursday, October 27, 10:15 A.M. – 12:45 P.M.

Learn how the AGS Library is one of the premier collections of its kind in North America, with collections that date from the 15th century to the present and that are worldwide in their coverage. Explore resources including maps, atlases, books, globes, periodicals, photos and geospatial data. Discover how the AGS Library can support your project, library or community through instruction, research, outreach or hosting visiting scholars.



719.7595: MILWAUKEE'S BEST Tour of Milwaukee Public Library's Newest Branches

Thursday, October 27, 1:30 P.M. – 5:00 P.M.

Flex spaces, mixed-use properties, proactive service, innovative library design and more are just a bus tour away. Tour of Milwaukee Public Library's newest branch libraries: Villard Square, East and Tippecanoe. If you're building a new library, planning a renovation, or simply curious about the newest MPL branches, this is a ride you don't want to miss!

AWARDS & HONORS RECEPTION

Thursday, October 27, 5:30 P.M. – 7:00 P.M.
Serenity

Sponsored by **EBSCO**

This informal event will give everyone the chance to personally thank and interact with award winners. There will be a formal presentation of awards during the reception. It's a chance to celebrate with the winners and raise a glass in their honor. Entertainment provided by Mr. Rachael Thomas Carlson.

YOUTH SERVICES SOCIAL

Thursday, October 27, 8:15 P.M. – 10:00 P.M.
Canal Street Café (1611 W. Canal Street)

All youth services librarians are invited to attend this fun, relaxed time. Buy a drink or some food, share laughter and great stories, meet new friends and enjoy old ones.



MILWAUKEE CENTRAL PUBLIC LIBRARY RECEPTION

Thursday, October 27, 7:30 P.M. – 9:00 P.M.

Come join us for a casual reception with appetizers and a cash bar. This beautiful and historic building, first opened in 1898, will be open to you to explore our subject rooms, our rarities collection and everything in between. Hear live music from the CNJ Latin Jazz trio and socialize with colleagues and friends. MCFLS' Milwaukee Mixers mobile makerspace will be there with neat stuff to play with.



J.R.R. TOLKIEN ARCHIVAL COLLECTION TOUR

Friday, October 28, 9:15 A.M. – 11:15 A.M.

See selected original manuscripts and working drafts for three of the author's most celebrated books, *The Hobbit*, *Farmer Giles of Ham*, and *The Lord of the Rings*, as well as the original copy of the children's book, *Mr. Bliss* from the collection of J.R.R. Tolkien, housed at Marquette University's Raynor Memorial Libraries. The collection also includes books by and about Tolkien, periodicals, audio and video recordings, and a host of published and unpublished materials relating to Tolkien's life and fantasy writings.

Author Signings

All signings will take place immediately after program or luncheon, with listed book titles available for purchase.

Wednesday, October 26



12:00 P.M. – 1:30 P.M.

Youth Services Luncheon

Serenity
Bill Konigsberg
Openly Straight and Porcupine of Truth

1:45 P.M. – 2:30 P.M.

Burr/Worzalla Children's Book Winner

Clarity
John Coy
*Game Changer: John McLendon
and the Secret Game*



Thursday, October 27



2:45 P.M. – 3:30 P.M.

Food Programs at Your Library

Inspire
Genevieve Davis
Fanni's Viennese Kitchen

4:30 P.M. – 5:15 P.M.

Librarians as Force Multipliers

Inspire
Matthew J. Hefti
A Hard And Heavy Thing



Friday, October 28



9:30 A.M. – 10:15 A.M.

The Power of the Teen Voice

Inspire
Melissa Gorzelanczyk
Arrows
Liza Weimer
Hello?

Melissa
Gorzelanczyk

10:45 – 11:30 A.M.

Research Is More Than Skin Deep

Woodland Dreams Ballroom – Salon F
Amelia Osterud
The Tattooed Lady



11:45-1:00

President's Luncheon

Serenity
Jane Hamilton
*The Excellent Lombards /
Laura Hamilton's Masterpiece /
When Madeline Was Young*



9:30-10:15

One Conference One Book Discussion

Harmony
Jennifer Morales
Meet Me Halfway: Milwaukee Stories



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

Special Thanks to Our Conference Partners and Advertisers

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Wisconsin Historical Society Press

EBSCO

Wisconsin Public Television

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

Exhibit Categories

Architecture & Design

Architectural Design Consultants
Engberg Anderson, Inc.
FEH Associates, Inc
HGA Architects and Engineers.
OPN Architects

Archive Writers

SMA GmbH Analogue Imaging

Audio/Interactive Books and Materials

Baker & Taylor
CESA Purchasing
Ingram Library Services
Penguin Random House/
Books on Tape
Playaway Preloaded Products
Recorded Books
Wisconsin Talking Book and Braille Library

Audio Visual

Equipment/Products/Systems

CESA Purchasing
Demco

Automated Handling Materials

CoLibri Systems North America
TechLogic Corporation

Automation Software/Systems

Demco
SirsiDynix

Bindery

CoLibri Systems North America
Turtleback Books

Books

Baker & Taylor, Inc.
Brodart Company
CoLibri Systems North America
e-ImageData Corp.
Grey House, Salem Press, Financial Ratings Series
Penworthy Company, The
Rainbow Book Company
Scholastic Library Publishing
Turtleback Books
University of Wisconsin Press
Wisconsin Historical Society Press
Wisconsin Talking Book and Braille Library
Woodland Pattern, Inc.

Book Jobber/Wholesaler

Baker & Taylor
Children's Plus
CoLibri Systems North America
Business and Consumer Data
Ingram Library Services
ReferenceUSA

Children's Books/Materials

Baker & Taylor
Brodart
Children's Plus, Inc.
Cooperative Children's Book Center
Demco
Ingram Library Services
Maris Associates
Penworthy Company, The
Quality Books, Inc.
Rainbow Book Company
Turtleback Books
Scholastic Library Publishing
Wisconsin Talking Book and Braille Library
Woodland Pattern, Inc.

Children's Programs

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WiLS

Consulting Services

WiLS

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ProQuest
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Wisconsin Department of Public Instruction
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Brodart
Ingram Library Services
Rainbow Book Company

Distributor

Ingram Library Services

eBooks

EBSCO
Rainbow Book Company

eBook Lending System

Baker & Taylor
OverDrive
Recorded Books

Education

EBSCO
Nature's Niche
Recorded Books, LLC
Wisconsin Department of Public Instruction
UW-Madison SLIS
UW-Milwaukee SOIS
Wisconsin Historical Society Press
Wisconsin Public Television
World Book, Inc.

Encyclopedia

Grey House, Salem Press, Financial Ratings Series
Wisconsin Department of Public Instruction
World Book, Inc.

Exhibit Categories

Engineers

FEH Associates, Inc.
HGA Architects and
Engineers.
OPN Architects

Entertainment

Products

Baker & Taylor

Financial Literacy

Grey House, Salem Press,
Financial Ratings Series

Fixed Asset Inventory & Valuation

Asset Control Solutions

Furniture

Brodart
CESA Purchasing
Demco
Embury, Ltd.
Library Furniture
International

History and Culture

Wisconsin Department of
Public Instruction
Wisconsin Historical Society
Press
Wisconsin Public Television
WiLS
World Book, Inc.

Integrated Library Systems

SirsiDynix

Interior Design

Architectural Design
Consultants
Demco Interiors
Embury, Ltd.
Engberg Anderson, Inc.
FEH Associates, Inc.
OPN Architects

Language Learning

Penguin Random House/
Books on Tape
Recorded Books

Library Management

EBSCO

Literacy

Demco
Wisconsin Department of
Public Instruction
Wisconsin Talking Book and
Braille Library

Magazine

Subscription Agency

EBSCO
e-ImageData Corp

McNaughton Leasing

Brodart

Mobile Apps

Boopsie

Movers

Yerges

Music

Baker & Taylor
CESA Purchasing
Organic Arts

Online Information

Baker & Taylor
EBSCO
Wisconsin Department of
Public Instruction
WiLS
Wisconsin Public Television

Patron Self Services

e-ImageData Corp.

Popular Regional Titles

University of Wisconsin Press

Promotional Materials

Demco
Wisconsin Department of
Public Instruction

Public Agencies

National Network of Libraries
of Medicine Greater
Midwest Region
USDA Rural Development
Wisconsin Department of
Public Instruction
Wisconsin Talking Book and
Braille Library
Wisconsin TechSearch

Publishers

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

Puppets/Puzzles

Penworthy Company, The

Reference Materials

EBSCO
Grey House, Salem Press,
Financial Ratings Series
Wisconsin Department of
Public Instruction
World Book, Inc.

Security

Demco
MidCo Inc.

Shelving

Brodart Company
CESA Purchasing
Demco
Embury, Ltd.

Signage

CESA Purchasing

Social Agency

Milwaukee Works (a
division of Community
Warehouse)

Special Library

Braille Books

Wisconsin Talking Book and
Braille Library

Storytelling Resources

Demco
Organic Arts
Upstart
Wisconsin Department of
Public Instruction

Supplies

Demco
Brodart
Upstart

Tablets for all Ages

Playaway Preloaded Products

Technology Management

Camera Corner/Connecting
Point
CESA Purchasing
Clear Image Solutions, LLC
MidCo Inc.
Mitinet
ProQuest
SirsiDynix
Today's Business Solutions
WiLS

Video/DVD/CD

Baker & Taylor
Brodart
Ingram Library Services
Wisconsin Talking Book and
Braille Library

VoIP

Telecommunications

MidCo Inc.

WiFi Networking

MidCo Inc.

1872. Wisconsin enacts legislation enabling the establishment of public libraries.

Exhibitors

Architectural Design Consultants, Inc.

30 Wisconsin Dells Parkway
Wisconsin Dells, WI 53965
608.254.6181
www.adcidesign.com

Representative: Dave Cameron

Our architectural and interior design professionals will guide you through creating or improving your library, enhancing its position as an important and valued community asset.

Asset Control Solutions

2040 E. Algonquin Road, #506
Schaumburg, IL 60173-4160
817.838.2600
www.assetcontrolsolutions.com

Representatives: Kim Falco, Sean Rager

ACS specializes in fixed asset inventory and valuation for public sector clients nationwide.

Baker & Taylor

2550 W. Tyvola Road, Suite 300
Charlotte, NC 28217-4579
704.998.3231
704.998.3316 (fax)
www.baker-taylor.com

Representative: Jennifer Rose

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, education institutions and retailers.

Boopsie, Inc.

157 S. Murphy Avenue
Sunnyvale, CA 94086-6113
608.242.4536
www.boopsie.com

Representatives: Mary Casey, Angela Abel

Boopsie builds mobile apps for libraries that put all your assets in one convenient place offering 24/7 patron access with the touch of a button.

Brodart Co.

500 Arch Street
Williamsport, PA 17701
570.326.2461
800.999.6799 (fax)
www.brodart.com

Representative: Michael Davis

Brodart strives to be an extension of your staff. We focus strictly on libraries and their needs to provide customizable services from selection to shelf.



Indicates WLA member

Booth 210

Camera Corner/ Connecting Point

529 N. Monroe Avenue
Green Bay, WI 54305-0248
920.438.0368
www.cccp.com

Representatives: Beth Vander Loop, Lori Learn

Booths 304/306

CESA Purchasing

1121 Innovation Drive, Suite 115
Whitewater, WI 53190
262.473.1473
www.CESApurchasing.org

Representatives: Cynthia Holt, Rob Everhart

CESA Purchasing is a statewide Wisconsin cooperative that works with local and national vendors to provide contracts for K12 schools, libraries and other nonprofit educational entities.

Booth 410



Children's Plus, Inc.

1387 Dutch American Way
Beecher, IL 60401-5094
708.946.4100
708.946.4199 (fax)
www.childrensplusinc.com

Representatives: Rick Ziebart, Ed McCabe, Rob Innes

Children's Plus offers nearly 300,000 titles in our K-12 children's and young adult collection. We specialize in custom lists, 100% guaranteed prebinds and service.

Booth 406

Clear Image Solutions

5439 Oakwood Avenue
Stevens Point, WI 54482-9162
715.570.5117
www.stimaging.com

Representatives: Neil Milkowski, Bob Czechowicz

Visit Neil to see the world's best-selling, ALL NEW ST ViewScan III Digital Microfilm Scanning System featuring an exclusive 14 MegaPixel COLOR camera. Scan your microfilm AND 35mm Kodak color slides with one system!

Booth 101

Colibri Systems North America Booth 209

925 Vista Park Drive
Pittsburgh, PA 15205-1218
412.787.5136
412.787.5138 (fax)
www.colibriusa.com

Representative: Tom Rankin

An automatic book covering system covers books in 20 seconds! No glue, tape or scissors.

Booth 107

Booth 514

Booth 203

Booth 206

Cooperative Children's Book Center Booths 112/114

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

Representatives: Megan Schliesman, Merri Lindgren
Cooperative Children's Book Center (CCBC) displays a selection of books published for children and young adults in 2016.

Demco Booth 300

4810 Forest Run Road
Madison, WI 53704
608.242.2398
www.demco.com

Representatives: Michelle Montgomery, Matt Mulder, Angie Hubbard, Kurt Zastrow

Demco provides solutions to help libraries meet the needs of their customers. From supplies to innovative spaces, our unique family of brands provide the products and services you need to create an inviting environment.

DLSG at Image Access Booth 310

543 NW 77th Street
Boca Raton, FL 33487
561.886.2900
www.DLSG.com

Representatives: Ian Minnerly, Mark Surkis

DLSG leads in 21st Century hybrid-library digitization products: scan, copy and fax systems. DLSG also leads in digital archival and ILL/Digital Document Delivery.

e-ImageData Corporation Booth 303

340 Grant Street
Hartford, WI 53027-1075
262.673.3476
262.673.3496 (fax)
www.e-imagedata.com

Representatives: Jeff Middleton, Jim Westoby

E-Image Data manufactures the market-leading ScanPro Microfilm Scanners. Stop and see the ScanPro 1100, the full featured Microfilm Scanner at an affordable price.



EBSCO Information Services Booth 200

10 Estes Street
Ipswich, MA 01938
205.981.4678
205.995.1613 (fax)
www.ebsco.com

Representatives: Jaye Hess, Kirk Powell, Paula Brewster, Amanda Winseck, Kyle Ginley

EBSCO Information Services offers premium content through databases, journals and magazines, e-books and more, including subscription management for more than 360,000 serials, plus more than 57,000 e-journals and access to 800,000+ e-books. EBSCO provides a versatile discovery tool for searching across all library resources and EBSCO's content and feature-rich technology platforms serve the needs of researchers at all levels.

ELM USA Booth 106

"Pay As You Go" Disc Repair

1611 Barclay Road
Buffalo Grove, IL 60089
847.243.4150
847.243.4155 (fax)
www.elm-usa.com

Representative: Ralph Gutierrez

Affordable "Pay per disc repair" is here! FREE machine. FREE ongoing supplies. Lifetime warranty. Only 25¢ per repair!

Elsevier Booth 305

230 Park Avenue
New York, NY 10169
212.633.3767
www.elsevier.com

Representatives: Karen Wheeler, Sergey Mikhaylov

Elsevier is a world-leading provider of information solutions that help you make better decisions, deliver better care and, sometimes, make groundbreaking discoveries in science, health and technology.

Embury Ltd Booth 201

809 Burton Blvd., Unit E
DeForest, WI 53532
855.846.0999
877.218.7678 (Fax)
www.emburyltd.com

Representatives: Bruce Deming, Mona Deming

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



Breaks in Event Center

Wednesday	Thursday
10:00 – 10:45 A.M.	10:00 – 10:45 A.M.
3:30 – 4:15 P.M.	3:30 – 4:15 P.M.

Exhibitors

Engberg Anderson, Inc.

320 East Buffalo Street, Suite 500
Milwaukee, WI 53202
414.944.9000

www.engberganderson.com

Representative: William Robison

Having worked with 150+ libraries of all shapes and sizes, Engberg Anderson is a leader in the architecture, planning and interior design of library spaces.

FEH Design

W316 S525 Christopher Way
Delafield, WI 53018-3205
262.968.2055

www.fehdesign.com

Representatives: Gregg Baum, Kevin Eipperle, Denny Sharp, Michelle Cramblit

FEH Design is an architectural, structural, engineering and interior design firm serving libraries for decades having completed more than 100 library projects in the last 30 years.

Grey House,

Salem Press & Financial Ratings Series

4919 Route 22
PO Box 56
Amenia, NY 12501
518.789.8700

www.greyhouse.com

Representatives: Brian Ahern, Grey Halstead, Cindy Halstead

Authoritative reference materials for libraries of all sizes. Titles include business, health, literature, science, careers and financial literacy. All available in print or online.

HGA Architects & Engineers

333 E. Erie Street
Milwaukee, WI 53202-6005
414.278.8200
414.270.7754 (fax)

www.hga.com

Representative: Jane Dederig

HGA Architects and Engineers is a full-service architecture, engineering and planning firm. A nationally recognized, award-winning firm, HGA's comprehensive solutions correspond with each client.

Booth 301



Booth 315



Booth 113

Booth 308



Hope Institute of Uganda

1260 Milton Avenue, Suite 170
Janesville, WI 53546
608.449.3695

www.jingafairtradegiftshop.com

Representative: Gideon Ngobi, Susane Wade

Handcrafted items, gifts made from recycled materials and book, Hope for Joy.

Booth 109

Ingram Library Services

One Ingram Blvd
La Vergne, TN 37086-3629
615.213.5603
615.213.5288 (fax)

www.ingramcontent.com

Representative: Eric Shotwell

Ingram Library Services delivers innovative systems, expertise, and precise assistance in developing and maintaining your library's collection. Ingram helps librarians through our vast title selection, easy-to-use search and ordering tools, collection analytics, and customized cataloging and processing. We offer expert collection development services from MLS-degreed librarians who use Ingram's inventory of content to help position your library for the future. We know librarians are busy, and Ingram is here to make sure you spend less time at your desk and more time with your community.

Booth 314

Junior Library Guild

7858 Industrial Parkway
Plain City, OH 43064-9468
614.733.7258
614.733.0502 (fax)

www.juniorlibraryguild.com

Representative: Joe Young

Junior Library Guild is the collection development and book review service relied upon by thousands of schools and public libraries.

Booth 411

Library Furniture International, Inc.

1945 Techny Road, Unit 10
Northbrook, IL 60062-5306
847.564.9497
847.564.9337 (fax)

Representatives: Meghann Replin, Scott Fairbanks
Sales and installation of library furniture.

Booth 309

Maris Associates

3175 Willowgate Pass
Colgate, WI 53017-9346
262.628.1926
262.628.2662 (fax)
marshallcavendish.com

Representatives: Maris Dambekaln, Ingeborg Froiland
Children's, young adult and adult books, e-books and online databases.

MidCo Inc.

N18 W6873 Partridge Court
Cedarburg, WI 53012
262.474.1100
www.midcosystems.com

Representatives: Michael D. Guzan, Tony Johnson, Julie Kostner

Established in 1960, MidCo has grown from a small intercom/paging contractor to a nationally-recognized communications, data network and security systems integrator.

