

Wisconsin Library Association Annual Conference

In partnership with Wisconsin Health Science Library Association

October 31, 2006 – November 3, 2006
Kalahari Resort and Convention Center
Wisconsin Dells, Wisconsin

Tuesday, October 31, 2006
Pre-Conferences

8:30 a.m. – 12:30 p.m.

Will Duct Tape Cure My Warts?

Pre-registration required
Fee: \$40

Tammy Mays, Consumer Health Coordinator, National Network of Libraries of Medicine, Greater Midwest Region

The goal of this session is to increase understanding of Complementary and Alternative Medicine (CAM). Participants will learn the history of CAM and its impact on medical practices. They also will learn how CAM is used, how to avoid "bad science" and how to look up evidence of the effectiveness of CAM therapies. (CE course).

Sponsors: Association of Wisconsin Special Librarians, Wisconsin Health Sciences Library Association

9:00 a.m. – 4:00 p.m.

Marketing the San José Way

Pre-registration required
Fee: \$90, includes lunch

Ruth Barefoot, Manager, Libraries--The San José Way

When San José Libraries faced severe budget cuts in the 1990s, they knew they needed to do something drastic to meet their mission of excellent library service. Their end results are vibrant libraries that meet 21st century customer needs, with soaring circulation and customer satisfaction—all in times of budget crisis. San José Libraries are making national news in the innovative way they are marketing their materials, serving their customers, streamlining technical services, and empowering staff. Learn how to merchandise library collections in libraries of all sizes to promote use, self-service, and increase customer satisfaction. Hear how San Jose's library users and shrinking budgets sparked these new ideas and how their circulation has soared since implementing change.

Sponsor: Youth Services Section

2:00 – 5:00 p.m.

Digitization and Metadata Workshop

To register, use the following link: <https://www.sce-secure.uwm.edu/registration/add.cfm?id=17152>

Fee: \$79
\$59 student

Steven J. Miller, Cataloger/Metadata Librarian, UW-Milwaukee Libraries; Krystyna K. Matusiak, Digital Collections Librarian, UW-Milwaukee Libraries

Focusing on digitization issues and intellectual control of digital objects in the online environment, this workshop will introduce the basic concepts of digital imaging techniques and provide an overview of metadata standards for digital cultural heritage collections. Librarians, archivists, and staff from other cultural heritage institutions interested in an overview of issues associated with digitization of images and text documents as well as creating metadata for digital collections are encouraged to attend. No prior experience in digitization or metadata creation required.

Sponsors: *UWM School of Information Studies, Professional Development Institute; Technical Services Section*

Making the Health Literacy Connection: Easy as ABC or 123

Pre-registration required

Fee: \$40

Melinda Orebaugh, *Director, Corporate Knowledge, Gundersen Lutheran Health System, La Crosse, WI*
Health literacy is the ability to obtain, process, and understand basic health information needed to make appropriate health decisions and to follow instructions for treatment. Low health literacy leads to lower health knowledge and less healthy behaviors, poorer health outcomes, and greater healthcare costs. Presentation participants will be able to understand the scope of the problem, identify barriers faced by both patients and clinicians, identify and implement strategies to enhance health literacy and advocate for healthcare system change. (CE Course)

Sponsors: *Association of Wisconsin Special Librarians, Wisconsin Health Sciences Library Association*

3:00 – 7:00 p.m.

Registration

Kalahari Conference Center – North Atrium

4:00 – 6:00 p.m.

Vendor Reception

Exhibit Hall, 1-8

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

5:00 – 6:00 p.m.

Wisconsin Association of Public Libraries Board Meeting
Youth Services Section Board Meeting

5:00 – 6:30 p.m.

Wisconsin Health Sciences Library Association Board Meeting

6:00 – 8:00 p.m.

Wisconsin Library Association Board Meeting

7:00 – 9:00 p.m.

Connecting with Our Past: Tour of the H.H. Bennett Studio & History Center

Wisconsin Health Sciences Library Association (WHSLA) and Association of Wisconsin Special Librarians (AWSL) members are invited to attend a dessert reception and tour of the H.H. Bennett Studio and History Center. Special librarians from across the state will get an opportunity to connect with their colleagues at this evening event sponsored by EBSCO Information Services. There also will be a WHSLA Business meeting at the reception, but we promise it will be short and not detract from your enjoyment of the delicious desserts.

Sponsors: *Wisconsin Health Sciences Library Association, Association of Wisconsin Special Librarians*

Partner: *EBSCO Information Services*

Wednesday, November 1, 2006

7:00 a.m. – 7:00 p.m.