Milwaukee Working

(a division of Community Warehouse)

521 South 9th Street
Milwaukee, WI 53204
414.316.4852
414.265.7402 (fax)
www.MilwaukeeWorking.org

Representatives: Steve Lied, Don Dowdy

Milwaukee Working is part of a nonprofit 501c3 organization. Our Books for Jobs Program makes use of donated books and media to provide job opportunities for background-challenged individuals, so they can transform their lives through the dignity of work.

Booth 208

MITINET, Inc.

1039 N Edge Trail
Verona, WI 53593-1395
800.824.6272
608.845.9261 (fax)
www.mitinet.com

Representatives: Jeff Wheeler, Joe Abrisz, Justin Hoelscher, Jackie Harrison-Jewell

Mitinet Library Services' flagship product, BestMARC, is a cloud-based MARC record database management service. We also offer database clean-ups, RDA conversions and other custom services.

Booth 313

Booth 510

National Network of Libraries of Medicine-GMR

Hardin Library for the Health Sciences
600 Newton Road
Iowa City, IA 52242
319.335.9871
319.353.3752 (fax)
https://nlnm.gov/gmr

Representatives: Bobbi Newman, Liz Kiscaden

The world's largest biomedical library, providing free access to MEDLINE/PubMED and to other biomedical, environmental and health information databases for medical professionals and patients.

Booth 512

Booth 409

Nature's Niche

5223 Hwy 66
Stevens Point, WI 54481
715.341.7149
www.naturesniche.org
Representative: Dino Tlachac

Nature's Niche is a forever animal rescue that infuses hands-on education! Experience the world from rainforest to reptiles with Dino and his Creature Teachers!

Booth 115

Breaks in Event Center

Wednesday	Thursday
10:00 – 10:45 A.M.	10:00 – 10:45 A.M.
3:30 – 4:15 P.M.	3:30 – 4:15 P.M.

Event Center Opening

Wednesday, October 26, 10:00 A.M. — 10:45 A.M.

Potawatomi Hotel & Casino - Event Center

Meet up in the exhibit hall for a great start to the day! Pick up a hot or cold beverage and greet your favorite vendors and meet some new ones during this no-conflict time. And don't forget to check out the Engage Stage as well as the Milwaukee Makerspace.

OPN Architects

301 N. Broom Street
Madison, WI 53703-5216
319.730.2908
www.opnarchitects.com

Representatives: Bradd Brown, Mindy Sorg, Wesley Reynolds, Brent Pauba, Bryan Mann, Malorie Hepner, Ryan Frank, Hilary Byrne

OPN's approach to library design is based on our belief that libraries should be unique and specific to the needs of the community, efficient to operate and beautiful in design.

Booth 215



Indicates WLA member

Exhibitors

Organic Arts

2609 S. Delaware Avenue
Milwaukee, WI 53207-2301
414.702.6053

www.performingartsmilwaukee.com

Representatives: David HB Drake, Jean-Andrew, Linda Sand-
ersen, Paul Akert, Dr.Sky Schultz, Michael Drake, Twila
Bergeron, Wildflower

Organic Arts is a collective of lifelong professional performing
artists/educators providing music, storytelling, natural history
programs and workshops to schools, libraries, communities and
family organizations.

OverDrive

One OverDrive Way
Cleveland, OH 44125
216.573.6886
216.573.6888 (fax)
www.overdrive.com

Representative: Kristin Preyss

Create your virtual Branch! OverDrive® enables you to offer
bestselling audiobooks, eBooks, streaming video and periodicals
online 24/7 - from your library's website.

Penquin Random House - Books on Tape

2804 Royal Fox Drive
St. Charles, IL 60174-8720
630.816.3848
630.584.1848 (fax)
www.booksontape.com

Representatives: Robert Innes, Ann Innes

Publisher of fiction and nonfiction audio books for children
and adults, packaged for the library market.

The Penworthy Company

219 N Milwaukee Street
Milwaukee, WI 53202-5811
414.921.1518
414.287.4602 (fax)

www.penworthy.com

Representatives: Anne Broda, Laquen Koester

Penworthy Prebound Books for grades preK-6 are high quality
books that feature durable binding, new titles monthly and free
shipping.

Booth 500

Playway Pre-Loaded Products by Findaway

31999 Aurora Road
Solon, OH 44139
877.893.0808
440.893.0809 (fax)
www.shop.playaway.com

Representative: Peter Wuerl

Playaway Products bring you everything from audio to apps for
use in libraries, schools or military installations.

ProQuest

789 E. Eisenhower Parkway
Ann Arbor, MI 48106-3218
800.280.3533
734.997.4224 (fax)
www.proquest.com

Representatives: Boe Horton, Lauri Vance, Austin McLean,
Jamie Ryan

ProQuest is a technology company that advances global knowl-
edge by making researchers and research institutions more
productive.

Rainbow Book Company

100 N. Fairway Drive, Suite 120
Vernon Hills, IL 60061-1859
847.726.9930
847.726.9935 (fax)
www.rainbowbookcompany.com

Representatives: Scott Erickson, Tim Carlmark

Distributor of children's books, K through 12, offering bilingual
and Spanish titles, e-books and easy readers.

Recorded Books

270 Skipjack Road
Prince Frederick, MD 20678
800.638.1304
410.535.0257 (fax)
www.recordedbooks.com

Representative: Bill Schwarting

Recorded Books provides e-books, audiobooks, language-learn-
ing programs, films and other products for public and univer-
sity libraries. RBdigital from Recorded Books offers electronic
resources and digital databases.

Booth 100

Booth 103

Booth 401

Booth 414

Breaks in Event Center

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.



Indicates WLA member

1895. Wisconsin Free Library Commission (WFLC) established.

ReferenceUSA

1020 East 1st Street
Papillion, NE 68046-7611
402.836.3777
www.referenceusa.com

Representative: Nancy Spidle

ReferenceUSA helps library patrons access the most accurate, up-to-date and reliable business and consumer data for reference and research purposes.

Scholastic Library Publishing

1030 O’Ryan Trail N
West Lakeland, MN 55082-1888
651.303.3460
651.304.6037 (fax)
scholastic.com/librarypublishing

Representative: Gabe Flynn

Awarding-winning book series and digital resources for public libraries. Children’s Press, Rookie Readers, Book Flix, True Flix, Science Flix and Scholastic Go!

SirsiDynix

3300 N Ashton Blvd., Suite 500
Lehi, UT 84043-5340
952.201.6778
www.sirsidynix.com

Representatives: Adam Johnson, Jim Schwieters

SirsiDynix library management technology is constructed to be open, scalable and robust, offering a complete out-of-the-box solution and unparalleled flexibility through APIs and web services.

Booth 102

SMA GmbH Analogue Imaging

N73W23354 Fontaine Circle
Sussex, WI 53089-5715
800.747.2026
www.smascanners.com

Representatives: Jill Baldwin, Aaron Burkel, Petra Martinez
Proudly distributing German manufactured SMA VERSAS-CAN (Large Format Flatbed Scanners), SMA SCANMASTER (Book Scanners), SMA ROBOSCAN (Robotic Book Scanners) and SMA Archive Writers (Microfilm Writers).

Booth 408

Tech Logic Corporation

835 Hale Avenue N
Oakdale, MN 55128
651.747.0492
651.747.0493
www.tech-logic.com

Representative: Mark Sporle

Tech Logic, a leader and pioneer in library automated material handling, provides the most innovative, reliable and cost effective library solutions exclusively for libraries.

Booth 412

Today’s Business Solutions

7820 S Quincy Street
Willowbrook, IL 60527-5534
630.537.1370
630.537.1369 (fax)
www.singlecard.com

Representatives: Tim McGahan, Lou Flavio

TBS is a provider of high-tech library solutions; enhancing patrons’ experience with computer reservation, mobile printing, print management, scan stations and a payment kiosk with PC Compliant Credit/Debit Card solutions.

Booth 312

Turtleback Books

3401 Chouteau Avenue
St. Louis, MO 63103-2913
815.718.0649 (cell)
Representative: Paul Yemm

At Turtleback Books, we are dedicated to providing children and adults with the most popular literature in a sturdy hard-cover library binding created for the highly demanding school and library environment.

Booth 105

USDA Rural Development

5417 Clem’s Way
Stevens Point, WI 54482-8801
715.345.7662
715.855.8495 (fax)
Representative: Brian Deaner

Federal financial assistance to provide or improve essential community services.

Booth 108

Engage Stage

Potawatomi Hotel & Casino - Event Center

Wednesday, October 26

- 10:30 – 11:00 ESLS and MWFLS Merger Update:
Name and logo reveal with Amy Birtell
- 2:30 – 3:00 The Illustrated Song with Organic Arts
- 3:00 – 3:30 Open-Ended Exploration with
TeacherGeek

Thursday, October 27

- 10:30 – 11:30 Banned Books Read-In
- 2:00 – 2:30 Community Outreach:
Best Practices to Reach and Engage
New Users
- 3:00 – 3:30 Latest Advances in Cataloging

1905. The WFLC begins publishing the Wisconsin Library Bulletin.

Exhibitors

UW-Madison School of Library & Information Studies*

600 North Park Street
Madison, WI 53706
608.890.0364
608.263.4849 (fax)
www.slis.wisc.edu

Representatives: Meredith Lowe, Anna Palmer
SLIS, the iSchool at UW-Madison, offers on-campus and online options for a Master's degree in Library and Information Studies, as well as numerous continuing education opportunities.

UW-Milwaukee School of Information Studies*

P. O. Box 413
Milwaukee, WI 53201-0413
414.229.5409
414.229.6699 (fax)
www.ischool.uwm.edu

Representatives: Sharon Lake, Chad Zahrt, Julie Walker, Twyla McGhee, Laura Meyer, Jim Schultz, Claire Schultz, Tomas Lipinski
Through leading international faculty, undergraduate, master's and doctoral degree programs, and institutional partnerships spanning the globe, SOIS prepares students for success in our information world.

University of Wisconsin Press

1930 Monroe Street, Third Floor
Madison, WI 53711
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 53707-7829
800.558.2110
www.upstartpromotions.com
Representative: Heidi Green

Upstart reading promotions include posters, bookmarks and incentives to get kids excited about reading.

Booth 400

Wisconsin Department of Public Instruction

2109 S. Stoughton Road
Madison, WI 53716-2851
608.224.6165
www.dpi.wi.gov

Representatives: Kara Ripley, Ben Miller
DPI provides leadership, advocacy, assistance, planning, coordination, funding and resources to support libraries, education and lifelong learning in Wisconsin.

WiLS/

Recollection Wisconsin

1360 Regent Street, #121
Madison, WI 53715-1255
608.216.8399
608.237.2358 (fax)
www.wils.org

Representatives: Jeff Brunner, Melody Clark, Andrea Coffin, Sara Gold, Lisa Marten, Melissa McLimans, Stefanie Morrill, Emily Pfothenhauer, Bruce Smith
WiLS is a nonprofit membership organization that facilitates collaborative projects and services to save our members time and money and to advance library services. Recollection Wisconsin is a collaborative digital program that brings together photographs, documents and other unique local resources from libraries, archives, historical societies and museums across Wisconsin.

Booths 413/415

Booth 214

Booth 202

Booth 302

Wisconsin Historical Society

816 State Street Rm 443
Madison, WI 53706-1417
608.264.6465
608.264.6486 (fax)
www.wisconsinhistory.org

Representatives: John Friend, Eli Brunet, Halley Pucker
The Wisconsin Historical Society collects, preserves, and shares our stories through archives, images and microfilms, programs, sites, publications, and more! Stop by our booth and say hello.

Booth 104



Wisconsin Public Television

821 University Avenue
Madison, WI 53706-1412
608.265.3855
608.263.9763 (fax)
www.wpt.org

Representatives: Michael Harryman, Erik Ernst, Tim Schneider, Jonna Mayberry, Mike McKenzie
Wisconsin Public Television provides access to local and national content, extending its reach and impact in the communities we serve.

Booth 205

1916. Membership in WLA exceeds 200 for the first year.

Wisconsin Talking Book and Braille Library

813 W. Wells Street
Milwaukee, WI 53233-1436
414.286.6918
414.286.3102 (fax)
www.talkingbooks.wi.gov/

Representative: Becky Manz

WTBBL serves people with visual or physical impairments or reading disabilities. We offer audio-described movies, braille materials, players, and books, magazines and newspapers for listening.

Wisconsin TechSearch

215 Randall Avenue
Madison, WI 53706
608.265.4619
608.262.4739 (fax)
http://wts.wisc.edu

Representative: Rachel Watters

WTS provides document delivery, interlibrary loan and research services from the UW-Madison Libraries to businesses across Wisconsin and the United States.

Woodland Pattern*

720 East Locust
Milwaukee WI 53212-2547
414.263.5001
414.372.7636 (fax)

Representatives: Anne Kingsbury, Carolyn Elmer, Chuch Stelton, Karl Gartung

Woodland Pattern is a nonprofit literary arts center, which specializes in contemporary literature, with emphasis on poetry, small press and cross cultural titles.

World Book, Inc. -

School and Library Division

180 North LaSalle Street, Suite 900
Chicago, IL 60601
312.726.5858
888.922.3766 (fax)
www.worldbook.com

Representatives: Mike Kane, Sharon Kane

Award-winning, sole source library and classroom references featuring cutting-edge PK-Adult World Book Web, World Book Encyclopedia and PK-Intermediate nonfiction series for early skills, social studies and sciences.

Booth 204

Yerges Moving and Storage

P. O. Box 339
Fort Atkinson, WI 53538-0339
920.563.5000
920.563.5096 (fax)
www.yergesmoving.com

Representative: Kevin Becker

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

Booth 402

Booth 211

Wisconsin Library Association

4610 S Biltmore Lane, Suite 100
Madison, WI 53718-2153
608.245.3640
608.245.3646 (fax)
wla.wisconsinlibraries.org

Career Center

Booth 407

Wisconsin Small Libraries Section

Booth 508

Youth Services Section

Booth 110

Booths 502/504/506

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

Get Lucky Trivia Fundraiser

Serenity

Silent Auction

Event Center

Wisconsin Library Heritage Center

Booth 111

Booth 213

Breaks in Event Center

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.



Indicates WLA member

Keynotes



John McGivern

Memories of a Boy Raised by a Wisconsin Mother with an Obsession for Books: "Come on Mom, PLEASE let us watch TV"

Wednesday, October 26, 8:30 A.M. – 10:00 A.M.

Potawatomi Hotel & Casino - Woodland Dreams Ballroom

John is best known for his Emmy Award-winning work on PBS. His one-man shows, *The Early Stories of John McGivern*, *A Midsummer Night McGivern* and *John McGivern's Home for the Holidays*, tell the stories of being the third born of six kids in a working-class Irish Catholic family in the Midwest.

His stories are personal and funny and touching and familiar. His themes are based on family and remind us all that as specific as we might believe our experiences are, we all share a universal human experience.

John has been the keynote speaker for The Alliance for Children and Families, The State Department on Aging, The Children and Family Service Agency of Wisconsin, The Wisconsin Defense League, Christ Child Association, Foundation for Children with Cancer, Employee Assistant Professional Association and has been fortunate to entertain companies such as Time Warner, Northwestern Mutual, Kohl's Department Stores, Baird, Acuity and M&I Financial.

John is proud to have been part of *We're Funny That Way* on HBO and *Out There II* on Comedy Central. He was seen sitting next to Sally Field on *Politically Incorrect* and knighted by Julie Andrews in the hit film *The Princess Diaries*.

Dawn Logsdon, Lucie Faulknor

Free for All: Inside the Public Library

Thursday, October 27, 8:45 A.M. – 10:00 A.M.

Potawatomi Hotel & Casino - Woodland Dreams Ballroom

Dawn Logsdon's career has been dedicated to making films about civic issues and city life, particularly at the neighborhood level. She directed and produced *Faubourg Tremé: The Untold Story of Black New Orleans* (2008), which premiered nationally at the Tribeca International Film Festival. It went on to win the SFIFF Golden Gate Award for Best Documentary and was a PBS Black History Month feature presentation three years in a row. Dawn co-directed and edited *Big Joy: The Adventures of James Broughton* (2013) and *Lindy Boggs: Steel and Velvet* (2008). Dawn edited the Sundance Award-winning *Paragraph 175* by Rob Epstein and Jeffrey Freidman, Academy Award-nominated *Weather Underground* by Sam Green, Emmy award-winning *Have You Heard from Johannesburg?* by Connie Field, and the Peabody award-winning *The Castro*. Short films that she produced and directed include *Tomboy*, which was exhibited at the Whitney Museum and aired on PBS. Dawn received a BA in Philosophy from UC Berkeley. Her honors include a Soros OSI Media Fellowship CA Arts Council Artist Residency, BAVC Media Maker Award, Djerassi Artist Residency, Louisiana Division of the Arts Fellowship, New Orleans Contemporary Art Center Artist Fellowship and the New Orleans Arts Council Award.

Lucie Faulknor produced and researched *Faubourg Tremé: The Untold Story of Black New Orleans* (2008) and has worked with award-winning directors Dorothy Fadiman and Lynn Hershman-Leeson in the areas of fundraising, publicity, outreach and community engagement. Faulknor has also produced Dublin, Ireland's first Women in Film & Television film festival and presented a lecture series that included Laurie Anderson, Bobby McFerrin, Wayne Shorter, Sydney Pollack and others. She has worked for a number of arts organizations including City Arts & Lectures, SFJAZZ, Palace of Fine Arts Theater, the Irish Arts Foundation, Stern Grove Festival, Yerba Buena Gardens, Dublin (IRL) Fringe Festival and for a number of individual performing and visual artists including Jim Campilongo, Storm Large, Tracy Snelling and Kevin Woodson. She has a Master's degree in Nonprofit Administration from USF's School of Business & Professional Studies and a BA in Arts Management from SFSU. Lucie is a fourth generation San Francisco Public Library user.



Dawn Logsdon



Lucie Faulknor



Sarah Keister Armstrong has worked in a variety of private, state and federal government offices and nonprofit organizations. She is experienced in using qualitative and quantitative measures to evaluate public policies and programs. Sarah is Vice President of the Fremont Public Library District Board of Trustees in Mundelein, IL, and serves on the board of directors of the Reaching Across Illinois Library System (RAILS). Sarah holds a

Master of Public Policy and Administration degree and a BA degree in Political Science and Sociology, and was a recipient of the federal government's prestigious Presidential Management Fellowship.



Gregg Baum brings more than 32 years of experience as an architect and has provided design excellence and project leadership for a variety of library projects. Gregg provides a hands-on and interactive approach to design with a goal of creating client-focused solutions.



Elizabeth (Lizzy) Baus is the Cataloging & Metadata Training Coordinator for Minitex, located in Minneapolis, MN. Previously the Cataloging/Metadata Librarian at Cardinal Stritch University in Milwaukee, she earned her MLIS and a Master's degree in Language, Literature, and Translation from the University of Wisconsin-Milwaukee in 2012. Lizzy enjoys crossword puzzles and long bike rides with her husband.



Beth Bennett began her post as executive director of the Wisconsin Newspaper Association (WNA) in May 2010. Prior to joining the WNA, Bennett served as the Director of Government Relations for the Illinois Press Association; as legislative liaison to the Illinois General Assembly Joint Committee on Administrative Rules; and as a member of the staff of the Illinois Speaker of the House.

Note: WLA members who are conference presenters are not included in this listing. 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/>.