Registration

Kalahari Convention Center – North Atrium

7:00 – 9:00 a.m.

Free Continental Breakfast

Kalahari Convention Center

7:30 – 8:30 a.m.

Association of Wisconsin Special Librarians Business Meeting

Media and Technology Section Business Meeting

Wisconsin Association of Public Libraries Business Meeting

Youth Services Section Business Meeting

8:30 – 9:30 a.m.

Wisconsin Library Association Past Presidents Breakfast (limited to past presidents)

10:00 a.m. – 5:00 p.m.

Internet Café

Empress Boardroom

WLA Foundation Silent Auction

Exhibit Hall, 1-8

WLA Store

Exhibit Hall, 1-8

9:00 – 10:15 a.m.

Book Discussion—Snow Flower and the Secret Fan

Gary Niebuhr, Director, Greendale Public Library

Join Gary Niebuhr and READ for a lively and interesting discussion of the book *Snow Flower and the Secret Fan* by Lisa See. A fascinating look at 19th century Chinese society and the story of lifelong friends. Publisher Weekly says: “As both a suspenseful and poignant story and an absorbing historical

chronicle, this novel has bestseller potential and should become a reading group favorite as well." Gary is bringing special insight into the topic having just returned from a trip to China.

Sponsor: Readers Section

Cataloging Changes on the Horizon: FRBR and RDA

Steven J. Miller, *Cataloger/Metadata Librarian & Lecturer, UW-Milwaukee*

In a profession already over-loaded with acronyms, two new ones are increasingly asserting themselves into the consciousness of catalogers: FRBR and RDA. The *Functional Requirements for Bibliographic Records* (FRBR) includes a model for creating bibliographic records to better serve the needs of catalog users. *Resource Description and Access* (RDA) is the name of the new set of cataloging rules that are set to replace AACR2 in 2008, which will incorporate many FRBR concepts. This session will give a general overview of FRBR and RDA, intended especially for those catalogers who have not yet had an opportunity to read or hear much about them. The session will also make some preliminary attempts to answer the question: What difference will FRBR and RDA actually make for catalogers in their day-to-day work?

Sponsor: Technical Services Section

Passport to the World

Maureen vanAmerongen, *Friends of the Leon Saxeville Library, Pine River Wisconsin*

Travel to other parts of the world isn't always possible, but books can be a child's Passport to the World. Come find out how to use books about other parts of the world to broaden children's world view. Learn about partnering with other cultural organizations in your area, or work with your school's social studies department. The Milwaukee Art Museum has adapted this program for use by libraries.

Sponsor: Youth Services Section

Promoting Public Libraries

Cherie Sanderson, *Director, Boulder Junction Public Library*; **Maggie Waggoner**, *Director, Suring Area Public Library*

Cherie Sanderson and Maggie Waggoner attended the PLA Boston pre-conference workshop sponsored by the Gates Foundation and will report on innovative strategies and practical tools to help rural library staff more effectively communicate and advocate for their libraries.

Sponsors: Wisconsin Association of Public Libraries, Wisconsin Library Trustees & Advocates, Friends of Wisconsin Libraries

State and Federal Legislative Update Session

Richard Grobschmidt, *Assistant Superintendent, Division for Libraries, Technology, and Community Learning (DLTCL)*; and **Jessica MacPhail**, *Director, Racine Public Library, and chair of the WLA Library Development and Legislation Committee and the WLA Federal Legislative Advocate*

This is an opportunity to learn the current status of library legislation at the state and federal levels, and review progress and assess efforts needed on behalf of the 2007 WLA library legislative agenda. State legislative initiatives and issues and the budget for libraries, including the 2007-09 state biennial budget request submitted by DPI, will be discussed, as will the federal budget and federal library legislative issues.

Sponsors: Division for Libraries, Technology and Community Learning, Library Development & Legislation Committee, Wisconsin Library Trustees & Advocates, Friends of Wisconsin Libraries

Tried and True Toddler Ideas

Susan M. Dailey, *Librarian and Branch Manager, Wells County Public Library System, Ossian, Indiana, and author of A Storytime Year (Neal-Schuman, 2001)*

Great books for the toddler set! Fantastic fingerplays! Prop activities! Super simple crafts! This session is for those who work with the terrific 2- and 3-year-olds.

Sponsor: Youth Services Section

User-Generated Metadata in Digital Collections

Krystyna K. Matusiak, *Digital Collections Librarian, UW-Milwaukee Libraries*

User-created metadata, often referred to as folksonomy or social classification, has received a considerable amount of attention, with some enthusiasts calling it "a revolution in the art and science of categorization." In the digital library world, social tagging is perceived as a tool for enhancing description

of digital objects and providing a venue for user input and greater user engagement. This presentation provides an overview of the pros and cons of user-generated metadata in the context of digital image collections and compares it to professionally created metadata schema and controlled vocabulary tools.

Sponsor: *Technical Services Section*

Wider Units

Thomas J. Hennen, Jr., Director, Waukesha County Federated Library System; **Julie Chase**, Director, Dane County Library Service; **Jennifer Wilding**, KC Consensus; **Ethel Himmel**, Library Consultant; **Bill Wilson**, Library Consultant

Learn about research on wider library units conducted in Wisconsin and Iowa on public library systems. This session will emphasize a project in Scott County, Iowa, and Dane and Waukesha counties, Wisconsin.

Sponsors: *Library Research Round Table, Wisconsin Association of Public Libraries*

WSLL Web Tour

Connie Von De rHeide, Director of Reference and Outreach Services, Wisconsin State Law Library

Connie Von Der Heide will lead attendees on a virtual tour of the WSLL website, pointing out the many resources available on the Legal Topics, Wisconsin Law, Federal Law, and other pages. The program also includes an overview of WSLL resources and services available to both librarians and general inquirers, including reference service, document delivery, website, newsletter, classes and workshops.

Sponsors: *Association of Wisconsin Special Librarians, Wisconsin Health Sciences Library Association, Law Library Association of Wisconsin*

10:00 – 10:45 a.m.

Break in the Exhibits Area

Visit the exhibits to get demonstrations of the latest databases, view new books and other materials, and learn about dozens of other products and services that make your job easier or serve your customers. And don't forget to sign up for fabulous door prizes and grab a beverage!

11:00 a.m. – 12:15 p.m.

Buster Keaton: The Great Stone Face

Jim Clark, history buff and silent movie fan

Join Jim Clark as he explores the life of Buster Keaton, who began his career as a vaudeville star and then abandoned the stage to become a star in silent films. His screen persona was that of a handsome, dignified and infinitely resourceful young man whose deadpan “stone face” showed emotion with brilliant subtlety. Jim will share the life of Keaton along with showing clips of his most famous scenes.

Sponsor: *Wisconsin Genealogy & Local History Round Table*

Conquer the Clock

Nancy Kruschke McKinney, organizing coach, consultant, and speaker

Today we are overwhelmed with information: magazines, newsletters, memos, e-mail, e-zines, etc. In this session you will learn how to spot time wasters and how to handle them, tools to use to help you save time, simple way to prioritize tasks and tips to keep you focused.

Sponsor: *WLA Conference Committee*

Fe-Fi-Fo (Fees, Fines and Forfeitures)

Tia Nelson, Executive Secretary, Board of Commissioners of Public Lands; **Tom German**, Deputy Secretary, Board of Commissioners of Public Lands

Fees, Fines and Forfeitures all supply the corpus for the Common School Fund. Come hear Tia Nelson, Executive Secretary of the State of Wisconsin Board of Commissioners of Public Lands, speak about the importance of protecting and sustaining this important funding source.

Sponsor: *Wisconsin Educational Media Association*

History of the Mystery

C. Paul Martin, M.D., B.S.I., Marshall, Minnesota

What real person did Arthur Conan Doyle use as a model for Sherlock Holmes? Who was the prominent mystery writer who died on the Titanic? What was the origin of the inverted mystery? "Dr Leslie Armstrong" of the Baker Street Irregulars presents this historical look at the mystery genre from its beginnings through the 20th century.

Sponsor: WLA Conference Committee

Notable Books Marathon

Helen Androski, retired Reference Librarian, Memorial Library, UW-Madison; **Beverly DeWeese**, retired Deputy City Librarian, Milwaukee Public Library; **James A. Gollata**, Director, Miller Memorial Library, UW-Richland; **Gary Warren Niebuhr**, Director, Greendale Public Library

An annual event offering thoughtful, inspiring, humorous and fast-paced reviews of notable titles selected from the ALA Notable Books list and the WLA Literary Awards Committee's notable books. Presenters are all experienced, knowledgeable book talk and discussion leaders.