Valerie Biel's debut novel *Circle of Nine – Beltany* has been honored as a 2015 Kindle Book Award Finalist, a finalist in the Gotham Writers' YA Novel Discovery Contest and the Readers' Favorite Book Award Contest as well as being a B.R.A.G. Medallion Honoree. In addition to the young adult stories in the *Circle of Nine World*, she has also authored two middle grade novels. She graduated from the University of Wisconsin with degrees in journalism and political science. She now lives in rural Wisconsin with her husband and children, and dreams regularly of a beautiful cottage on the Irish coast where she can write and write and write.



Bobby Bothmann is a Metadata & Emerging Technologies Librarian at Minnesota State University, Mankato, and professor in Library Services. Bobby catalogs books and electronic records, wrangles large files full of MARC records, investigates new technologies and attends a lot of meetings. He was recently (July 2015–June 2016) the chair of the Cataloging and Metadata Management Section (CaMMS) of Association of Library Collections and Technical Services. An active member of OLAC (OnLine Audiovisual Catalogers) since fall 2000, he has served in various leadership roles, including treasurer and president, and is also a member of the editorial board for *Cataloging & Classification Quarterly*. He holds an MLIS from the University of Wisconsin-Milwaukee and an MS in Geography and English Technical Communication from MSU-Mankato. Bobby also moonlights as an adjunct instructor for the Graduate School of Library and Information Science at the University of Illinois at Urbana-Champaign where he teaches cataloging and classification courses and tries to convert one student per semester to the cataloging side of the Force. Bobby is owned by three dogs and is a frequent host of his dogs' many dog friends.



Bradd Brown is a principal at OPN Architects. He is widely regarded for the planning and design of more than 40 libraries, including the international award-winning Cedar Rapids Public Library, IA. He regularly presents his expertise at architecture and library conferences such as the American Library Association annual conference in 2015 and 2016. He also served as a 2016 AIA/ALA Library Building Award juror. He is currently working with libraries in Colorado, Illinois, Iowa, Missouri and Wisconsin.



Speakers



John Coy is this year's WLA Elizabeth Burr/Worzalla award winner for his book *Game Changer: John McLendon and the Secret Game*, published in 2015. As a child in Eau Claire, John Coy grew up loving baseball, basketball and football. He loved to read but writing a book was something he did not even contemplate; it was a remote and distant idea. John worked a wide variety of jobs – from dishwashing to mattress making to tour

guide – before becoming a writer. He now combines his love of sports and history in his works, which include picture, middle grade and teen books. When John is not writing he travels throughout the United States and internationally, visiting schools and talking with students. He aims to “demystify the process of writing a book” and open up the world of writing to students from a young age. In part due to his work with COM-PAS (Community Programs in the Arts), he travels throughout Minnesota talking to young people about writing and books. Since John currently lives in Minnesota, he particularly enjoys visiting international schools during the winter.



Genevieve Davis is an award-winning film producer, author and artist. Born and raised in Wisconsin, Ms. Davis has written two books about her family and their experiences.



Jane Dederling, ALA, LEED, AP, is an award-winning interior designer who focuses on creating experiential environments that enhance users' quality of life. With more than 25 years of experience, she leads HGA's national public library practice. Jane began her career in the San Francisco area and returned to Wisconsin where she continues to deliver innovative, human-centered solutions. “I believe clients should actively participate in and genuinely enjoy the design process. Collaboration creates spaces that inspire people, transform organizations and create memorable experiences.” Jane is the Interior Design Director of the Great Lakes Office and sits on the Interior Design Advisory Council for Iowa State University and the Eastern Shores Library Board. She received a BS in Art and Interior Design from the University of Wisconsin-Stout, is a professional member of the International Interior Design Association and holds certifications in California and Wisconsin.

collaboration creates spaces that inspire people, transform organizations and create memorable experiences.” Jane is the Interior Design Director of the Great Lakes Office and sits on the Interior Design Advisory Council for Iowa State University and the Eastern Shores Library Board. She received a BS in Art and Interior Design from the University of Wisconsin-Stout, is a professional member of the International Interior Design Association and holds certifications in California and Wisconsin.

Terra L. Fletcher, owner and founder of Fletcher Consulting, has nearly a decade of experience in business development and marketing consultancy. She has presented more than 100 workshops, panels and classes on marketing, communication and social media. Terra's business, community and personal growth strategies have benefited individuals, nonprofits, public and private businesses, chambers of commerce and higher education.

Terra is an adjunct instructor at Northeast Wisconsin Technical College, has partnered with the University of Wisconsin-Green Bay and was awarded Entrepreneur of the Year in 2012. Terra has been called upon to teach at the National Chimney Sweep Guild, National Association of Tax Professionals, the American Counseling Association, Georgia Pacific and the Wisconsin Writers Association.



Melissa Gorzelanczyk is a former magazine editor and columnist who believes love is everything. She is a proud member of the Society of Children's Book Writers and Illustrators (SCBWI), The Sweet Sixteens and the Class of 2K16. Her young adult novel, *Arrows*, is available now from Delacorte Press, a division of Penguin Random House. She is represented by agent Carrie Howland of Donadio & Olson. She lives in Green Bay with her husband and family.

Online: www.MelissaGorzelanczyk.com;
Twitter: @MelissaGorzela



Michael Hacker is an Associate at Bray Architects in Milwaukee. He served as one of the lead designers on the Oak Creek Civic Center and Oak Creek Fire Station projects. He is currently the President of the Milwaukee Chapter of the American Institute of Architects.



1917. WLA establishes a committee to study the question of county library service.
WLA establishes a committee to prepare a plan for the certification of librarians.



Jane Hamilton lives, works and writes in an orchard farmhouse in Wisconsin. Her novels have won numerous awards, including the PEN Hemingway Award for Fiction, and *The Book of Ruth* and *A Map of the World* were both chosen as Oprah Book Club picks and made into movies. Her latest book, *The Excellent Lombards*, is a coming-of-age story about a young girl raised on an apple farm.

Jerry Hammernik retired as Fire Chief for the Oak Creek Fire Department in 2005. An active library user, he was recruited by the Oak Creek Public Library Board to serve as the citizen liaison for the City Hall/Library Building Committee. Jerry currently serves as the President of the Friends of the Oak Creek Public Library.



Matthew J. Hefti is the author of the novel *A Hard and Heavy Thing* (Tyrus / F+W, 2016), which *Booklist* gave a starred review, calling it “intense and compelling.” He spent 12 years as an explosive ordnance disposal technician in the military, deploying to Iraq and Afghanistan a total of four times and destroying hundreds of improvised explosive devices along the way. While enlisted, he earned a BA in English and an MFA in Fiction. He is now in his final year at the University of Wisconsin Law School. His work has appeared in the anthologies *See Me for Who I Am* (Hudson Whitman), *MFA vs. NYC* (n+1), *Retire the Colors* (Hudson Whitman), and *The Road Ahead* (Pegasus, forthcoming). Among others, he has been published in *Vol. 1 Brooklyn*; *Literary Hub*; and *War, Literature and the Arts*.



Joe Huberty is a Partner at Engberg Anderson, an architectural/interior design firm with offices in Milwaukee and Madison, and Tucson, AZ. His work is centered on those civic projects that define community, including museums, libraries and religious facilities, all centered on a profound concern for client and user needs. His focus is to help clients understand how the creative process can improve the built environment in an orderly and sustainable way.

Katie James is in her fourth year as President of the Friends of Matheson Memorial Library in Elkhorn. She leads a group of 90 members and has helped fundraise over \$50,000 for the library since 2011. Before returning to the Midwest to work as a stay-at-home mom, Katie served as a political fundraiser, speech writer and sales manager at Tiffany & Co. in New York. She also has a broadcast journalism degree from the University of Missouri and worked briefly as a reporter for KOMU in Columbia, MO.

Amy Koester, a nationally recognized youth services leader, has presented at conferences and workshops nationwide on STEAM, media mentorship, programming and collaboration. She is Skokie (IL) Public Library’s Youth and Family Program Coordinator and blogs at “The Show Me Librarian,” where she shares programs and thoughts on librarianship.



Bill Konigsberg is the award-winning American author of *Out of the Pocket*, *Openly Straight* and *The Porcupine of Truth*. *Out of the Pocket* won the 2008 Lambda Literary Award in the LGBT Children’s/Young Adult category. His second novel, *Openly Straight*, was released in June 2013. It received a rave review in the *New York Times* and starred reviews from *Booklist* and the *Bulletin of the Center for Children’s Books*. The novel made YALSA’s Best Fiction for Young Adults list for 2014; the American Library Association’s Rainbow List; The Texas Library Association’s Tayshas List; and was nominated for the Georgia Peach Award. The novel is being translated into German, Vietnamese and Portuguese. *The Porcupine of Truth*, which came out in June 2015, received starred reviews by *Booklist* and *School Library Journal*, made the Indie Next List, and will be published in Brazil.



David Lang brings a fresh perspective to architecture. As a designer, David is responsible for developing the program’s architectural design solutions, establishing the aesthetic and functional template from conceptual design through project completion. “I’m always thinking of new ways to do things, looking for innovative solutions,” he says. David works closely with clients to develop solutions uniquely suited to their needs. His design inspiration results from a consensus-oriented process—driven by the vision of the community. David received his BS degree from the University of Wisconsin in Philosophy and Molecular Biology and his M.Arch from the University of Wisconsin-Milwaukee. He is adjunct faculty at the University of Wisconsin-Milwaukee and the Milwaukee Institute of Art & Design.

Speakers

Ron Larson has been the Serials Resources Librarian at the Wisconsin Historical Society since December 2009. Prior to that, he was the library director/researcher at the *Wisconsin State Journal* and *The Capital Times* for 30 years, from 1978–2008. He also was an adjunct instructor at UW-Madison School of Library and Information Studies from 2009 until 2014, teaching the course Strategic Information Services.



Tomas A. Lipinski is the Dean of the University of Wisconsin-Milwaukee School of Information Studies. Professor Lipinski has worked in a variety of legal settings including the private, public and nonprofit sectors. He teaches, researches and speaks frequently on various topics within the areas of information law and policy, especially copyright, free speech and privacy issues in schools and libraries. He is the author of numerous articles and book chapters. He is a national leader in copyright education, developing and teaching online continuing education courses for both ACRL and the University of Maryland University College, co-chairing the American Library Association Committee on Legislation Copyright Subcommittee, a member of the International Federation of Library Associations (IFLA) Copyright and Other Legal Matters Committee and part of the IFLA delegation to Standing Committee on Copyright and Related Rights of the World Intellectual Property Organization.

Joe Mills is considered a preservation expert in the industry and has written numerous papers as well as performed consulting work on the topic of preservation and data conversion.

Rachel Monaco-Wilcox, JD, is an attorney, professor and conflict resolution skills trainer. She teaches Wisconsin's only Advanced Elder Mediation training at the Winnebago Conflict Resolution Center, serves on the Wisconsin Bar's Dispute Resolution Section board and has chaired many programs for the State Bar of Wisconsin. Rachel is a frequent public speaker on her practice areas of Elder Law, conflict resolution and human trafficking. While in law school, Rachel clerked for Justice Patrick Crooks at the Wisconsin Supreme Court. She is a past Fulbright Scholar, and practiced law at Foley and Lardner, Stephen M. Fisher & Associates and Associated Wealth Management of Milwaukee in estate planning, probate, trusts and tax. She received undergraduate honors degrees in English and Theology from Marquette University, and a law degree cum laude from Marquette University Law School. She published "Elder Mediation; What Estate Planning Attorneys Need to Know" in the October 2015 issue of *Estate Planning Journal*. In 2013, she created the LOTUS Legal Clinic for victims of crime and survivors of human trafficking. The LOTUS clinic helped pass the 2015 Crime Victim's Privacy Rule in the Wisconsin Supreme Court. Rachel is Chair and Assistant Professor of the Justice Department at Mount Mary University in Milwaukee. She serves on the Advisory Council to the National Crime Victim's Law Institute at Lewis and Clark Law School. She is a member of the *Business Journal of Milwaukee's* 40 Under 40 class for 2013, was awarded the Wisconsin Association of Mediator's President's award in 2014, and received the 2015 Thrive Award for survivor advocacy.



Jennifer Morales lived for more than 20 years in Milwaukee, where she raised children and served on the Milwaukee Board of School Directors, the first elected Latina. She earned her MFA from Antioch University-Los Angeles. She now lives in Viroqua.



Detlev Pansch is the Executive Director of the Barrington Area Library in Illinois. He recently completed a 60,000 sq ft renovation that reimagined the library for service in the 21st century: collaborative, creative and meeting spaces; business & technology center; and a museum-quality interactive experience incorporated within youth services.

1921. Legislation enabling county library service enacted.



Wesley Reynolds, principal of OPN Architects, has been with the company for more than 15 years. He founded the Madison studio in 2013 and has led it to impressive growth over the past two years. His career has been primarily focused on corporate spaces. He has a passion for design and a commitment to finding thoughtful solutions that best suit the client's needs. Most recently, Wesley acted as principal-in-charge for the

Waunakee Public Library in Waunakee, and the Walter E. Olson Memorial Library in Eagle River.



Jeffrey Russell, of Russell Consulting, Inc., specializes in guiding organizations in successfully responding to the challenges of continuous change. With a focus on leading change, strategic thinking and planning, employee engagement surveys, leadership and performance management, Jeff has worked with organizations as diverse as Fortune 500 firms, nonprofits, the public sector

and small family businesses. Jeff's work with libraries includes individual libraries throughout Wisconsin and Illinois, and with a number of library systems in Wisconsin. Jeff is a frequent presenter at state, national and international conferences, including past WLA annual conferences, Wisconsin State SHRM Conferences, Minnesota State SHRM Conference, HR Florida State Conference, ATD International Conferences and Jamaica Employer's Federation Conferences. Jeff received his Master's Degree in Industrial Relations from UW-Madison, where he serves as an adjunct faculty member. Jeff and his life/work partner, Linda, have co-authored nine books. Titles include *Leading Change Training*, *Change Basics*, *Strategic Planning Training*, *Strategic Planning 101*, *Engage Your Workforce* and *Fearless Performance Reviews* (McGraw-Hill, 2014).



Mindy Sorg, associate at OPN Architects, leads the interior design group and is the firm's library and workplace of the future strategist. Among her expanding portfolio of work is the Cedar Rapids Public Library, which has received national and international recognition including being named a Landmark Library by *Library Journal* and the recipient of the AIA/ALA Award in 2015. In

addition to her practice, she has immersed herself in the national library of the future dialogue presenting at multiple library conventions, including the 2015 and 2016 American Library Association annual conference. She also served on the ALA/IIDA Library Interior Design Award jury. Mindy's passion lies in helping libraries unlock their potential, whether it's an entirely new building or rethinking an existing facility. Her research and analysis of library trends arms clients with knowledge that empowers them to envision their own innovative, patron-cen-

tered spaces that celebrate knowledge and encourage the unexpected. She is currently working with libraries in Colorado, Illinois, Iowa, Missouri and Wisconsin.

Dr. Darci Thoun is an Associate Professor of English and the First-Year Writing Program Coordinator. She just finished her eighth year at UW-La Crosse and frequently teaches upper-level courses for the Rhetoric and Writing Major in addition to first-year writing. Her research interests include rhetorical genre studies, writing assessment, writing program administration and feedback.



Geoffrey Trotier proactively assists organizations of all sizes and complexities as well as municipalities and school districts in many diverse labor and employment issues. He works closely with clients to devise and implement litigation avoidance strategies. Geoff frequently defends employers in matters involving discrimination, non-compete agreement enforcement, trade secrets, FMLA disputes, wrongful termination, OSHA, whistleblower claims and wage and hour suits. In 2010, Geoff was recognized as an "Up and Coming Lawyer" by the *Wisconsin Law Journal*. He is a member of the American Bar Association (Labor & Employment Section), the State Bar of Wisconsin (Labor & Employment Section) and the Milwaukee Bar Association.



Liza Wiemer is an award-winning educator with 25 years of teaching experience. Since 2005, she has conducted over 350 interviews and workshops. *Hello?* is her debut YA novel, which was named a November *Goodreads* Best Young Adult Novel, called one of the most unique books of the year by *Paste Magazine*, and was listed as one of ten books for voice in the *Los Angeles Review of Books*. She also has had two adult nonfiction books published as well as numerous short stories and articles. A graduate of UW-Madison with a degree in Education, she's married with two young adult sons and lives in Milwaukee.



Michael Zimmer, PhD, is a privacy and internet ethics scholar, most noted for his work in online privacy, the ethical dimensions of social media, libraries and privacy, and internet research ethics. Zimmer is an Associate Professor in the School of Information Studies at the University of Wisconsin-Milwaukee, where he also serves as Director of the Center for Information Policy Research.



9:00 A.M. – 12:00 P.M.

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

Inspire

12:00 P.M. – 7:00 P.M.

WLA Foundation Silent Auction Drop-Off

Potawatomi Hotel & Casino - Event Center

12:30 P.M. – 2:30 P.M.

Public Library System Redesign (PLSR) Steering Committee Meeting

Prosperity

1:00 P.M. – 5:00 P.M.

PRECONFERENCE

Stellar Services to School-Age Kids

Clarity

This session offers scalable ideas related to programming, drop-in activities, technology, and outreach for children in grades 2-5. TED-style talks by Wisconsin library staff will address tried-and-true and shiny-and-new efforts for this age group. A passive programming gallery of ideas awaits you during the robust snack break. Best of all, network with library peers who are equally interested in reaching kids who are beyond early literacy but not yet a tween. Past participants in YSS + DPI pre-conferences have said that it's the best part of WLA!

3:00 P.M. – 4:00 P.M.

Wisconsin Public Library Consortium (WPLC) Board Meeting

Prosperity

WLA Finance Committee Meeting

Inspire

3:00 P.M. – 7:00 P.M.

Registration

Potawatomi Hotel & Casino - Third Floor

4:00 P.M. – 5:30 P.M.

Wisconsin Association of Public Libraries (WAPL) Board Meeting

Inspire

6:00 P.M. – 8:00 P.M.

Wisconsin Library Association (WLA) Board Meeting

Prosperity

7:00 P.M. – 9:00 P.M.



WILS/WLA 3rd Annual Fall Classic: Sparks and Recreation

Harmony

WLA is an action-packed conference, and WiLS wants to help you conserve all of your energy for the three exciting days of programs, speakers and events that will get you fired up with library inspiration. Enjoy the calm before the storm on Tuesday evening, relaxing with your colleagues and vendors, during a super chill night of board games, coloring and camaraderie. WiLS will be at the Potawatomi Hotel & Casino with an arsenal of low-stress activities and snacks for you to enjoy. You can even wear your jammies because you won't need to leave the hotel!

1922. Wisconsin legislature passes first-in-the-nation librarian certification law.



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School of Library &
Information Studies
UNIVERSITY OF WISCONSIN-MADISON

7:00 A.M. – 7:00 P.M.

Registration

Potawatomi Hotel & Casino - Third Floor

7:00 A.M. – 8:30 A.M.

Continental Breakfast

Serenity

7:00 A.M. – 9:30 A.M.

WLA Foundation Silent Auction Drop-Off

Potawatomi Hotel & Casino - Event Center

7:30 A.M. – 8:30 A.M.