Sponsor: Readers Section

Patriot Act II: No Problem for Libraries Now? Think Again

Jane Kirtley, J.D., Professor of Media Ethics and Law at the School of Journalism and Mass Communications, University of Minnesota

Prior to her current work, Jane Kirtley was executive director of the Reporters Committee for Freedom of the Press for 14 years. A nationally recognized expert on the USA Patriot Act, the First Amendment and Freedom of Information issues, she will talk about the librarian's role in defending First Amendment rights and intellectual freedom. Special attention will be paid to Patriot Act II (which passed Congress last March) and its ominous implications for library patrons and staff.

Sponsors: Intellectual Freedom Round Table, Wisconsin Library Trustees & Advocates; Friends of Wisconsin Libraries

Putting Pizzazz in Preschool Programming

Susan M. Dailey, Librarian and Branch Manager, Wells County Public Library System, Ossian, IN, and author of *A Storytime Year* (Neal-Schuman, 2001)

Interested in adding some spark to your programs? This session features a potpourri of Susan Dailey's favorites, as well as tips she's discovered during 20-plus years of preschool programs.

Sponsor: Youth Services Section

Reference: Heart of the Library or Superfluous Service

Stephen Johnson, Reference & Instruction Librarian, Ebling Library, UW-Madison

With the explosive growth of Internet resources, many argue that the golden age of reference has ended and that the search for answers to questions has become an individual pursuit through Google and other resources. Others argue that the role of reference in libraries has expanded as people interact with their local library in person, by phone, by email, and other online mechanisms. What is your opinion? What is the future role of reference as a library service? Join us as we discuss the importance (or lack thereof) of reference services.

Sponsors: Association of Wisconsin Special Librarians, Wisconsin Health Sciences Library Association

The San Jose Way

Ruth Barefoot, Manager, Libraries--The San José Way

Learn the overall concept of The San José Way. Hear why it is vital to the community and specific elements of customer service strategies for today's libraries. Topics include meeting changing customer expectations and putting the customer first while you enable and empower staff to foster and build an innovative library environment. Strategies for all sizes of libraries included.

Sponsor: Youth Services Section

Update on DLTCL Technology Plans and Programs

Bob Bocher, Technology Consultant, Division for Libraries, Technology, and Community Learning; **Sally Drew**, Director, Reference and Loan Library, Division for Libraries, Technology, and Community Learning

This program will provide the state's library community with an update on a variety of technology-related services and programs sponsored or coordinated by the Division for Libraries, Technology and

Community Learning. Among the topics to be covered are the state's new BadgerNet statewide telecommunications network, the E-rate program, Gates grants, LSTA digitization efforts, the results of the Shared Integrated Library System (ILS) Cost Study completed in 2006, and the results of the division's RFP process for a statewide resource sharing system.

Sponsors: *Division for Libraries, Technology and Community Learning*

12:30 – 2:00 p.m.

Lunch with Kevin Henkes

Kevin Henkes grew up in Racine and now lives in Madison with his family. He is the winner of the 2005 Caldecott and Charlotte Zolotow Awards for the picture book *Kitten's First Full Moon*. His novel *Olive's Ocean* received a 2004 Newbery Honor Book citation, and *Owen* was a 1994 Caldecott Honor Book. Recently, Kevin was selected to receive the first Sterling North Literary Award and chosen to give the prestigious 2007 ALA/ALSC Arbuthnot Lecture. He was named a WLA Notable Wisconsin Author in 2001. Three of Kevin's novels have received the Elizabeth Burr/Worzalla Award, which is WLA's coveted children's literature honor: *Sun & Spoon* (1998), *Protecting Marie* (1996) and *Words of Stone* (1993), and the picture book *Kitten's First Full Moon* received the Elizabeth Burr/Worzalla Award in 2005.

Sponsor: *Youth Services Section*

2:00 – 4:00 p.m.

Connecting Research, Practice, and Technology: A Second Generation Look at EBP

Christopher Hooper-Lane, *Instructional Services Coordinator, Ebling Library, UW-Madison*; **Ann Combs**, *Reference & Research Services Coordinator, Ebling Library, UW-Madison*; **Stephen Johnson**, *Health Sciences Librarian, Ebling Library, UW-Madison*; **Erika Severson**, *Health Sciences Librarian, Ebling Library, UW-Madison*

Join us as we lead a discussion of the sources, databases, and products that are shaping the next generation of evidence-based practice. Which do you buy, teach in library workshops, or point to in library web pages? We'll talk about the newest information products and sources that are being developed by clinicians and marketed directly to them and discuss the impact this is having on library services and electronic resource budgets.

Sponsors: *Association of Wisconsin Special Librarians, Wisconsin Health Science Library Association*

Dynamic Library Atmospheres (repeated Thursday, 9:00-10:45 a.m.)

Ted Swigon, *Exhibits Director, Chicago Museum of Science and Industry*; **Sally Decker Smith**, *Head of Adult Services, Indian Trail Public Library District, IL*

So you've displayed books face out, and put slatted end panels on your shelves to display more books face out. Now what? What's the first thing patrons see when they walk in your door? Is the copier or soda machine really the first impression you want to make? Come see how a professional and team of amateurs made some wonderful changes—for very little money!

Sponsors: *Wisconsin Association of Public Libraries, Wisconsin Library Trustees & Advocates*

From Chaos to Calm: Understanding Moments of Crisis

William F. Badzmierowski, *Director of Instructor Services, and Susan Smedley*, *Corporate Training Specialist, Prepare Training Program, Crisis Prevention Institute*

What factors contribute to interpersonal conflicts and disruptions escalating to critical incidents in libraries? What skills and strategies are being utilized by library staff who effectively respond to potentially volatile situations and manage the chaos of disruptive situations in a manner that diffuses the problems? Why do some well-meaning staff actually become part of the problem when responding to difficult situations? This session will aid participants in organizing their thinking about how problematic situations escalate to crisis and what responses are most effective in prevention and intervention.

Sponsor: *Wisconsin Association of Public Libraries*

The Information Specialist Role in the Health Care Boom

Thomas Walker, UW-Milwaukee School of Information Studies; **Catherine Arnott Smith**, UW-Madison School of Library and Information Sciences; **Jacques du Plessis**, UW-Milwaukee School of Information Studies; **Xiaming Mu**, UW-Milwaukee School of Information Studies

One of the fastest-developing industries is the health care field. It and certain related social, economic, legal, and technical concerns are evolving in very interrelated ways. Information systems related to healthcare have also developed, and because they have become increasingly complex and have acquired an identity of their own, they have warranted a new field: healthcare informatics. This session presents the research of four panelists and is intended as an introduction to this new sub-field.

Sponsor: Library Research Round Table

Intellectual Freedom: From Principles to Best Practices

Janice M. Rice, Outreach Coordinator, College Library, UW-Madison, and Vice Chair/Chair Elect, IFRT; **Lisa Strand**, Executive Director, WLA/WLA Foundation

Youth access to the Internet, challenges to our library collections, and issues of privacy are key areas that will frame this session. Learn about pertinent case law, best practices, policies, and guidelines. Speakers will share a snapshot of information gleaned from a three-day Law for Librarians workshop sponsored by the ALA Office for Intellectual Freedom. See a preview of the new IFRT website, which will provide links to important IF resources and case law. Come prepared to share your top intellectual freedom concerns to help IFRT develop a more in depth pre-conference in 2007.

Sponsors: Intellectual Freedom Round Table, Wisconsin Library Trustees & Advocates

International Crane Foundation Tour

Departing from and returning to the Kalahari Resort and Convention Center

Pre-registration required

Where is the only place in the world that you can see all 15 crane species? That place is Wisconsin's very own International Crane Foundation near Wisconsin Dells. Join us for a tour of this rare and very special environmental habitat. Protection of the cranes is paramount, and this area on which they depend has been carefully preserved and restored. This tour will serve as a great introduction to Thursday's presentation "The Secret Lives of Cranes."

Sponsor: Association of Wisconsin Special Librarians

Introduction to Appreciative Inquiry

Louise Root Robbins, System Coordinator for the Status of Women, University of Wisconsin System

Appreciative Inquiry (AI) recognizes and celebrates the success of change by searching for the best in a person, organization, and the world. Approaching change in a positive way focuses on what is right. Leadership is everyone working together to use collective wisdom to tap into strengths. Results are positive energy that leads to making imaginative changes never thought possible.

Sponsors: Circulation Services Round Table, Support Staff Section

Poof, You're Organized!

Nancy Kruschke McKinney, organizing coach, consultant, and speaker

Wouldn't it be awesome if you could wave a magic wand and be organized? You will hear about basic tools and techniques to reduce paper piles, gain control of your office, and increase efficiency. Organizing is a learned skill and you can design your work, life, and space to meet your individual needs. In this session you will learn how to make your desktop more usable, filing basics, email management and computer tips.