Past Presidents' Breakfast

Progress



CELEBRATE WLA'S 125TH ANNIVERSARY RECEPTION

Wednesday, October 26,
5:15 P.M. – 6:30 P.M.

Potawatomi Hotel & Casino -
Event Center Foyer



WLA FOUNDATION SILENT AUCTION

Potawatomi Hotel & Casino - Event Center
Wednesday, October 26, 10:00 A.M. – 5:00 P.M.

Thursday, October 27, 8:30 A.M. – 3:30 P.M.
3:30 P.M. – pay and pickup

The Silent Auction is a great way to support the WLA Foundation and continues to be a popular feature of the conference. Be sure to stop by and browse for gifts while admiring the creative talents of your peers.



SUPPORT
Wisconsin Libraries
Keep Us All In A Better State

8:30 A.M. – 10:00 A.M.

Keynote Address

John McGivern

Woodland Dreams Ballroom
Raised by a woman who spent her entire career reading, knowing and treasuring books, and having spent his own career telling stories for TV, historian and host of the Emmy Award-winning Around the Corner with John McGivern, be ready for an entertaining hour of stories that will feel familiar to everyone!



10:00 A.M. – 5:00 P.M.

Activities in Event Center

Potawatomi Hotel & Casino - Event Center

Career Center

Potawatomi Hotel & Casino - Event Center Booth 407

WLA Résumé Review Drop-Off

Looking for a first job or applying for a new position and would like a second opinion of your résumé? Drop it off at the Career Center to have it reviewed by a librarian. Come back tomorrow morning when the Event Center reopens to retrieve your reviewed copy.

Free Professional Headshots

And sign up now and through Thursday at 1:00 P.M. for a free Professional Headshot with Kelly Doering of Stick People Productions. There will be a limited number of drop-in, first-come first served slots available between 1:00 and 3:00 P.M. on Thursday, so don't miss this opportunity to have a professional portrait to add to your website or LinkedIn profile.

Milwaukee Makerspace

Stop by to play, experiment and make with your makerspace coordinators!



WLA Foundation Silent Auction

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

10:00 A.M. – 10:45 A.M.

Grand Opening and No Conflict Time in Event Center

Potawatomi Hotel & Casino - Event Center
Join us for the grand opening of the Event Center and visit our new and returning vendors.
Also celebrate WLA's 125th anniversary with cake!

10:30 A.M. – 11:00 A.M.

Engage Stage

Potawatomi Hotel & Casino - Event Center
**ESLS and MWFLS Merger Update:
Name and logo reveal with Amy Birtell**



SPREAD THE WARMTH DRIVE

Many of our Capuchin Community Services' guests are not sufficiently dressed to ward off the cold of Wisconsin's cold winters. And many of our children stand on the bus stop without hats and mittens. Can you help us with our Spread the Warmth Drive? Any of the following items will be well-used and appreciated.

- Warm blankets for our homeless guests
- Mittens, scarves, hats, gloves for children, men and women
- Warm jackets — all sizes. Large sizes are particularly needed

11:00 A.M. – 11:45 A.M.

At the Movies with Librarians VII: Rise of the Books!

Track: Building Collections

Prosperity

Sherry Machones, Northern Waters Library Service, Ashland; **Rachel Arndt**, Milwaukee Public Library; **Erin Foley**, Adams County Library, Adams; **Kent Barnard**, Patterson Memorial Library, Wild Rose; **Kim Dearth**, Wonowoc Public Library; **Rhonda Gould**, Gould Library Consulting, Takoma, WA

Back by popular demand! The panel will be discussing popular books being made into movies in late 2016 to early 2017. We will screen the trailers for these films and talk about how well (or poorly) we think these books will translate to the screen. Get to know some of the books that will be coming to the big screen soon! We'll have popcorn!

Gaining Ground: Campus Library

Track: Collaboration & Innovation

Woodland Dreams Ballroom - Salon F

Liz Humrickhouse-Lee, UW-La Crosse Murphy Library; **Teri Holford-Talpe**, UW-La Crosse Murphy Library; **Dr. Darci Thoun**, UW-La Crosse English Department

In the spring of 2015, two UW-La Crosse librarians partnered with an English Rhetoric professor to offer the Gaining Ground information literacy workshop to local high school students. They demystified the college writing experience and put the fun back into research. In this presentation you will learn strategies to build a successful high school-to-college bridge program, as well as how to take their template and make it your own.

How to Run a Library Without a Building

Track: Mix-It Up

Clarity

Brendan Faberty, Middleton Public Library; **Pamela Westby**, L.E. Phillips Memorial Public Library, Eau Claire

When the unforeseen happens, the library roof fails, the front doors must remain locked and the bookdrop must close, who do you turn to? What do you do? Where do you go? Current and former Middleton Public Library staff discuss the challenges and successes in dealing with structural catastrophe in the winter of 2015–2016.

1934. WLA establishes a Planning Committee to promote rural library service.

Looking at Yourself, Your Colleagues and Your Patrons Through the Power of Habit

Track: Leadership & Professional Development

Woodland Dreams Ballroom - Salon C

Ryan Claringbole, *Department of Public Instruction, Madison*; **Stef Morrill**, *WiLS, Madison*

In his book, *The Power of Habit: Why We Do What We Do in Life and Business*, Charles Duhigg looks at habits and how they can be changed. Join your colleagues for a discussion on this book and its message of changing a work culture's habits (for the better) and how that might impact communities, in this second book of the WLA Reads series.

Public Library Services for Small Business, Startups and Entrepreneurs

Track: Engaging People

Progress

Ed Graves, *Madison Public Library*; **Hermoine Bell-Henderson**, *Milwaukee Public Library*

Libraries have historically offered information resources for entrepreneurs, but unless you are regularly working with business people your library may need a refresher in anticipating questions or needs for this target audience. Whether you are from a rural or urban community, your library funding depends upon the economy, and libraries can be key players in community and economic development through building relationships with businesses and service providers. In this session, Madison and Milwaukee business librarians share services, programs, resources and engagement strategies to meet the information needs of business communities.

Sift & Winnow: Leveraging the ACRL Framework for Information Literacy & Backward Design for Active Learning

Track: Library Issues & Challenges

Harmony

Miguel Ruiz, *UW-Madison Libraries*; **Sheila Stoeckel**, *UW-Madison Libraries*; **Eliot Finkelstein**, *UW-Madison College Library*; **Trisha Prosis**, *UW-Madison College Library*

Using the ACRL Framework for Information Literacy as the foundation, and backward design for development, the Sift & Winnow tutorial features learning modules that are interactive, engaging, flexible, modular and assessable.

State of the State: Wisconsin Children and Teen Library Services

Track: Advocacy & Promotion

Woodland Dreams Ballroom - Salons D/E

Leah Langby, *Indianhead Federated Library System, Eau Claire*; **Megan Schliesmann**, *Cooperative Children's Book Center, Madison*; **Tessa Michaelson Schmidt**, *Department of Public Instruction, Madison*

Join our youth think tank! YSS, DPI and the CCBC will update you with the current status of library services for youth in our state. Then it's your turn to share. This active sharing/listening session will focus on YOUR needs as a youth library staffer and what our leading library organizations can do to support and improve library services for all youth in our state.

Tech Boot Camp

Track: Technology & Digital Services

Woodland Dreams Ballroom - Salons A/B

Diane Basting, *Delafield Public Library*; **Melissa Beck**, *Delafield Public Library*

Tablets are here to stay and as more patrons are moving away from laptops and desktops to smartphones and tablets it's time to show them what these devices can do! Tech boot camp is a series of four days, eight sessions and four working lunches. Find out how we took four days and taught around eighty patrons how to use basic features on their devices, to take better pictures, beef up their security and be excited about apps. We will also cover stage two of Tech Boot Camp.

12:00 P.M. – 1:30 P.M.

Association of Wisconsin Special Librarians (AWSL) Business Meeting

Woodland Dreams Ballroom - Salon C

YSS Luncheon: Bill Konigsberg

Serenity

Bill Konigsberg is the author of several books for young adults, including the highly praised and award-winning *Openly Straight* and *The Porcupine of Truth*, the latter of which won a 2016 Stonewall Book Award. Bill will be speaking about his work with The Trevor Project and

how librarians can support young LGBTQ readers and library users, as well the influences behind his stories and characters, and the response he receives from young readers.



1:30 P.M. - 5:00 P.M.



Milwaukee Art Museum & Archives Tour

Bus will leave from the Potawatomi Hotel & Casino entrance at 1:30 P.M.

The Milwaukee Art Museum includes the War Memorial Center, the Kahler Building, and the Quadracci Pavilion created by Spanish architect Santiago Calatrava. Its collection spans four floors and 40 galleries, including 15th-20th-century European and 17th-20th-century American paintings, sculpture, prints, drawings, decorative arts, photographs, and folk art. Artists represented include Winslow Homer, Auguste Rodin, Edgar Degas, Claude Monet, Henri de Toulouse-Lautrec, Pablo Picasso, Mark Rothko, Andy Warhol, and Wisconsin native Georgia O'Keeffe. This guided tour will also include an hour-long behind-the-scenes tour of the Museum's Archive, including holdings from the Brooks Stevens Collection.

1:45 P.M. - 2:30 P.M.

Adopting User-Based Content for Locally-Created Subject Terms in Place of Nationally-Established Controlled Vocabularies in Digital Collections

Track: Technology & Digital Services

Progress

Marisa Glazier, UW-Milwaukee; Treshani Perera, UW-Milwaukee

This presentation will examine the strengths and weaknesses of adopting user-created metadata vs established controlled vocabularies for the retrieval of resources from unique digital collections. The researchers will summarize their experience creating metadata, using a combination of user-created terms and controlled vocabularies and the extent to which formal vocabularies assisted users in exploring resources' metadata. This session contributes to the understanding of content creation and retrieval across multiple areas of librarianship.

Building Partnerships, Community and a New Library

Track: Collaboration & Innovation

Woodland Dreams Ballroom - Salons A/B

Jill Lininger, Oak Creek Public Library; Michael Hacker, Bray Associates Architects, Inc., Milwaukee

In 2011, the Oak Creek Public Library hired a new library director and immediately began working with the City of Oak Creek in planning for a new library and city hall complex to be built as part of the new Drexel Town Square development in the heart of Oak Creek. The previous library was nearly 40 years old and was woefully lacking in space and the ability to upgrade resources to meet the needs of the community. Over the next four years, the library staff worked closely with city staff and community partners to design, build and fundraise for a new City Hall/Library complex that meets the needs of the current community and allows room to grow and adapt to the needs of the community in the future.

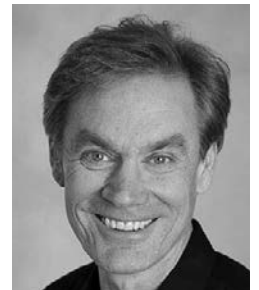
The new facility opened in October of 2015 as the cornerstone of the Drexel Town Square Development in Oak Creek. The new Oak Creek Public Library and City Hall has been named one of the Daily Reporter's Top Projects of 2015. Library Director Jill Lininger, along with some of the library's community partners, will discuss the process of designing and constructing the new building, including building community support.

Burr/Worzalla Children's Book Winner: John Coy, Author

Track: Building Collections

Clarity

John Coy will present his award-winning title, *Game Changer: John McLendon and the Secret Game*, a moving portrayal of the secret match-up between two basketball teams during a time of deep inequality and racial segregation. The Children's Book Award Committee of the WLA Youth Services Section (YSS) selected the winner after the examination and evaluation of titles from 2015 by authors and illustrators with a Wisconsin connection.



1937. The Children's Librarians Section of WLA is created.
State Aid [for public libraries] Committee is established.

Difficult Choices: Filtering in Libraries

Track: Library Issues & Challenges

Woodland Dreams Ballroom - Salons D/E

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

Filtering internet in libraries is not a simple decision. While many libraries choose not to filter the internet for many different reasons, it prevents them from being CIPA compliant and being able to apply for E-rate funds and certain kinds of equipment in LSTA grants. Join these presenters in an open debate to discuss the pros and cons of filtering and if it is something that should be looked at (maybe again and again).

Perspectives on Resource Sharing Costs

Track: Advocacy & Promotion

Woodland Dreams Ballroom - Salon F

Joshua Steans, UW-Stout, Menomonie

Resource Sharing is a core library service and, like other library services, constantly faces assessment challenges. This session investigates the cost associated with Resource Sharing services, discussing major cost drivers, outlining benchmarks established in recent studies and providing tools to help determine the cost per transaction at your library. There will also be a short discussion of strategies to lower the average cost per transaction while adding value for your patrons. <http://wilibrariesforeveryone.blogspot.com/2016/04/perspectives-on-resource-sharing-costs.html>

Play and Read: A Partnership to Engage Young Readers

Track: Mix-It Up

Harmony

Tessa Michaelson Schmidt, Department of Public Instruction, Madison; **Jeni Schomber**, Beloit Public Library; **Emily Zorea**, Brewer Public Library, Richland Center; **Jen Fait**, Kenosha Public Library; **Brooke Newberry**, La Crosse Public Library; **Claire Parrish**, Rice Lake Public Library

The Play and Read grant project is a collaboration between AmeriCorps Serve Wisconsin and the Department of Public Instruction to develop literacy skills through play for young children at the local public library. Play and Read aims to enhance early literacy skills of three and four year old economically disadvantaged children while engaging their families to promote a love of reading. Join our panel of experts from some of the participating Wisconsin public libraries to hear about our successes and our plans for continuing and expanding the program.

The All-Generation Library

Track: Mix-It Up

Inspire

Rachel Monaco-Wilcox, JD, Mount Mary University Justice Department, Milwaukee

How do our graying demographics change the use and purpose of libraries? How can libraries best serve and be served by older adults, and how can that create vibrant communities? Learn about myths and misconceptions about aging, how to make accessible spaces for intergenerational learning, how to benefit from the potential of older adults as volunteers and patrons, and how to deal with conflict effectively when it arises.

Think Little!

Track: Leadership & Professional Development

Woodland Dreams Ballroom - Salon C

Joshua Klingbeil, Wisconsin Valley Library Service, Wausau

Analysis paralysis driving you bonkers? Project Overwhelm killing your passion? Desired collaboration outcomes too massive to find a starting point? Sometimes projects are big, really big, so big it feels impossible to wrap your head around it, get past the “what ifs,” get the work done on time, or even get started at all. Let’s talk about that a bit and when we’re done, you can start to:

- 1) Think little
- 2) Win
- 3) Repeat

You Already Know How To Do That — Best Practices in Customer Service

Track: Engaging People

Prosperity

Michelle Dennis, Hedberg Public Library, Janesville

Sometimes coming to a conference is about affirming and validating what we know and what we do. Whatever you call them, you take good care of your clients/patrons/customers/users.... Share your successes and hear about others. Reveal your favorite flub. Bounce around another idea. Ask your colleagues how else it might work. Let’s talk and identify the Best Practices in Library Customer Service.

2:30 P.M. – 3:00 P.M.

Engage Stage

Potawatomi Hotel & Casino - Event Center

The Illustrated Song with Organic Arts

3:00 P.M. – 3:30 P.M.

Engage Stage

Potawatomi Hotel & Casino - Event Center

Open-Ended Exploration with TeacherGeek with DEMCO

2:45 P.M. – 3:30 P.M.

**125 Years of Wisdom:
Solutions from Small Libraries**

Track: Mix-It Up

Woodland Dreams Ballroom - Salon F

Gina Rae, Wilton Public Library; Jacqueline Rammer, Lakeview Community Library, Random Lake

Ask Us Anything! WISL members will use their combined experience to provide answers to whatever questions you ask. Suggested topics: salaries in small towns, getting materials back, unhappy staff, where to buy books, do you lock the bathrooms, and more.

A Spoonful of Sugar Helps the Coding Go Down

Track: Engaging People

Woodland Dreams Ballroom - Salons D/E

Tessa Michaelson Schmidt, Department of Public Instruction, Madison; Ryan Claringbole, Department of Public Instruction, Madison; Jen Fait, Kenosha Public Library

Did you know that a British teen in the 1800s invented the first computer program? Her experimentation with puzzles and hand-on learning (the same kind of learning offered at your library) led to her discovery. In this interactive and fear-free session, find out how to have fun and benefit from coding. Set aside your assumptions and learn what coding is and how this “invisible literacy” is vital for everyone—staff and patrons alike. Join DPI’s Coding Project leads to explore and shape what coding looks like for Wisconsin library communities.

ABCs of Leading from Anywhere

Track: Leadership & Professional Development

Woodland Dreams Ballroom - Salons A/B

Amy Koester, Skokie, IL



You’ve probably heard the leadership mantra that you can “lead from anywhere,” but what does that really mean? What does “leading from anywhere” look like in a library setting, particularly in youth services? Session participants will learn strategies for serving as a leader from their current position in their organization. We’ll cover the basics, including unpacking the difference between leading and management, and how to survive change

and leadership as a career trajectory.

SAVE THE DATE!



Celebrating the Spoken Word
Saturday, April 1, 2017
For Book and Audiobook LOVERS



**Meet Narrators
Dion Graham & Jayne Entwistle**

**Make your own recording,
enter a drawing, win
door prizes and
more! For all
ages.**



beloit public library
605 Eclipse Blvd, Beloit | 608-364-2905
www.beloitlibrary.org

Archive of Wisconsin Newspapers

Track: Collaboration & Innovation

Clarity

Kara Ripley, *Resources for Libraries and Lifelong Learning, Madison*; **Ron Larson**, *Wisconsin Historical Society, Madison*; **Beth Bennett**, *Wisconsin Newspaper Association, Madison*

Available through BadgerLink, the Archive of Wisconsin Newspapers provides full-text access to 250 daily and weekly Wisconsin newspapers from 2005 to 90 days ago. In 2015, the Wisconsin Newspaper Association, Wisconsin Historical Society, Wisconsin Public Library Consortium and WiLS began to work together to bring historical newspapers into the Archive. This panel will provide updates on this collaborative project, tips for searching the Archive, and information about how libraries can participate.

Diversity Does Matter! So Let's Get Going!

Track: Library Issues & Challenges

Harmony

Ronald Edwards, *Onalaska*

Diversity does matter in the library profession so why are we so far behind in responding to the changing demographics regarding the recruitment and retention of a diverse workforce? Significant population increases along with a surge of new immigrants make this situation even more obvious. Factor in age, disability, gender and sexual orientation and this situation becomes very complex. This presentation will explore the issues surrounding the lack of diversity in librarianship, the attempts to correct the problem, and the solutions that can be used to recruit a diverse pool of librarians that reflect their communities.

PDA Allowed: Archives & Libraries as Guides in Personal Digital Archiving

Track: Technology & Digital Services

Prosperity

Brad Houston, *UW-Milwaukee Libraries*; **Katie Blank**, *Marquette University Raynor Memorial Libraries, Milwaukee*; **Sean Ottosen**, *Madison Public Library*

Previous generations left diaries and letters to pass on memories. We create similar types of materials but they are often digital. Libraries and Archives are uniquely qualified to help patrons of all kinds, from general library users, genealogists, students, and scholars to preserve digital materials into the future. The speakers will provide an overview of personal digital archiving, examples of PDA programs, and guidance to help you start a PDA program at your library.