Sponsor: WLA Conference Committee

Stroller Aerobics

Patricia Hewitt-McNichols, Head Librarian, Services for Children and Young Adults, Neenah Public Library; **Martha Moore**, Assistant Librarian, Neenah Public Library; **Ellen Jepson**, Preschool Librarian, Appleton Public Library; **Amadee Ricketts**, Youth Service Librarian, McMillan Memorial Library

This is a panel of four Children's Librarians who all do outstanding infant programs, each with a little different twist. The panel will talk about program ideas for the pre-toddler age group.

Sponsor: Youth Services Section

What Do Poor People Need and Deserve From Libraries?

Sanford Berman, retired, lifetime member of ALA; **John Gehner**, coordinator of the ALA/SRRT Task Force on Hunger, Homelessness and Poverty; **Pat Gowens**, founding publisher of Welfare Warrior Sanford Berman, founding member of the Hunger, Homelessness and Poverty Task Force of ALA and a familiar activist in and outside libraries for decades, will join John Gehner, current HHP Taskforce Coordinator, and Pat Gowens, founder and publisher of *Welfare Warriors*. They will discuss libraries' role in serving poor people and in fighting poverty itself, considering library policies, collections and programs from an advocate's perspective.

Sponsors: *Outreach Services Round Table, Wisconsin Association of Public Libraries, Social Responsibilities Round Table, Youth Services Section*

What's a WHO? A Digitization Demystification: Discover How Your Collection Can Become Part of Wisconsin's Heritage

Debbie Cardinal, Digital Services, Wisconsin Library Services (WiLS) and the Wisconsin Heritage Online; **Sally Drew**, Reference & Loan Library, Division for Libraries, Technology & Community Learning; **Barbara Kelly**, Assistant Director, Appleton Public Library; **Peter Gorman**, University of Wisconsin Digital Collections Center; **Jonathan Cooper**, Wisconsin Historical Society.

This panel will describe the Wisconsin Heritage Online (WHO) program (what it is and where it is going). Discussion will include

- What will be the content formats of digital collections?
- How & Where will the content be stored?
- Can libraries participate if they do not have staff or equipment to perform the digitization and cataloging?
- Could a library participate in this project and maintain "branding" of their collection?

Sponsors: *Media and Technology Section, Wisconsin Association of Academic Librarians, Wisconsin Small Libraries Round Table*

4:00 – 4:45 p.m.

Break in the Exhibits Area

Browse the exhibits and thank vendors for their support of the conference. Enjoy refreshments, take home literature on new products and services and pick up a trinket or two.

5:00 – 6:00 p.m.

Webbies Awards

Awards are given for best websites in several categories. Winners were announced prior to the keynote speaker, and during the reception that follows a computer will be set up on which attendees can view the honored websites.

Sponsor: *Media and Technology Section*

Keynote Address

Debra J. Schmidt, known as "The Loyalty Leader"®.

Customer loyalty is the responsibility of every employee within your organization. It is earned by building positive relationships, one customer and employee at a time. Loyalty-focused companies outperform their competitors each and every time. Loyal customers are more pleasant; they purchase more products, refer new customers and are more forgiving when problems occur. Debra Schmidt will teach you how to build customer loyalty through a combination of powerful facts and entertaining stories. She will help you identify the expectations of internal customers (co-workers, employees) and external customers and teach you how to surprise and delight your customers through exceptional service.

6:00 – 7:00 p.m.

Making Connections: All Conference Reception

Join us for this annual event to celebrate libraries and librarianship in Wisconsin, meet this year's award-winners personally, celebrate their amazing accomplishments, and learn from these recognized leaders in our profession.

Sponsor: *WL Conference Committee*

SLIS-Madison and SOIS-Milwaukee Combined Reunion

Join your fellow alumni at the shared UW-Madison SLIS and UW-Milwaukee SOIS Reunion!

Sponsor: *UW-Madison School of Library and Information Studies; UW-Milwaukee School of Information Studies.*

7:00 – 9:00 p.m.

WLA Foundation Fundraiser

Moose Jaw Brew Pub, 110 Wisconsin Dells Parkway South

Feast on delicious pizza and enjoy live entertainment provided by our special musical guests from around the state. (We've always known librarians are a multi-talented bunch.) Just \$30 buys you a lot of fun and a \$15 tax-deductible, charitable contribution! Take the free shuttle from the main lobby or take your car west on Highway 12 about one mile.

Sponsor: *Wisconsin Library Association Foundation*

Thursday, November 2, 2006

7:00 a.m. – 5:00 p.m.

Registration

Kalahari Convention Center – North Atrium

7:00 – 9:00 a.m.

All Conference Hot Breakfast Buffet
Kalahari Convention Center

7:30 – 8:30 a.m.

Government Information Round Table Business Meeting/Breakfast

Intellectual Freedom Round Table Business Meeting/Breakfast

Library Research Round Table Business Meeting/Breakfast

Outreach Services Round Table Business Meeting/Breakfast

Readers Section Business Meeting/Breakfast

Resource Sharing Round Table Business Meeting/Breakfast

Support Staff Section Board Meeting/Breakfast

Technical Services Section Business Meeting/Breakfast

Wisconsin Genealogy and Local History Round Table Board and Business Meeting/Breakfast

Wisconsin Library Association Foundation Board Meeting/Breakfast

Wisconsin Small Libraries Round Table Business Meeting/Breakfast

8:30 a.m. – 4:00 p.m.

Exhibits

Exhibit Hall, 1-8

Nearly 100 exhibitors displaying their products and services for libraries of all types.

Internet Café

Empress Boardroom

WLA Store

Exhibit Hall, 1-8

WLA Foundation Silent Auction

Exhibit Hall, 1-8

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

Auction ends at 3:30 p.m. Pick up and pay for items at 4:00 p.m.

Sponsor: Wisconsin Library Association Foundation

9:00 – 10:15 a.m.

24/7 Virtual Reference Users Group Meeting

Whether your library is participating in AskAway, or just thinking about it, join us for this session. There will be some presentations about virtual reference and time for discussion.

Sponsor: *Media and Technology Section*

Applying Appreciative Inquiry (AI) and Other Positive Approaches—Balance At Work: Enforcing Rules While Meeting Human Needs in Your Library

Meg Allen, *Baraboo Public Library Circulation Manager*; **Vicki Ruthe Cogswell**, *Beloit Public Library Circulation Librarian*; **Jeanne Foley**, *Head of Access Services, UW-Oshkosh Polk Library*

Learn ways to apply Appreciative Inquiry (AI) and other "positives" in your library. This is a panel discussion by library supervisors and front-line staff sharing success stories of ways that we search for the best in "customers", staff, and our library. How do we balance the tension between giving good customer service, and enforcing the "rules," policies and procedures? Hints and guided audience participation on maintaining rapport between front-line staff, "customers", and supervisors—even when customers "want to speak to a supervisor."

Sponsor: *Circulation Services Round Table*

Book 'em, Danno! Keeping your Library Board Within the Law and Out of Trouble

Mike Cross, *Director*, and **John DeBacher**, *Public Library Administration Consultant, Public Library Development Team, Division for Libraries, Technology and Community Learning*

Mike Cross and John DeBacher review the statutory framework within which library boards must operate. They also will review recent legislative changes and Wisconsin Attorney General opinions related to library board powers, authority, and municipal relations.

Sponsors: *Wisconsin Small Libraries Round Table, Wisconsin Library Trustees & Advocates*

Complete Copyright For the Academic Library

Carrie Russell, *ALA Copyright Specialist*

After a quick review of the copyright law, Russell will discuss interlibrary loan, e-reserves, distance education, using media in the classroom, and other academic library services that have copyright implications. What are the changes in the law due to digital technologies? Bring your questions and sticky copyright situations—there will be plenty of time for discussion and questions.

Sponsor: *Wisconsin Association of Academic Librarians*

Dynamic Library Atmospheres (repeat of Wednesday session)

Ted Swigon, *Exhibits Director, Chicago Museum of Science and Industry*; **Sally Decker Smith**, *Head of Adult Services, Indian Trail Public Library District, IL*

So you've displayed books face out, and put slatted end panels on your shelves to display more books face out. Now what? What's the first thing patrons see when they walk in your door? Is the copier or soda machine really the first impression you want to make? Come see how a professional and team of amateurs made some wonderful changes—for very little money!

Sponsors: *Wisconsin Association of Public Libraries, Wisconsin Library Trustees & Advocates, Friends of Wisconsin Libraries*

From Monkey Business to Serious Research

Axel Schmetzke, *UW-Stevens Point*

Deviating from his usual preoccupation with web accessibility, the presenter will reflect on the utility of the web for conducting research. Tracing the process that led from the inheritance of a rather curious sculpture—a chimpanzee contemplating a human skull—to becoming one of the world's leading experts on this piece and its obscure, late 19th-century German-Jewish creator, Hugo Rheinhold, the presenter hopes to both educate and entertain the audience with his tale of web-mediated "monkey research." As the presenter intends to demonstrate, thanks to the web, the "invisible college," which we all learned about in Library School, is no longer that invisible.