TLAM and the Red Cliff Library: Information Studies as Cultural Collaboration

Track: Advocacy & Promotion

Inspire

Carmella Hatch, *UW-Madison SLIS*; **Abigail Cabill**, *UW-Madison SLIS*; **Andrea Parmentier**, *UW-Madison SLIS*

Tribal Libraries, Archives and Museums, or TLAM, began as an independent study and has evolved into an annual topics course at UW-Madison. Students learn about tribal cultural institutions and practices, study indigenous and western pedagogies and how to balance them, and participate in service learning projects with Wisconsin tribes. UW students will share how TLAM has enhanced their SLIS education, cultural competency and understanding of community partnerships.

Wild Wisconsin: An Exploration of Outdoor Writers in Words and Images

Track: Building Collections

Progress

Cynthia Huebschen, *UW-Oshkosh*; **Michael Huebschen**, *retired, Oshkosh*

Wisconsin has a long history of inspiring outdoor writers, from John Muir and Aldo Leopold to Jerry Apps. Even some who are familiar with the state's literature may not realize the impact of Wisconsin's wild biota and landscapes on creativity. This program will present an introduction to selected writers of Wisconsin, portrayed with original photographs of the subjects of the writing and the geographic areas that inspired them.



MILWAUKEE MAKERSPACE

<http://milwaukeemakerspace.org/>

Visit Milwaukee Makerspace in the Event Center for hands on activities and informative displays that allow you to experience the maker movement firsthand and come away with ideas for your own library. The Maker movement combines creativity, collaboration, literacy development and STEM/STEAM education in a participatory learning environment. Find out how you can be part of this movement using high-tech, low-tech, or even no-tech tools!

3:30 P.M. – 4:15 P.M.

No Conflict Time in Event Center

Potawatomi Hotel & Casino - Event Center

4:15 P.M. – 5:00 P.M.

A Conversation with the PLSR Steering Committee

Track: Library Issues & Challenges

Woodland Dreams Ballroom - Salons A/B

John Thompson, Indianhead Federated Library System, Eau Claire; Paula Kiely, Milwaukee Public Library; John DeBacher, Department of Public Instruction, Madison

In August 2015, DPI State Superintendent Tony Evers announced the appointment of a Steering Committee to oversee a multi-year project to re-envision how Wisconsin Public Library Systems serve Wisconsin's 384 public libraries. With the support of the Council on Library and Network Development (COLAND), the Steering Committee, in conjunction with the Public Library System Redesign (PLSR) project manager, WiLS, has developed a community-led process to review and redesign how shared and coordinated services are provided to public libraries and citizens in Wisconsin to maximize the investment in library systems and public libraries. Join members of the Steering Committee to hear about the progress of this process and to provide the committee with feedback and input to aid the committee as it guides this very important process.

BadgerLink in Action at Your Library: A Panel Discussion

Track: Advocacy & Promotion

Progress

Cindy Fesemyer, Columbus Public Library; Melissa Donaldson, Racine Public Library

Join library staff members from across Wisconsin as they discuss interesting ways that they are using BadgerLink. Panelists include Cindy Fesemyer from Columbus Public Library, who will describe how her staff shares information on BadgerLink with each other, and Melissa Donaldson from Racine Public Library, who will discuss an ongoing BadgerLink training series for the public. Representatives from the BadgerLink team will facilitate the discussion, and BadgerLink promotional materials will be provided for attendees.

Digital Media Conversion Lab: An Innovative New Community Service for Public Libraries

Track: Technology & Digital Services

Clarity

Jen Gerber, Oscar Grady Public Library, Saukville; Linda Bendix, Frank L. Weyenberg Library of Mequon-Thiensville, Mequon

As technology rapidly progresses, the medium of personal photography and unique photographic formats has dramatically evolved. Unless under optimal archival conditions, even formats such as family home videos, aging photographs, negatives and slides in their respective mounts rapidly deteriorate and become more difficult to view and share because of changes in the mechanics of processing each format as well as access to appropriate products and services. As such, in 2015, the Oscar Grady Public Library sought to provide the communities they serve with the equipment and training necessary to view and digitally preserve photographs and film formats by creating a unique Digital Media Conversion Lab. An existing large study room in the Library was repurposed and redesigned into a high-functioning digital space at no cost to the public.

The Frank L. Weyenberg Library has designed its own self-service Digital Media Conversion Lab, capitalizing on the Saukville experience. The concept became one of two primary fundraising projects utilized by its Library Foundation's Fall 2015 fund appeal. The focus of the Lab is to offer technology and instruction for individuals and families to convert and capture memories to share as part of their story.

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FILM DISCUSSION ACTION

Providing outstanding
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discussion.

wpt.org/community/reel-to-real



Don't Worry... We're Only Going to Change Everything

Track: Mix-It Up

Harmony

Detlev Pansch, Barrington Public Library, Barrington, IL; **Joe Huberty**, Engberg Anderson, Milwaukee; **Anders Dahlgren**, Library Planning Associates, Normal, IL

On its 100th anniversary, one library hit the reset button with a fearless but thoughtful leap into the future that took nothing for granted. The presenters will share the importance of a bold, shared vision; how that vision enabled the team to step away from standards—not only nibbling at the edges, but reimagining the library from the ground up—and how that spirit allowed the library to change.

Family Matters: Supporting Families to Learn, Connect, and Grow

Track: Collaboration & Innovation

Inspire

Amy Koester, Skokie, IL

Families with children are in the library every day, taking advantage of collections and programs aimed at youth. But how do we support families as a unit, as well as the caregivers who support them? This session will explore strategies for tapping local resources and harnessing staff expertise, allowing libraries to offer parent engagement opportunities that empower caregivers and family-focused programming that builds social connections and community.

Notable Books Marathon

Track: Building Collections

Woodland Dreams Ballroom - Salon C

Jean Anderson, South Central Library System, Madison; **Helene Androski**, Retired, Madison; **Eliot Finkelstein**, UW-Madison College Library; **Amy Lutzke**, Dwight Foster Public Library, Fort Atkinson

The annual Notable Books Marathon is once again hosted by the READ section. Librarians from across the state will be discussing books from ALA's Notable Books list as well as titles from the current WLA Literary Award Committee's list of Outstanding Achievement winners. As always, this will be a fun and fast paced program!

Padding Upstream Until the Current Changes

Track: Leadership & Professional Development

Woodland Dreams Ballroom - Salons D/E

Sue Ann Kucher, Reedsburg Public Library; **Jo Clark**, Reedsburg Public Library

Training and sharing information while directing or responding to change is a daunting task for any manager. In response to a number of staffing and other changes in recent years, the Reedsburg Public Library has developed a training program for new staff members, ongoing training for current staff and a culture of cross-training support to create a workplace in which change and challenges can be met with confidence rather than fear or resistance. The staff development and training program is still very much a work in progress, but the rewards have already been incredible.

Survey Says: Writing Questionnaires and Avoiding Common Pitfalls

Track: Mix-It Up

Woodland Dreams Ballroom - Salon F

Sarah Armstrong, Grayslake, IL

Whether you are an adult services librarian looking for feedback from your program attendees, a director interested in gathering input from your staff or a library board canvassing your patrons, surveys are useful tools to collect both quantitative and qualitative data. This program will provide insight into how to best design and disseminate your survey, as well as which types of questions to choose and how to word them.

Take a Walk on the Dark Side: Community Collaboration and the Arts

Track: Collaboration & Innovation

Prosperity

Barry McKnight, La Crosse Public Library; **Anita Doering**, La Crosse Public Library

The La Crosse Public Library's Dark La Crosse program, focusing on the city's colorful and macabre past, provides successful examples of both community collaboration and programming for libraries. By coming together with local businesses, community theatres, historical societies, high school or college art departments and individuals, your library can deliver an evolving program that strengthens ties to your community and reaches new audiences.

1949. WLA successfully lobbies for state funding for library demonstration project in Door and Kewaunee counties.

5:15 P.M. – 6:30 P.M.



**125th Anniversary Reception
and WLA/WLAF Membership Meeting**

Potawatomi Hotel & Casino - Event Center Foyer

6:30 P.M. – 7:30 P.M.

UW-Madison SLIS Alumni Reunion

Clarity

6:30 P.M. – 8:00 P.M.

**Wisconsin Small Libraries Section (WISL)
Business Meeting/Meet and Greet**

Inspire

8:00 P.M. – 11:00 P.M.



**WLA Foundation Fundraiser:
Get Lucky Team Trivia**

Serenity

What do you call an evening of trivia, award-winners, great food and drink, and even better company? We call it the WLA Foundation's Annual Fundraiser "Get Lucky" and put your knowledge to the test! We know librarians are filled with answers to all kinds of trivial questions.

YOUTH SERVICES SOCIAL

Thursday, October 27, 8:15 P.M. – 10:00 P.M.

Canal Street Café (1611 W. Canal Street)

All youth services librarians are invited to attend this fun, relaxed time. Buy a drink or some food, share laughter and great stories, meet new friends and enjoy old ones.



719.7595: MILWAUKEE'S BEST

Tour of Milwaukee Public Library's Newest Branches

Thursday, October 27, 1:30 P.M. – 5:00 P.M.

Flex spaces, mixed-use properties, proactive service, innovative library design and more are just a bus tour away. Tour of Milwaukee Public Library's newest branch libraries: Villard Square, East and Tippecanoe. If you're building a new library, planning a renovation, or simply curious about the newest MPL branches, this is a ride you don't want to miss!

**FREE PROFESSIONAL HEADSHOTS WITH
KELLY DOERING OF STICK PEOPLE
PRODUCTIONS**

Potawatomi Hotel & Casino - Event Center Booth 407
Sign up at the Career Center for a 5-minute photo session with one of Madison's premier photographers to have a professional portrait for your website or LinkedIn profile.

1952. WLA establishes an awards and honors program.

2016 WLA and WLA Foundation Annual Meeting

WISCONSIN LIBRARY ASSOCIATION AND WISCONSIN LIBRARY ASSOCIATION FOUNDATION ANNUAL MEMBERSHIP MEETING

Wednesday, October 26, 2016
Potawatomi Hotel & Casino – Event Center Foyer
5:15 – 6:30 PM

AGENDA

- I. President, Pamela Westby
Welcome/Call to Order
Approval of the Agenda and 2015 Annual Membership Meeting Minutes
WLA Past, Present, Future
Acknowledgements
- II. Foundation President, Valerie Malzacher
WLA Foundation – Giving Back and Building Dreams
- III. Executive Director, Plumer Lovelace
Strategy for the Future
- IV. Resolutions, Peter Gilbert
- V. Financial Report, Jen Gerber, Treasurer
- VI. President, Pamela Westby
Adjourn Membership Meeting
- VII. Social Time

1954. WLA produces an organization manual.
The Wisconsin Library Trustees Association (WLTA), a separate organization from WLA, is founded.

2016 WISCONSIN LIBRARY ASSOCIATION ROADMAP

- Membership Growth** Overall membership remains stable at approximately 1500
- Continued to work with Membership Committee formed in 2015 to recommend new member benefits, recruit “conference ambassadors” and develop content for revised membership brochure
 - Organized new member welcome events at WAAL, WAPL and WLA
- Conference Attendance.** Created an extensive marketing contact list to promote the spring and fall conferences
- Continue to use multiple channels to promote spring and fall conferences
 - Created a Trustee and Friends group marketing campaign to increase representation at the fall conference
- 125th Anniversary Task Force** Task Force recommended official kick-off of 125th anniversary theme at 2016 Library Legislative Day, recommended Wayne Wiegand to present at WLTF luncheon, recommended Charles Bunge to present, “Portrait of a Legislative Success Story” at 2016 LLD and 2016 WAPL conference
- Reserve Policy** Created a new policy that combines the reserve policy and the investment policy
- Alternative Revenue Streams** Continued to explore non-program sources of revenue
- Ramped up effort to develop new WLA programs
- Leadership Development Institute.** Secured volunteers to oversee the final phase of production for the LDI program
- Final phase included development of budget and selection of location, program date and instructors
 - Go Live scheduled for August 2017
- Conference Exhibitor and Sponsorship.** Focused on ways to increase number of exhibitors and sponsors
- Enlisted volunteer to oversee exhibitor contact over multiple years in order to maintain continuity in the area
- Marketing** Purchased licensing agreement for Mail Chimp email marketing tool
- Developed a new marketing brochure for WLTF and WLA general membership
 - Increased WLA press release activity by 40%
- Technology** Signed agreement for new MemberClicks software upgrade (Note: Scheduled for Fall 2016)
- Started RFP process to secure vendor for new website design
- Volunteer Support** Continued success of cloud solution for committee document archives and establishment of a Board Liaisons for each unit
- Eliminated registration fee for annual Volunteer Orientation Program
- Partnerships** Continued to nurture existing partnerships including WLA Foundation, SRLAAW, DPI, WiLS and WEMTA
- Established several new strategic partnerships

1955. The College and University Section of WLA is created.
A Librarian of the Year Award is created.

2016 End of Year Review

2016 WLA FOUNDATION ROADMAP

- Endowment** Reestablished the WLA Foundation Endowment project as a key initiative for the next five years
- Integrated all 2015 and 2016 fundraising efforts into 125th anniversary theme with focus on building the endowment funds
 - Set up fundraising booths at WAAL and WAPL conferences to help inform membership about the endowment
- Fundraising Brochure** Developed a new print and online fundraising brochure
- Used brochure to increased promotion of estate planning option for donor contribution
- WLAF Bylaw Revisions** Created new bylaw language to provide transfer of power annually from outgoing President to Vice President / President Elect
- Clarified the role of Treasurer, who serves in a support role for both WLA and WLAF
 - Clarified the important connection between WLA and WLAF
 - Updated the bylaw language to allow the convenience of ratifying changes via electronic communication
- Reserve Policy** Created a subcommittee to explore the rationale and feasibility of establishing a reserve policy
- 125th Anniversary Fundraising Task Force** Participated in the WLAF / WLA 125th anniversary brainstorming session to identify potential fundraising opportunities
- Established individual subcommittees to support each activity
- Summer Fundraising Event** Successfully organized and executed the first WLAF summer fundraising event
- Evaluated 2016 event and committed resources for 2017
- WLAF Mission Statement** Developed a new Foundation Mission Statement that incorporates language taken from the Campaign for Wisconsin Libraries mission statement
- New WLAF Mission Statement:
 - “To support the role of Wisconsin libraries as essential institutions in a democratic society and to help raise the visibility of Wisconsin libraries in the communities that they serve.”
- Project Funding** Established formal process to review and fund proposals that support the new WLAF mission
- Provided funding for the “Libraries Transform Poster Project”
 - Developed plans to continue program in 2017

Wisconsin Library Association Statement of Financial Position August 31, 2016		Wisconsin Library Association Foundation, Inc. Statement of Financial Position August 31, 2016	
Net Assets		Net Assets	
Fund Balance	252,914.41	Fund Balance	311,267.26
Increase to Net Assets	4,708.14	Increase to Net Assets	9,164.01
TOTAL NET ASSETS	257,622.55	TOTAL NET ASSETS	320,431.27

1956. The Federal Library Services Act (LSA), which provides funding for rural library service, is passed.

Join our team

Milwaukee Public Library



- 2 million visitors annually
- More than 5 million items in circulation



- 14 locations throughout Milwaukee



Milwaukee Public Library, the largest library system in Wisconsin, is an anchor institution that plays a vital role in improving lives and contributing to a strong Milwaukee.

Consider joining our team.

Learn more about job opportunities at www.jobapps.com/MIL



MILWAUKEE
PUBLIC LIBRARY

7:00 A.M. – 5:30 P.M.

Registration

Potawatomi Hotel & Casino - Third Floor

7:00 A.M. – 8:30 A.M.

Get Up & Go Breakfast Buffet

Serenity

7:30 A.M. – 8:30 A.M.

Bookmobile Services Meeting

Tribal Room

Resource Sharing Round Table (RSRT) Business Meeting

Harmony

Support Staff and Circulation Services Section (SSCS) Business Meeting

Clarity

Technical Services Section (TSS) Business Meeting

Inspire

Wisconsin Library Trustees & Friends (WLTF) Business Meeting

Progress

Youth Services Section (YSS) Board Meeting

Prosperity

8:30 A.M. – 3:30 P.M.

WLA Foundation Silent Auction — Get Lucky!

The auction will be open for business until 3:30 p.m. today, at which time you can check to see if you won your bid and, if you're the lucky winner, pick up and pay!

8:30 A.M. – 4:30 P.M.

Activities in the Event Center

Potawatomi Hotel & Casino - Event Center

Milwaukee Makerspace

<http://milwaukeeemakerspace.org/>

Visit Milwaukee Makerspace in the Event Center for hands on activities and informative displays that allow you to experience the maker movement firsthand and come away with ideas for your own library. The Maker movement combines creativity, collaboration, literacy development and STEM/STEAM education in a participatory learning environment. Find out how you can be part of this movement using high-tech, low-tech, or even no-tech tools!

Stop by to play, experiment and make with your makerspace coordinators!

Career Center

Potawatomi Hotel & Casino - Event Center Booth 407

WLA Résumé Review Pick-Up

If you dropped your résumé off yesterday you can pick it up here today. Each résumé will have a cover sheet with remarks and helpful suggestions to make your résumé job market ready! And sign up before 1:00 P.M. today for a free Professional Headshot with Kelly Doering of Stick People Productions. There will be a limited number of drop-in, first-come first served slots available between 1:00 and 3:00 P.M., so don't miss this opportunity to have a professional portrait to add to your website or LinkedIn profile.

8:45 A.M. – 10:00 A.M.

Keynote Address Free for All: Inside the Public Library

Potawatomi Hotel & Casino - Woodland Dreams Ballroom
Dawn Logsdon and Lucie Faulknor, Serendipity Films, LLC, San Francisco



Dawn Logsdon



Lucie Faulknor

Dawn Logsdon and Lucie Faulknor will present excerpts from their upcoming new media project *Free for All*. This film-based project about the American public library is told through the voices of some of the millions of Americans who use their local libraries every day, along with those of generations past who forged the library's starring role in the public commons.

The cornerstone of *FREE FOR ALL* is a feature-length documentary film intended for PBS broadcast. The film is a contemporary road trip to libraries across the United States, intercut with outstanding and rarely seen archival material. Its structure juxtaposes two revolutionary moments in the American library story — the original “Library Movement” that swept the country in late 19th century, and the current early 21st century struggle to bring public libraries into the digital age. It will be a rollicking and visually stunning mosaic of faces, architecture and stories that celebrates the diversity of the American library experience past and present, while investigating the urgent issues libraries face today.

Additional *FREE FOR ALL* project elements include a collection of issue-based and character-driven short films for social media. A selection of those short films will also be shown at this presentation.

AWARDS & HONORS RECEPTION

Thursday, October 27, 5:30 P.M. – 7:00 P.M.
Serenity

Sponsored by **EBSCO**

This informal event will give everyone attending the conference the chance to personally thank and interact with award winners. There will be a formal presentation of awards during the reception. It's a chance to celebrate with the winners and raise a glass in their honor. Entertainment provided by Mr. Rachael Thomas Carlson.

1958. National Library Week is created.

10:00 A.M. – 10:45 A.M.

No Conflict Time and Break in Event Center

Potawatomi Hotel & Casino - Event Center

WLTF Reception for Trustees, Friends & Advocates

Progress

Come meet and mingle with colleagues from around the state and discuss the benefits of trustees and Friends groups working collaboratively in order to be “Better Together.” Sponsored by the Wisconsin Library Trustees & Friends and open to all library advocates.

10:15 A.M. - 12:45 P.M.



Association of Wisconsin Special Librarians Tour of American Geographical Society Library at UW-Milwaukee

Bus will leave from the Potawatomi Hotel & Casino entrance at 10:15 A.M.

AWSL is touring the American Geographical Society Library at UW-Milwaukee! Learn how the AGS Library is one of the premier collections of its kind in North America, with collections that date from the 15th century to the present and that are worldwide in their coverage. Explore resources including maps, atlases, books, globes, periodicals, photos and geospatial data. Discover how the AGS Library can support your project, library or community through instruction, research, outreach or hosting visiting scholars. Please join us for an in-depth introduction to this unique collection!

10:30 A.M. – 11:30 A.M.

Engage Stage

Potawatomi Hotel & Casino - Event Center

Banned Books Read-In

10:45 A.M. – 11:45 A.M.

WLA Foundation Board Meeting

Innovation

11:00 A.M. – 11:45 A.M.

Demystifying the Building Process: A Library Building Project from Vision to Completion

Track: Library Issues & Challenges

Woodland Dreams Ballroom - Salons D/E

Dawn Lauber, Milwaukee Public Library; **Jane Dederling**, HGA Architects and Engineers, Milwaukee

From the pre-work process led by the library (collecting metrics to support library needs, building consensus, defining vision and program) through deciding to renovate or building new (hiring an architect and moving through the design process), this session will provide information regarding “how to” and “lessons learned” using the new Milwaukee Public Library’s East Branch as a case study to prepare you, your library and your community to undertake the exciting opportunity of transforming your library.

Don’t Go It Alone: How Two Libraries Created a Joint Teen Advisory Board

Track: Collaboration & Innovation

Inspire

Amanda Kloppmann, Cedarburg Public Library; **Nicolette Birkholz**, U.S.S. Liberty Memorial Library, Grafton

Have you ever thought of starting a Teen Advisory Board but were unsure of where to begin, or were afraid of the added workload or a lack of teen involvement? Amanda and Nicolette will discuss how they developed a unique partnership that led to the creation of a joint Teen Advisory Board. They will discuss their application process, marketing, monthly meetings as well as what their group has accomplished so far.

From Potluck to Project: Cultivating Bite-Sized Community-Led Initiatives

Track: Engaging People

Clarity

Cindy Fesemyer, Columbus Public Library; **Jenni Frencham**, Columbus Public Library; **Deb Haeffner**, South Central Library System, Madison

The presenters will share the success they’ve had throwing community engagement potlucks. These “Root for Columbus

ACTION potlucks” are structured programs that provide the opportunity for community members to come together and share their ideas for small, bite-sized community projects and form teams to turn those ideas into reality. You’ll leave this session with the tools you need to host your own ACTION potluck!

ILEAD and You Lead: Leadership Made Human

Track: Leadership & Professional Development

Woodland Dreams Ballroom - Salons A/B

Mediator: **Ryan Claringbole**, Department of Public Instruction, Madison. *ILEAD Mentors:* **Jean Anderson**, South Central Library System, Madison; **Jeff Dawson**, Lester Public Library, Two Rivers; **Gus Falkenberg**, Indianhead Federated Library System, Eau Claire; **Stef Morrill**, WiLS, Madison; **Krista Ross**, Southwest Wisconsin Library System, Fennimore; **Tasha Saecker**, Appleton Public Library; **Joy Schwarz**, Winnefox Library System, Oshkosh
The ILEAD Mentors will speak about how they approach leadership in their careers and organizations in a way that keeps it focused on kindness, humanity and innovation. They will share stories from their careers that demonstrate the courage that it takes to make personal connections as a leader and the importance of taking that leap.

Library Tech Trends

Track: Technology & Digital Services

Harmony

David Kwasny, Marquette University Libraries, Milwaukee; **Miguel Ruiz**, UW-Madison; **Joe Davies**, Kenosha Public Library; **Paul Hedges**, Wisconsin Historical Society, Madison

This program features a diverse set of library technologists from around the state discussing the latest trends in technology. The panelists will each discuss a technology trend and how they believe it will affect libraries in the future.

LSTA Forum

Track: Mix-It Up

Prosperity

Terrie Howe, Department of Public Instruction, Madison; **John DeBacher**, Department of Public Instruction, Madison

The Wisconsin Division for Libraries and Technology (DLT) needs your help to examine the current LSTA Plan (2013-2017) for Wisconsin’s Grants to States program with the purpose of establishing priorities for the next Five-Year plan (2018-2022). This session is a key opportunity to consider the Institute of Museum and Library Services’ (IMLS) focus for the only federal grant program dedicated to libraries, evaluate the ongoing plan and share your views about how the LSTA program can help envision your library.

1961. School Librarians Section is created.

Committee on Intellectual Freedom becomes a standing committee.

Introducing the ScanPro 2200

The **low-cost, high-performance** microfilm scanner.

e-ImageData is bringing microfilm into the digital world with durable and efficient microfilm scanners that are built for the rigors of public use. And, you can afford it. Get started with the ScanPro® 2200 for great performance and the lowest cost on the market.

THE SCANPRO 2200 OFFERS:

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- Intuitive, easy-to-use interface
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- Automatically set up your scanner with one click
- Print and scan to multiple locations with one click
- Read small text and inspect fine details with an on-screen magnifier
- Can be upgraded to the ScanPro 2200 Plus at any time!



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Learn all about the new **ScanPro 2200**
and see it in action!

Reenvisioning the Milton Public Library

Track: Advocacy & Promotions

Progress

Gregory Baum, FEH Design, Delafield; Lisa Brooks, Milton Public Library; William Wilson, Wilson & Himmel Consultants, Milton; Jodi Sweeney, Sweeney Group, Madison

Attend this workshop and gain practical tools and techniques that the Milton Public Library used to engage the entire community in the reimagining of the public library. The design team, consisting of the Library Board, library staff, professional fundraiser and architects, will discuss the strategies and tools they used to engage local business, agriculture, historical organizations, the school district and individuals during the planning, feasibility stage, capital campaign and design phases of the project. Finally, you will see the results of this very successful and inclusive process and how they helped to determine the type and variety of spaces inside the building. This session will appeal to public librarians, trustees, youth services and small libraries.

The ECHO Project: Exploring Cultural History Online

Track: Mix-It Up

Woodland Dreams Ballroom - Salon F

Barry McKnight, La Crosse Public Library

The Winding Rivers Library System has expanded access to unique history materials by developing a regional online collection of visual images representing western Wisconsin history and culture. This digitization project and collection is named ECHO: Exploring Cultural History Online. Learn how staff from participating libraries and volunteers were trained in scanning of images and creating metadata for this successful project that connects communities and libraries with each other and their history.

What Are You Weeding This Week?: Weeding for Small- to Mid-Sized Libraries

Track: Building Collections

Woodland Dreams Ballroom - Salon C

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

Are you constantly shifting books around in order to make everything fit on your shelves? Do you struggle with keeping your collection organized and shelves tidy? Can you remember the last time you ran a weeding report? Few people enjoy weeding, but it is an essential part of collection development and maintenance. Come learn to let go and take home tips and tricks to creating more space on your shelves.

12:00 P.M. – 1:30 P.M.

WLTF Luncheon: Information Wants to Be Free and Legal

Serenity

Dr. Tomas Lipinski, JD, LL.M., MLIS, PhD, Dean and Professor, UW-Milwaukee School of Information Studies

The Digital Millennium Copyright Act (DMCA) was the focus of a recent Wisconsin position paper examining a library's potential liability for illegal public use of its Wi-Fi (http://j.mp/Public_WiFi_Benefits_and_Challenges).

In addition to Wi-Fi considerations, the DMCA affects libraries in numerous ways, ranging from liability to immunity. An understanding of these provisions is essential to ensure compliance with this sometimes arcane but significant body of legislation. Dr. Lipinski will review such DMCA issues as potential library liability under patron infringement provisions and, more importantly, what is required to secure the additional protections extended to libraries under the immunity provisions of the law. This presentation will be followed by Dr. Lipinski's program at 2:45 p.m. on 3D Printing & Library Liability.



1:00 P.M. — 3:00 P.M.

Career Center

Potawatomi Hotel & Casino - Event Center Booth 407

Free Professional Headshots

If you signed up for a headshot with Kelly Doering of Stick People Productions, now's the time to look professional for your website or LinkedIn profile! If you didn't sign up, there may still be a chance after Kelly is through with the early birds.

1962. The Adult Services Section is created.
Former County Library Service Section becomes the Public Library Section.
Cataloging Section becomes the Technical Services Section.

1:30 P.M. – 5:00 P.M.



719.7595: MILWAUKEE'S BEST Tour of Milwaukee Public Library's Newest Branches

Bus will leave from the Potawatomi Hotel & Casino entrance at 1:30 P.M.

Flex spaces, mixed-use properties, proactive service, innovative library design and more are just a bus tour away. Join MPL Branch Managers Tony Frausto and Amelia Osterud for a tour of Milwaukee Public Library's newest branch libraries: Villard Square, East and Tippecanoe. If you're building a new library, planning a renovation, or simply curious about the newest MPL branches, this is a ride you don't want to miss!

1:45 P.M. – 2:30 P.M.

College and Career Planning at the Library

Track: Engaging People
Inspire

Petra Duecker, Milwaukee Public Library; **Joy Mahaley**, Milwaukee Public Library; **Robin Kroyer-Kubicek**, Department of Public Instruction, Madison; **Caitlyn Sprague**, Franklin Public Library

Beginning in 2017–18, Wis. Stat. 115.28(59)(b) will require that school boards provide academic and career planning (ACP) services to all pupils in grades 6 to 12. Libraries are uniquely positioned to support ACP efforts. Join representatives from the Milwaukee Public Library and partner institutions to learn more about this legislation and discuss resources for infusing college and career planning into teen services at your library. Pilot programs featured will include career exploration workshops, teen internships and job fairs.

Creating, Collecting and Collaborating! Our Digitization Journey

Track: Technology & Digital Services
Prosperity

Inese Christman, Wisconsin Valley Library Service, Wausau; **Gus Falkenberg**, Indianhead Federated Library System, Eau Claire; **Josh Klingbeil**, Wisconsin Valley Library Service, Wausau; **Don Litzer**, T.B. Scott Free Library, Merrill

It all started with one simple question: How can I search my scanned newspapers? The Wisconsin Valley Library Service (WVLS) received this request for information from one of its member libraries. Unfortunately, this library had spent their digitization budget hiring a vendor to scan their newspapers but received a non-searchable file. In came the opportunity to participate in the 2015 Wisconsin ILEAD project. A team was formed with the goal of simplifying the digitization process and offering support to libraries wishing to collect and share local history. Find out how this project went from a question to a collaborative project bringing together resources from WVLS and the Indianhead Federated Library System (IFLS).

It's Not Just About the Salary: Creating and Sustaining a Positive Work Culture

Track: Leadership & Professional Development
Clarity

Stef Morrill, WiLS, Madison; **Jeff Brunner**, WiLS, Madison; **Melissa McLimans**, WiLS, Madison

Having a positive work culture has a significant impact on employee loyalty, creativity and productivity. In a time when most American workers report feeling disengaged, how can we make our libraries places where individuals can thrive? This session will present key findings from research about what helps to create and sustain a positive organizational culture. Illustrations of these findings in practice at libraries in our community and in other organizations will also be explored.

Keeping Your Staff Safe: Active Shooter Training in Your Library

Track: Library Issues and Challenges
Harmony

Michelle Dennis, Hedberg Public Library, Janesville; **Jill Osmond**, Hedberg Public Library, Janesville

No one wishes to be involved in such a heinous situation as an active shooter attack. While preparing for such a violent event will be deeply disturbing for some, the very act of talking and preparing can desensitize and train employees to respond in appropriate ways in the case of any emergency. Come and hear how one library is using dialog and experiential activities to empower and prepare their staff.

Librarian Dreaming: Serving on a Book Award Committee

Track: Building Collections

Woodland Dreams Ballroom - Salon F

Sue Abrahamson, Waupaca Area Public Library, Waupaca; **Karli Pederson**, Milwaukee Public Library; **Shawn Brommer**, South Central Library System, Madison

Ever wonder what it's like to serve on a youth book award committee? This panel features Wisconsin librarians currently serving on state and national youth book award committees who will share their experiences and offer information on how to be selected for an award committee, how to prepare for serving and what the process is like. Q and A to follow.

Libraries and Legislators: Transforming Together!

Track: Advocacy & Promotion

Woodland Dreams Ballroom - Salons A/B

Kathy Pletcher, WLA Library Development & Legislation Committee; **Nick Dimassis**, Beloit Public Library; **Rep. Amy Loudenbeck**, Joint Committee on Finance; and other legislators as confirmed

Playing on ALA's Libraries Transform! theme, this program will be a discussion on the legislative funding process and how state funding creates value at the local level via local libraries. Those values include: economies of scale through lower pricing, less local implementation effort and avoiding rework, and creating equity in resources for all libraries. This session supports WLA's relationship-building effort with legislators to support libraries in serving their communities.

Screening and Hiring Employees

Track: Mix-It Up

Woodland Dreams Ballroom - Salons D/E

Geoffrey Trotier, Attorney, von Briesen & Roper, S.C., Milwaukee



Where do I look for truly qualified candidates? What if the "best fit" candidate doesn't meet my written requirements? What should I ask (or not ask) during interviews? Is a written application important? How do I handle past convictions or pending arrests? We'll talk about how to answer these questions in the midst of our confusing (and frequently contradictory) state and federal employment laws.

Working Together with Your Friends

Track: Collaboration & Innovation

Progress

Lisa Selje, Matheson Memorial Library, Elkhorn; **Katie James**, Friends of the Matheson Memorial Library, Elkhorn

The Friends of Matheson Memorial Library in Elkhorn has perfected the formula on how to coordinate with library staff for support, fundraising and operating programs. Friends President Katie James and Library Director Lisa Selje will share the secret of their successful partnership, discuss the nuts and bolts of their group and the joint efforts to raise over \$15,000 per year for their small-town library.

2:00 P.M. – 2:30 P.M.

Engage Stage

Potawatomi Hotel & Casino - Event Center

Community Outreach: Best Practices to Reach and Engage New Users presented by Ovedrive

2:45 P.M. – 3:30 P.M.

3D Printing & Library Liability

Track: Technology & Digital Services

Clarity

Dr. Tomas Lipinski, UW-Milwaukee SOIS

3D printing raises not only traditional copyright issues but, with patrons now able to "print" entire mechanical devices or components, this technology also involves potential infringement of patents and trademarks. It also raises concerns about a library's potential liability for improper use of a dangerous object "printed" at the library, and the measures necessary to avoid liability for the printing of objects such as gun parts and pornographic items. This session will review the basic legal issues under U.S. law, discuss the potential for library liability and offer suggestions for minimizing legal risk.



1964. WLA receives the first Grolier Award for the most effective state National Library Week program in the nation.

ALA Council? Are You Kidding Me?

Track: Collaboration & Innovation

Woodland Dreams Ballroom - Salon F

Sherry Machones, *Northern Waters Library Service, Ashland*; **Marge Loch-Wouters**, *Southwest Library System, Fennimore*; **Rhonda Gould**, *Gould Library Consulting, Tacoma, WA*

Three veterans of ALA Council will discuss the ins and outs of how it functions and operates as the largest governing body within the American Library Association. You'll learn how resolutions are drafted, what happens at Council Forum, the different types of councilors, how new councilors are oriented for their work, and what it's like to be a member of this dynamic group. You might ever consider a run for Council yourself!

Food Programs @ Your Library

Track: Mix-It Up

Inspire

Nyama Marsh, *Whitefish Bay Public Library*; **Genevieve Davis**, *Milwaukee*

So you want to have food programs at your library but you don't have a full kitchen to use. What to do? And what about health department rules regarding food preparation? What regulations do libraries have to follow? This session will be followed by author Genevieve Davis discussing her book, *Fanni's Viennese Kitchen*, and a demonstration of how to assemble a Viennese Strawberry Cake with no kitchen. If we can do it in a conference room, you can do it in your library!

Handling Problem Employees

Track: Mix-It Up

Woodland Dreams Ballroom - Salons D/E

Geoffrey Trotier, *von Briesen & Roper, S.C., Milwaukee*



Work would be great if it weren't for those darn people. Skilled talent frequently comes along with dynamic, strong personalities that can clash over small things. These small things can grow until your workplace grinds to a stop. During this session we'll talk about typical workplace conflicts, what laws are at issue, and some practical and creative solutions to get your employees back to work.

Meeting the Challenge: Collection Development of Youth Materials

Track: Building Collections

Woodland Dreams Ballroom - Salons A/B

Megan Schliesman, *Cooperative Children's Book Center (CCBC), Madison*; **Tessa Michaelson Schmidt**, *Department of Public Instruction, Madison*

Should you buy a buzzed-about book if reviews point out serious shortcomings? How do you handle an award-winner that rubs you the wrong way? Are you uncertain after reading blog posts calling out books for racial insensitivity? Do worries about challenges make you hesitate with some titles or topics? This safe and instructive conversation will also explore the essential role intellectual freedom plays in the work you do every day. Library newbies and veterans welcome.

Privacy PLEASE!

Let's Keep Patron Information Private!

Track: Library Issues & Challenges

Woodland Dreams Ballroom - Salon C

Dr. Michael Zimmer, *UW-Milwaukee SOIS*

How can your library keep its patron information private? Dr. Zimmer will provide information on how libraries and library systems can construct privacy policies. He will touch on both the evolving technologies and ethical responses that support the need for increased privacy protections, as well as the more pragmatic issues related to privacy policies (and also things like vendor agreements, etc.). This presentation will provide valuable tips and a framework for libraries that they can use to ensure patron privacy.

Stop, Collaborate and Listen: a Team Approach to Collecting a University's Research and Historical Records

Track: Advocacy & Promotion

Progress

Michelle Sweetser, *Marquette University Raynor Memorial Libraries, Milwaukee*; **Heather James**, *Marquette University Raynor Memorial Libraries, Milwaukee*

How can academic liaison librarians and university archivists work together to improve collecting within their institution? And why should they? Presenters from Marquette will discuss their experiences developing a team approach to simultaneously collect faculty papers and data for the university's archives and other scholarly communication initiatives, focusing on: rationale for this approach, knowledge and skills contributed by team members, and tools developed to facilitate discussions within the team and with faculty donors.

1965. Wisconsin Free Library Commission becomes a Division in the Department of Public Instruction.

Strengthening Communities and Libraries through Paraprofessionals

Track: Leadership and Professional Development

Prosperity

Vince Mussehl, Chippewa Valley Technical College, Eau Claire; Jennifer Anderegg, Chippewa Valley Technical College, Eau Claire
Chippewa Valley Technical College is planning to offer a new online associate degree program, Library & Media Technician beginning fall 2017. Program outcomes were developed in response to an advisory board of school, public, academic, and special libraries and include advocacy, technology, and customer service. This informal forum is an opportunity to learn more or provide feedback on skills, competencies, and outcomes that you feel are important for success.

Transformative Partnerships: Public Libraries and Local Organizations Co-Leading Community Efforts

Track: Engaging People

Harmony

Ashley Bieber, L.E. Phillips Memorial Library, Eau Claire; Sharon Grover, retired, Janesville; Brian Kopetsky, McMillan Memorial Library, Wisconsin Rapids

“Alone we can do so little; together we can do so much.” - Helen Keller

Public libraries are hubs of connection, community, and innovation. We are known and trusted and when we partner with other organizations, our communities thrive and succeed. Join our panelists to learn how libraries throughout the state have formed exemplary collaborations to identify community aspirations, create meaningful services and programs for patrons of all ages, and lead the way toward community transformation.

3:00 P.M. – 3:30 P.M.

Engage Stage

Potawatomi Hotel & Casino - Event Center

Latest Advances in Cataloging by Mitinet

3:30 P.M. – 4:15 P.M.

No Conflict Time in Event Center

Potawatomi Hotel & Casino - Event Center

3:30 P.M. – 4:30 P.M.



WLA Foundation Silent Auction

Potawatomi Hotel & Casino - Event Center

Check to see if you won your bid! If yes, pick up and pay for items!

4:30 P.M. – 5:15 P.M.

Books and Babies and Teens, Oh My! How Your Public Library Can Serve Teen Moms

Track: Collaboration & Innovation

Prosperity

Brooke Newberry, La Crosse Public Library

Are you looking to expand your outreach to a new population? Do you want to make a difference in young women's lives and support them in creating literacy-rich home environments for their children? Programming for teen mothers may be for you! Hear about working with teen moms, see examples of program successes and failures, and learn why it's important to reach out to this specific population.

Engaging the Public in a Postliterate Society — or How to Get Busy People to Come to the Library!

Track: Advocacy & Promotion

Clarity

Virginia Roberts, Rhinelander District Library

Are books really the library's brand? Shouldn't the library consider all the programs, both direct and passive, along with reference services, media, internet access, non-traditional lending libraries and other things that seem to be popping up to draw the public to their community living room? Bring ideas and be prepared for a lively discussion!

1966. Membership in WLA reaches 1,265 (up from 487 in 1956).

The Wisconsin Library Association 1891-1966 by Benton H. Wilcox is published by WLA.

WLA adopts a resolution approving a legislative study program regarding library systems and interlibrary cooperation.

Librarian to Director: Is It Right for You?

Track: Leadership & Professional Development

Woodland Dreams Ballroom - Salon F

Shannon Schultz, DPI, Madison; **Laurie Swartwout**, Cardinal Stritch University, Milwaukee

Are you considering taking the plunge into library management? Take an inside look at the transition from librarian to library director. Some of our greatest librarians have made that move only to find disappointment when seated at the helm. In this Q & A style discussion, librarians with academic and public library backgrounds answer your questions about making this career change.

Librarians as Force Multipliers: An Exploration of Heroism

Track: Mix-It Up

Inspire

Matthew J. Hefti, author of *A Hard and Heavy Thing*, contributor to *Wrath-Bearing Tree*, Madison



From books to boredom, from literature to life, from autonomy to community, from battlefields to bookshelves, this presentation by a combat veteran-turned novelist, Matthew J. Hefti, explores what it means to be heroic. If, as Tim O'Brien wrote in *The Things They Carry*, stories can save us, what does that make librarians?

Librarianship Across Oceans: Reaching Out Globally

Track: Engaging People

Woodland Dreams Ballroom - Salons A/B

Ewa Barczyk, Emerita, UW-Milwaukee Libraries; **Valerie Malzacher**, UW-River Falls Chalmer Davey Library; **Janet Padway**, UW-Milwaukee Libraries

In recent years, staff from the UW-Milwaukee Libraries and the UW-River Falls Library have been involved with libraries, librarians, and library students around the globe. They have welcomed students and librarians traveling here to work, as well as traveled to meet with and lecture to students, librarians and library staff around the world, including Asia, Africa, Central America and the Caribbean.

Library Linked Data for the Uninitiated

Track: Technology & Digital Services

Progress

Lizzy Baus, Minitex, Minneapolis, MN

What is this "Linked Data" thing? What does it mean for my library? What's the benefit for me and my data? What does this have to do with that BIBFRAME thing? If you have ever asked yourself these or similar questions, this is the workshop for you. In today's digital information age, libraries must meet users where they are--on the web. Library data remains largely hidden from search engines and other services that people frequent on a daily basis, and the library linked data movement seeks to expose and integrate our rich, authoritative data into the web. This workshop will provide a firm foundation on the principles of linked data and what it means for all libraries. Lizzie will discuss the emerging BIBFRAME model for library (and other) data and show how it fits into the linked data world. With several types of audience participation, she will present one possible workflow for transforming your own library data into linked data. Case studies of libraries already working with this technology will also be highlighted.

Library of the Future: The Feasibility Study as a Catalyst for Change

Track: Mix-It Up

Woodland Dreams Ballroom - Salons D/E



Bradd Brown, OPN Architects, Cedar Rapids, IA; **Mindy Sorg**, OPN Architects, Cedar Rapids, IA; **Wesley Reynolds**, OPN Architects, Cedar Rapids, IA

As libraries evolve into community problem solvers, librarians are faced with the challenge of assessing square footage and capacity, balancing community needs and wants, advocating to the public and donors, and wading through complicated forms and civic red tape. Dreaming of a 21st century library is one matter, making it a reality is quite another. A feasibility study can bridge that gap, serving as a catalyst to transform your library into a library of the future. Join library design experts as they discuss what a feasibility plan is and isn't and offer tools to move forward with your own renovation, addition or new facility.

Notable Reports Panel: PLSR Edition

Track: Library Issues & Challenges

Harmony

Ben Miller, *Resources for Libraries and Lifelong Learning, Madison*; **Tasha Saecker**, *Appleton Public Library*; **Krista Ross**, *Southwest Wisconsin Library System, Fennimore*

The Notable Reports Panel has wowed WAPL crowds with their overviews of the reports that are important to public library work. In this session, the panel will turn its summarizing powers to information that is being used in the Public Library System Redesign Process, giving attendees summaries of reports used in this process and how the information is being applied. Attendees will be encouraged to share thoughts about the reports and recommendations about other sources that might benefit the process, too.

One Conference One Book Discussion

Track: Engaging People

Woodland Dreams Ballroom - Salon C

Facilitator: **Katharine Clark**, *E.D. Locke Public Library, McFarland*

Join us to chat about our One Conference One Book title *Meet Me Halfway: Milwaukee Stories* by Jennifer Morales. Anyone who has read the book is invited to come and talk about the powerful short stories. *Meet Me Halfway: Milwaukee Stories* was recently chosen as an Outstanding Achievement title by the Wisconsin Library Association's Literary Awards Committee. Jennifer Morales will be presenting Friday at 9:30 a.m.



J.R.R. TOLKIEN ARCHIVAL COLLECTION TOUR

Friday, October 28, 9:15 A.M. – 11:15 A.M.

See selected original manuscripts and working drafts for three of the author's most celebrated books, *The Hobbit*, *Farmer Giles of Ham*, and *The Lord of the Rings*, as well as the original copy of the children's book, *Mr. Bliss* from the collection of J.R.R. Tolkien, housed at Marquette University's Raynor Memorial Libraries. The collection also includes books by and about Tolkien, periodicals, audio and video recordings, and a host of published and unpublished materials relating to Tolkien's life and fantasy writings.

5:30 P.M. – 7:00 P.M.

Awards & Honors Reception

Serenity

Sponsored by **EBSCO**

This informal event will give everyone the chance to personally thank and interact with award winners. There will be a formal presentation of awards during the reception. It's a chance to celebrate with the winners and raise a glass in their honor. Entertainment provided by Mr. Rachael Thomas Carlson.

7:30 P.M. – 8:15 P.M.

Talk About It!

Canal Street Café (1611 W. Canal Street)

Join us for a discussion of two books, *The Porcupine of Truth* and *Openly Straight*, by Bill Konigsburg, Wednesday's YSS luncheon speaker, at the Canal Street Café (1611 W. Canal Street). Feel free to join us if you read either book, or if you just heard Bill's talk and want to discuss what he had to say!



ASSOCIATION OF WISCONSIN SPECIAL LIBRARIANS TOUR OF AMERICAN GEOGRAPHICAL SOCIETY LIBRARY

Thursday, October 27, 10:15 A.M. – 12:45 P.M.

Learn how the AGS Library is one of the premier collections of its kind in North America, with collections that date from the 15th century to the present and that are worldwide in their coverage. Explore resources including maps, atlases, books, globes, periodicals, photos and geospatial data. Discover how the AGS Library can support your project, library or community through instruction, research, outreach or hosting visiting scholars.

1971. Passage of 1971 Senate Bill 47 revises Chapter 43 of the Wisconsin Statutes and provides for the creation of public library systems in Wisconsin.

7:30 P.M. – 9:00 P.M.



Milwaukee Central Public Library Reception

Bus will shuttle continuously from the Potawatomi Hotel & Casino entrance to MPL beginning at 7:15 P.M. to 9:15 P.M. Come join us over at MPL's Central Library for a fun and casual reception with appetizers and a cash bar. This beautiful and historic building, first opened in 1898, will be open to you to explore from top (on our green roof) to bottom (our underground storage). Visit our subject rooms, our rarities collection and everything in between. Hear live music from the CNJ Latin Jazz trio and socialize with colleagues and friends. MCFLS' Milwaukee Mixers mobile makerspace will be there with neat stuff to play with. The building is fully accessible for all needs. You won't want to miss it!

8:15 P.M. – 10:00 P.M.

Youth Services Social

Canal Street Café (1611 W. Canal Street)

Join youth services librarians for a fun, relaxed time together at the Canal Street Café (1611 W. Canal Street). Buy a drink or some food, share laughter and great stories, meet new friends and enjoy old ones. All youth services librarians are invited to attend this event, sponsored by the YSS Board.

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Let's succeed together.



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Celebrate at the Awards & Honors Reception

Thursday, October 27, 2016, 5:30 P.M. – 7:00 P.M.
Serenity

WAAL Information Literacy Award

Sift & Winnow: Leveraging the ACRL Framework
for Information Literacy & Backward Design
for Active Learning
Miguel Ruiz
Eliot Finkelstein
Trisha Prosis
Sheila Stoeckel

Elizabeth Burr/Worzalla Children's Book Award

John Coy
Game Changer: John McLendon and the Secret Game

WLA Literary Award

Lynsey Addario
It's What I Do: A Photographer's Life of Love and War

Trustee of the Year

Geraldine Anderson
Dresser Public Library

Library of the Year


Schreiner Memorial Library, Lancaster

WLA/DEMCO Librarian of the Year

Elizabeth Timmins
Muehl Public Library, Seymour

Wisconsin Library Heritage Center Hall of Fame Inductees

Jane K. Billings
Jerome P. Daniels
Dianne McAfee Hopkins
Irene Newman
Larry T. Nix

This event is generously sponsored by 

Be sure to stop at Booth 200 in the Exhibit Hall to thank them.

2016 Book Awards

Literary Awards Committee Honors

WLA Literary Award

Lynsey Addario
It's What I Do: A Photographer's Life of Love and War

Notable Authors

Wil Denson

Kathleen Ernst

Dennis McCann

Outstanding Achievement

Michelle Brafman
Washing the Dead

James Devita
A Winsome Murder

Benjamin Percy
The Dead Lands

Nickolas Butler
Beneath the Bonfire

Lauren Fox
Days of Awe

Cynthia Swanson
The Bookseller

Sara DeLuca
The Crops Look Good

Jennifer Morales
Meet Me Halfway

Paul Zimmer
The Mysteries of Soldiers Grove

Judith Claire Mitchell
A Reunion of Ghosts

Outstanding Achievement in Poetry

David Ebenbach
We Were the People Who Moved

Tim Myers
Nectar of Story

Andrea Potos
An Ink Like Early Twilight

Children's Book Award Committee Honors

Elizabeth Burr/Worzalla Award

John Coy
Game Changer: John McLendon and the Secret Game

Notable Author

Dori Chaconas

Outstanding Achievement

Andy Rash
Archie the Daredevil Penguin

Michael S. Bandy and Eric Stein
illustrated by James E. Ransome
*Granddaddy's Turn: A Journey to the
Ballot Box*

Pat Schmatz
Lizard Radio

Rick Chrustowski
Bee Dance

Kevin Henkes
Waiting

Avi
Catch You Later, Traitor

Tina and Carson Kügler
In Mary's Garden

7:00 A.M. – 11:00 A.M.

Registration

Potawatomi Hotel & Casino - Third Floor

7:00 A.M. – 8:30 A.M.

Continental Breakfast

Serenity

8:30 A.M. – 9:15 A.M.

BuJo (Bullet Journaling) for Beginners

Track: Mix-It Up

Prosperity

Gerri Moeller, Outagamie Waupaca Library System, Appleton; Beth Carpenter, Appleton Public Library

What do the *Los Angeles Times*, *Bloomberg Businessweek* and *Buzzfeed* have in common? They've all recently published articles on the bullet journal (BuJo for you hipsters out there), "an analog system for the digital age." The bullet journal is a customizable and forgiving organization/planning system beloved by both presenters. It can be used by the artistic and the artistically challenged; we'll have one of each! Learn how a BuJo can help you stay on track, reach your goals and maybe even bring out your creative side.

Duking It Out:

Summer Learning vs. Summer Reading Programs

Track: Engaging People

Woodland Dreams Ballroom - Salons A/B

Sonja Ackerman, Wausau School District; Leah Langby, Indianhead Federated Library System, Eau Claire; Sue Abrahamson, Waupaca Area Public Library

Discover how to create even more effective engagement with kids and families through transforming your approach to a traditional library staple: SRPs. A school media specialist, system youth consultant and front-line librarian will explore how to go beyond counting reading to engage your community in activities that create a literacy rich exploration experience. This session is perfect for directors and staff considering the possibility of enriching and enhancing kids' summer experience with the library.

Library Instruction: A Key Ingredient in Librarianship or an Obligatory Practice

Track: Collaboration & Innovation

Clarity

Ronald Edwards, Onalaska

Although prevalent since the 19th century, library instruction, bibliographic instruction, user education, library orientations, or whatever you want to call it, remains a mainstay primarily in academic libraries, but public libraries as well. The traditional 50–60 minute drill prompts a variety of feedback from students and other library users. This presentation will examine the pros and cons of library instruction, its connection to information literacy, and how it is perceived by its audience and others. Whether it teaches library users to be better consumers or critical thinkers may in the end be less important than the public relations it enhances.

Practical Promotion for Your Library

Track: Advocacy & Promotion

Inspire

Terra L. Fletcher, Fletcher Consulting, Shawano

Social media and smartphones have transformed our world. They've also altered the way we promote ourselves. Today it takes the right combination of exposure, image and awareness to grow. But how can your library present an image? Terra will show you what it takes to present a professional, consistent and effective image online and off. She'll explain how to evaluate your website's visibility and improve your site's ranking. She'll let you in on the latest in the ever-changing world of social media and dispel common misconceptions while sharing industry best practices. You'll learn how to really engage with your readers and make them advocates for your library.



Social Justice Programming and Your Library

Track: Leadership & Professional Development

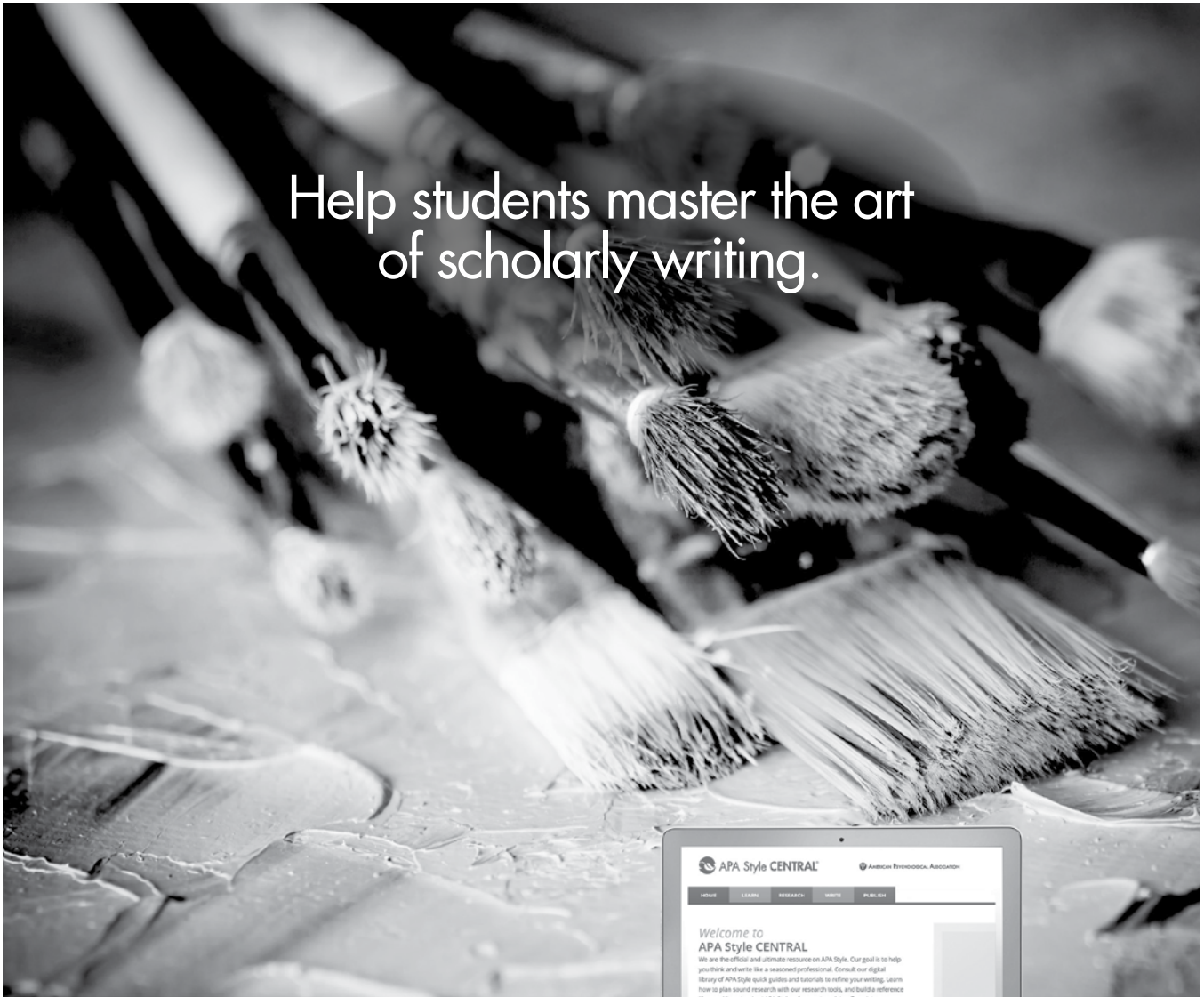
Harmony

Maria Cunningham, Milwaukee Public Library; Kristina Gomez, Milwaukee Public Library

The unbiased information and space provided by libraries often puts them at the forefront of social change. How can you provide your patrons with opportunities to connect, discuss, and enact change in their community? MPL librarians will present examples, resources, and best practices for developing social justice programming at your library. They will also share publicity strategies and community connections for libraries of all sizes.

1986. Recommendations of the 1984 State Superintendent's Task Force on Library Legislation and Funding signed into law.

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of scholarly writing.



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Technical Services: The Existential Angst of the Next Generation of Librarians

Track: Technology & Digital Services

Woodland Dreams Ballroom - Salon C

Bobby Bothmann, *Minnesota State University, Mankato*



In this talk, Bobby will discuss how our work has changed from piece-by-piece order placement and description to the management of access to electronic resource packages and large sets of MARC records. He will look at what Technical Services means today and what it may mean in the near future as we adapt and re-envision ourselves and boldly go where no Technical Services librarians have gone before!

Water Science is Child's Play: STEM Kits for Public (and all) Libraries!

Track: Building Collections

Woodland Dreams Ballroom - Salons D/E

Anne Moser, *UW-Madison Wisconsin Water Library*

In his books, *Last Child in the Woods* and *The Nature Principle*, journalist Richard Louv has written extensively about how young children develop either an affection for, or suffer from phobias of, the natural world. He posits that the preschool and early elementary years offer a critical window to reach children with age-appropriate messages about ecosystems. Public libraries and programs like Head Start and early learning programs in 4K are natural places where these messages can be shared. Libraries especially have a unique role in engaging in and offering informal education on many topics, including many in STEM (Science, Technology, Engineering and Math) related areas. Wisconsin Water has some new tools to help. After several years offering water-themed story times to interested librarians and preschool teachers, the library has developed STEM Kits on a variety of water science themes that can be checked out and delivered using the Library Delivery Network. During the session, you will learn how to "Jump like a Frog!," test for buoyancy, wear a blubber glove and learn to think like a scientist.

WLA 2017 Conference

See you at the Kalahari Resort and Convention Center
in Wisconsin Dells, October 17–20, 2017

What's That Smell? A Discussion of Vinegar Rot As it Affects Acetate Film

Track: Library Issues & Challenges

Progress

Darcy Mohr, *Racine Public Library*; **Rebecca Leannah**, *Racine Public Library*; **Joe Mills**, *Image Data Conversion*

In 2015, the Racine Public Library discovered that 1200 rolls of microfilm were affected with vinegar syndrome. We will be discussing what vinegar syndrome is and how it affects acetate film. The research performed by our archivist to determine the severity of the problem will be presented. We will also discuss the various options we considered to preserve our local newspaper microfilm. We will compare the costs and benefits of replacement vs. digitization.

9:15 A.M. - 11:15 A.M.



J.R.R. Tolkien Archival Collection Tour

Bus will leave from the Potawatomi Hotel & Casino entrance
at 9:15 A.M.

The collection of J.R.R. Tolkien, housed at Marquette University's Raynor Memorial Libraries, contains the original manuscripts and multiple working drafts for three of the author's most celebrated books, *The Hobbit*, *Farmer Giles of Ham*, and *The Lord of the Rings*, as well as the original copy of the children's book, *Mr. Bliss*. The collection also includes books by and about Tolkien, periodicals, audio and video recordings, and a host of published and unpublished materials relating to Tolkien's life and fantasy writings. This guided tour will allow you to see selected original manuscripts from the collection.

9:30 A.M. – 10:15 A.M.

Collections and Services of the Wisconsin Historical Society Library Archives

Track: Engaging People

Woodland Dreams Ballroom - Salon C

Lori Bessler, Wisconsin Historical Society Library Archives, Madison

The Library Archives holds one of the top five genealogical collections in the United States and provides many services that will be of interest to librarians helping genealogists and local historians. Lori will provide details on the variety of collections and descriptions of these services to inform librarians and archivists across the state about the ways the Library Archives can help them help others.

Develop Your Strategic Thinking Mindset or Else — The Future of Your Library Depends Upon It!

Track: Leadership & Professional Development

Woodland Dreams Ballroom - Salons A/B

Jeff Russell, Russell Consulting, Inc., Madison



Control your library's destiny or somebody else will! That's the challenge that library directors and staff at every level need to embrace. In this session, you'll learn what strategic thinking is, how it differs from strategic planning, the role that strategic thinking plays in the long-term success of your library and the qualities that enable you to become a strategic thinker. You will learn how to develop these skills in yourself and your staff.

Engage and Discover: Building a Digital Repository

Track: Technology & Digital Services

Prosperity

Kris Turner, UW-Madison Law School Library

Libraries provide users with a place to learn about their local history or research archival material about their institution. Learn how to connect with your users by building a digital repository that celebrates your community's history and emphasizes the importance of your library. Discover how one library brought together photos, oral histories, newsletters and other diverse content, built a repository from the ground up, and worked with their patrons to create a free repository that cements the community's legacy and the library's critical place in that community. Celebrate WLA's anniversary with AWSL by preserving and sharing your history with a digital repository!

Learning the Ropes: Establishing an "Art in the Library" Program at Your University

Track: Collaboration & Innovation

Clarity

Paige Barreto, UW-Parkside, Kenosha; Melissa Olson, UW-Parkside, Kenosha

Looking for an easy, cost-effective way to update your library's style, display visual collections and create long-term partnerships? An "Art in the Library" program may be just the solution! In this fun and informative session, co-chairs of this university library's art program will help you discover the benefits of bringing art to your academic library. Learn how to partner with your campus and community, attract new audiences to your space and spice up your study areas!

One Conference One Book Discussion

Track: Library Issues & Challenges

Harmony

Jennifer Morales, Author; Katharine Clark, E.D. Locke Public Library, McFarland

Join us to chat about *Meet Me Halfway: Milwaukee Stories*, this year's One Conference One Book title. This will be an informal discussion and anyone that has read the book is invited.

The Power of the Teen Voice

Track: Building Collections

Inspire



Melissa Gorzelanczyk, Green Bay; Liza Wiemer, Milwaukee Wisconsin authors Melissa Gorzelanczyk (*Arrows*) and Liza Wiemer (*Hello?*) will share how YA novels provide an outlet to explore topics such as diversity, family dynamics, relationships, sexuality, and coping with loss and grief, both through fantasy and contemporary fiction. The two authors will give librarians specific tools to help readers discover new books based on key words and interests.

1990. Appointment of Larry Martin as WLA Executive Director replacing Faith Miracle.

The Right to Rehabilitation: How Prison Libraries Serve the Community

Track: Mix-It Up

Woodland Dreams Ballroom - Salon F

Teresa Wetzel, *Columbia Correctional Institution, Portage*; **Sara Gilles**, *Department of Corrections, Wisconsin Secure Program Facility, Boscobel*

Prison librarians work to serve a population who, while having lost many rights, still has the right to read, study and the ability to work toward rehabilitation. The presenters will address some of the challenges of prison librarianship and how they can be overcome.

10:15 A.M. – 10:45 A.M.

Beverage Break

WLA Conference Registration Area

10:45 A.M. – 11:30 A.M.

A Librarian in the Lab: Data Management Needs and Best Practices in the Academic Research Environment

Track: Library Issues & Challenges

Woodland Dreams Ballroom - Salons D/E

Lisa Abler, *UW-Madison*

Grant applications increasingly require attention to data management. Initiatives like NIH's Rigor and Reproducibility expand data reporting from information collected to aspects of research like materials and methods. How can librarians help researchers meet funder requirements in grant applications and the lab? Hear from a scientist cum librarian about how researchers interact with data, data management best practices and how good data management can improve data accessibility for the lab and the research community.

Become Your Own Outreach Specialist

Track: Engaging People

Woodland Dreams Ballroom - Salons A/B

Mollie Beaumont, *Indianapolis Public Library, Indianapolis, IN*
We're busy. Who has time for outreach? When you reach out to patrons in the library, chances are you're doing some sort of outreach. Patrons will become more engaged with what your library provides when you reach out to them. Also, you will learn strategies to become a better outreach librarian within your library.

Data-Stalking Our Library Learners: Tutortrac and Information Literacy

Track: Technology & Digital Services

Harmony

Julie Gores, *Madison College*; **Cristina Springfield**, *Madison College*

It has become common for college and university administrators to ask librarians to provide measurements of their impact on student retention and success. In the fall of 2014, Madison College libraries took on a new project to do just that. As a result of reorganization that created a new center, Libraries & Academic Support Services, Madison College librarians began collaborative partnerships with other units that provided opportunity for new initiatives. As a result, librarians began a quantitative assessment project to track the measurable impact of information literacy sessions on student retention and success using a software traditionally used in academic support centers: Tutortrac. This presentation will cover the implementation of the project, outcomes, lessons learned, how the data has been used for planning and promotion of information literacy sessions and what the future looks like. It's time to start thinking out of the box!

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 Wisconsin Dells in 2017.

1991. WLA celebrates its centennial concluding with the annual conference in Milwaukee.

Library as Youth Art Gallery

Track: Collaboration & Innovation

Inspire

Sarah Cournoyer, Beaver Dam Community Library; *Nicole Ozanich*, Portage County Public Library, Stevens Point; *Alison Wirth*, Portage County Public Library, Stevens Point *Kerry Pinkner*, Waukesha Public Library

Celebrating libraries as a place to make and be inspired, librarians around Wisconsin are providing space for youth art exhibits year round, as well as in March during Youth Art Month. Join panelists who currently host these galleries to find out what a gallery or exhibit entails - from making connections with art teachers, to coordinating space and publicity, tapping into local talent, bringing in homeschoolers and coordinating programming to complement these galleries.

**Research That's More Than Skin Deep:
Putting the Fringes of Society at the
Center of Your Research**

Track: Mix-It Up

Woodland Dreams Ballroom - Salon F

Amelia Osterud, Milwaukee Public Library



Join Wisconsin author and MPL librarian Amelia Klem Osterud to hear about the research that went into her book, *The Tattooed Lady: A History*. From the archives of the Circus World Museum to Harvard's Houghton Library, with lengthy stops in the land of online genealogy and Ancestry.com, hear how she pieced together the biographies of the performing tattooed ladies of the late 19th and early 20th centuries.

Senior Moments! Outreach and Programming

Track: Advocacy & Promotion

Clarity

Maureen Birchfield, Hedberg Public Library, Janesville; *Rene Bue*, Hedberg Public Library, Janesville

Learn how you can provide programming to seniors inside and outside of the library. Ideas and resources will be shared so that you can offer programming that is fun for the participants and for the programmers. The activities shared will be especially useful for sparking discussions about memories.

**Workshop to Writers:
How to Grow a Teen/Tween Writing group**

Track: Building Collections

Prosperity

Jenni Frencham, Columbus Public Library; *Valerie Biel, Randolph*

Learn how to encourage the next generation of great writers in your own community. Through an initial Teen/Tween Writing Workshop led by a local author, The Columbus Public Library has created an active monthly writing group where teens and tweens share their stories and encouragement while improving their creative writing skills.

11:45 A.M. – 1:00 P.M.

**President's Luncheon
An Afternoon with Jane Hamilton**

Serenity

Jane Hamilton lives, works, and writes in an orchard farmhouse in Wisconsin. Her novels have won numerous awards, including the PEN Hemingway Award for Fiction, and *The Book of Ruth* and *A Map of the World* were both chosen as Oprah Book Club picks and made into movies. Her latest book, *The Excellent Lombards*, is a coming of age story about a young girl raised on an apple farm.



1:30 P.M. – 4:30 P.M.

WAICU Library Directors Meeting

Inspire

1996. WLA creates the WLA Foundation as a 501(c)(3) charitable public foundation,

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Association of Special Librarians (AWSL)

A Librarian in the Lab: Data Management Needs and Best Practices in the Academic Research Environment
Business Meeting
Engage and Discover: Building a Digital Repository
Evening Social Event and Tour of the New Oak Creek Public Library Facility
Business Meeting
Social
Special Library Tour American Geographical Society Library
Water Science is Child's Play: STEM Kits for Public (and all) Libraries!

Council on Library and Network Development (COLAND)

A Conversation with the PLSR Steering Committee

Department of Public Instruction (DPI)

A Conversation with the PLSR Steering Committee
A Spoonful of Sugar Helps the Coding Go Down
BadgerLink in Action at Your Library: A Panel Discussion
Difficult Choices: Filtering in Libraries
Looking at Yourself, Your Colleagues, and Your Patrons Through the Power of Habit
LSTA Forum
Stellar Services to School-Age Kids

Ethnic & Multicultural Information Exchange Round Table (EMIERT)

Diversity Does Matter! So Let's Get Going!!

Intellectual Freedom Round Table (IFRT)

Banned Books Read-In

Library Development & Legislation Committee (LD&L)

Libraries and Legislators: Transforming Together!"

Library User Education Round Table (LUERT)

Library Instruction: A Key Ingredient in Librarianship or an Obligatory Practice

Outreach Services Round Table (OSRT)

Become Your Own Outreach Specialist
From Potluck to Project: Cultivating bite-sized community-led initiatives
Transformative Partnerships: Public Libraries and Local Organizations Co-Leading Community Efforts
Learning the Ropes: Establishing an "Art in the Library" Program at Your University

Reference and Adult Services Section (RASS)

Transformative Partnerships: Public Libraries and Local Organizations Co-Leading Community Efforts
Wild Wisconsin: An Exploration of Outdoor Writers in Words and Images
Public library services for small business, startups and entrepreneurs
Food Programs @ Your Library

Readers Section (Read)

Notable Books Marathon
Book Discussion with Jennifer Morales,
One Conference One Book

Resource Sharing Round Table (RSRT)

Perspectives on Resource Sharing Costs

Support Staff and Circulation Services Section (SSCS)

Business Meeting
The All-Generations Library
The Right to Rehabilitation: How Prison Libraries Serve the Community

System and Resource Library Administrators Association of Wisconsin (SRLAAW)

SRLAAW Meeting

Technical Services Section (TSS)

Creating, Collecting and Collaborating! Our Digitization Journey
Privacy PLEASE! Let's Keep Patron Information Private!
Technical Services: The Existential Angst of the Next Generation of Librarians
Think Little!

1997. Senate Bill 269 is enacted as 1997 Act 150 relating to public libraries and public library systems.
Lisa Strand is appointed as WLA Executive Director replacing Larry Martin.

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TSS Business Meeting

UW-Milwaukee School of Information Studies (SOIS)

Adopting User-Based Content for Locally-Created Subject
Terms in Place of Nationally-Established Controlled
Vocabularies in Digital Collections

Wisconsin Association of Academic Librarians (WAAL)

Data Stalking Our Library Learners
Gaining Ground: Campus Library
Librarianship Across Oceans: Reaching Out Globally
Sift and Winnow: ACRL Information Literacy Framework
Stop, Collaborate, and Listen: a Team Approach to Collecting
a University's Research and Historical Records

Wisconsin Association of Public Libraries (WAPL)

Building Partnerships, Community, and a New Library
Demystifying the Building Process: A Library Building Project
from Vision to Completion
Digital Media Conversion Lab: An Innovative New
Community Service For Public Libraries
Engaging the Public in a Post Literate Society--or how to get
busy people to look come to the Library!
How to Run a Library Without a Building
MKE Mixers Maker Mixer
PDA Allowed: Archives & Libraries as Guides in Personal
Digital Archiving
Transformative Partnerships: Public Libraries and Local
Organizations Co-Leading Community Efforts
WAAPL Board Meeting
What Are You Weeding This Week?: Weeding for Small- to
Mid-sized Libraries

Wisconsin Genealogy and Local History Round Table (WIGLHR)

Collections and Services of the Wisconsin Historical Society
Library Archives
PDA Allowed: Archives & Libraries as Guides in Personal
Digital Archiving
Take a Walk on the Dark Side: Community Collaboration and
the Arts

What's That Smell? A Discussion of Vinegar Rot as it Affects
Acetate Film

Wisconsin Library Service (WiLS)

3rd Annual Fall Classic
A Conversation with the PLSR Steering Committee
Archive of Wisconsin Newspapers
It's Not Just About the Salary: Creating and Sustaining a
Positive Work Culture
Looking at Yourself, Your Colleagues, and Your Patrons
Through the Power of Habit
Notable Reports Panel: PLSR Edition

Wisconsin Small Libraries Section (WISL)

125 Years of Wisdom: Solutions from Small Libraries
At the Movies with Librarians VII: Rise of the Books!
Board and Business Meeting
Membership Meet and Greet
Working Together with Your Friends!

(continued on next page)

2004. Library public relations program "I Love Libraries and I Vote", initiated.

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WLA 125 Task Force

Free for All: Inside the Public Library

WLA Conference Planning Committee

BuJo for Beginners
Don't Worry... We're Only Going to Change Everything
The ECHO Project: Exploring Cultural History Online
Hiring Issues and Problem Employees, Part 1 and 2
ILEAD and You Lead: Leadership Made Human
It's not just about the salary: creating and sustaining positive work culture
Keeping Your Staff Safe: Active Shooter Training in Your Library
Learning the Ropes: Establishing an "Art in the Library" Program at Your University
Librarian to Director: Is It Right for You?
Librarians as Force Multipliers: An Exploration of Heroism
Library Linked Data for the Uninitiated
Library of the Future ? The Feasibility Study as a Catalyst for Change
Library Tech Trends
Paddling Upstream Until the Current Changes
Research That's More Than Skin Deep: Putting the Fringes of Society at the Center of Your Research
Senior Moments! Outreach and Programming
Social Justice Programming and Your Library
Strengthening Communities and Libraries Through Paraprofessionals
Survey Says: Writing Questionnaires and Avoiding Common Pitfalls
Tech Boot Camp
TLAM and the Red Cliff Library: Information Studies as Cultural Collaboration

You already know how to do that - Best Practices in Customer Service

Wisconsin Library Association (WLA)

125th Anniversary Reception and WLA/WLAF Membership Meeting
Awards & Honors Reception
ALA Council? Are You Kidding Me?
President's Luncheon with Jane Hamilton
Wednesday Keynote with John McGivern
WLA Board of Directors Meeting

Wisconsin Library Trustees & Friends (WLTF)

3D Printing & Library Liability
Board Meeting
Reenvisioning the Milton Public Library
WLTF Business Meeting and Luncheon: Information Wants to be Free and Legal
WLTF Reception
Working Together with Your Friends!

Youth Services Section (YSS)

ABCs of Leading from Anywhere
Board Meeting
Books and Babies and Teens, Oh My! How Your Public Library Can Serve Teen Moms
Burr/Worzalla Children's Book Award Winner: John Coy
College and Career Planning at the Library
Don't Go It Alone: How Two Libraries Created a Joint Teen Advisory Board
Duking it Out: Summer Learning vs. Summer Reading Programs
Family Matters: Supporting Families to Learn, Connect, and Grow
Librarian Dreaming: Serving on a Book Award Committee
Library as Youth Art Gallery
Meeting the Challenge: Collection Development of Youth Materials
Play and Read: A Partnership to Engage Young Readers
The Power of the Teen Voice
State of the State: WI Children and Teen Library Services
Stellar Services to School-Age Kids
Talk About It!
Workshop to Writers: How to Grow a Teen/Tween Writing Group
YSS Luncheon Speaker with Bill Konigsberg
Youth Services Social
Water Science is Child's Play: STEM Kits for Public (and all) Libraries!

2006. The WLA Foundation launches the Campaign for Wisconsin's Libraries.

Non-Member Speakers

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