Sponsor: *Library Research Round Table*

How to Make The Ask

Scott Niedermeyer, Scott Niedermeyer & Associates, Sales Consulting & Training

Do you quake at the thought of asking someone for money to fund a library project? Or do you just wonder what the best, most organized approach might be? Then listen to what a sales professional with a proven track record can teach you about asking for money for your library. Use his straight forward, simple system to plan your presentation and improve your comfort level and success rate in "making the ask."

Sponsors: *Wisconsin Library Association Foundation, Wisconsin Library Trustees & Advocates, Friends of Wisconsin Libraries*

Hepcat, Coolcat, Badgercat

Kirsten Houtman, Member Services Librarian, WiLS; Michelle Rosenberg, Interlibrary Loan Assistant, Winnefox Library System

You'll flip over the newest cat in town! Join Kirsten Houtman and Michelle Rosenberg as they talk the talk about a new union catalog in Wisconsin called BadgerCat, and how it's used every day at Winnefox. More than a list of holdings, BadgerCat has the depth of the OCLC WorldCat bibliographic database behind it. Simplify resource sharing by using a single view of the Wisconsin group, or slice and dice it the way you want it. BadgerCat: Be there or be square!

Sponsor: *Technical Services Section*

New Directions in Public Access to Scholarly Research

Julie Schneider, Head, Information Resources & Collection Development, Scholarly Communications Coordinator, Ebling Library, UW-Madison

The process of publishing research results is changing rapidly and the libraries of the UW-Madison are joining national efforts to engage faculty and university administrators in a discussion of scholarly communication issues. Legislation introduced in late 2005 and in May 2006 has sent an important signal that there is interest in Congress to broaden free public access to federally-funded scholarly research. Join us as we explore the issues and discuss the library's role in the current debates.

Sponsor: *Association of Wisconsin Special Librarians*

Ready to Read with Books2go: The Six Skills for Early Literacy

Kelly Highbanks, Coordinator of Children's Services, Milwaukee Public Library; Victoria Sanchez, Books2Go Outreach Coordinator, Milwaukee Public Library

The Milwaukee Public Library's Books2Go program provides outreach services to child care centers. In 2005, the library expanded Books2Go to include 'Ready to Read with Books2Go: The Six Skills for Early Literacy,' an in-depth training program for childcare providers and families. This pilot program includes monthly story time visits that model early literacy techniques based on national research. Learn how the Milwaukee Public Library implemented this program and the results.

Sponsor: *Youth Services Section*

10:15 – 11:00 a.m.

Break in the Exhibit Hall

Take a break and stretch your legs! Quench your thirst with a tasty beverage while you visit the exhibit area. Pick up useful information about products and services for your library, and say hello to our fantastic line-up of exhibitors.

11:00 a.m. – 12:15 p.m.

A New Direction: Stepping Off the Ivory Tower and Into the Community

Kathy Myers, Reference Librarian, Carthage College

Though they are often seen as assets for the community, colleges and universities, and particularly the libraries of those institutions, too frequently take a passive approach to providing cultural, recreational and educational opportunities to non-student members of the local community. Hedberg Library at Carthage College has proactively pursued bringing to the Kenosha and Racine communities a variety of regularly scheduled programs of interest to children and adults. The 4-year old Friday Family Fun Night has been

sponsoring programs such as visits from Mother Goose and Curious George, poetry readings and poetry creation workshops for children. And for mixed age groups, a variety of authors discussing their books, Carthage students and faculty sharing a multitude of interesting ideas and activities, and special celebrations of Hispanic, African American, Asian and other ethnic cultures, to name just a few events. The evolution of the Fun Night offerings to stronger and more diversified activities, and the successes and weaknesses of this public relations program, will be discussed along with costs and benefits to the library, students and the college.

Sponsor: *Wisconsin Association of Academic Librarians*

An Extended Form of Housekeeping: Women Environmentalists Past and Present

Kathy Miner, *Education Programs Coordinator, UW Arboretum*

Women environmentalists have been prolific authors. This program will teach you some things you didn't know about the environmental movement, and send you away with a list of wonderful books besides. Part readers' advisory and part history lesson, it explores the life and work of women from Mary Hunter Austin to Fran Hamerstrom to Terry Tempest Williams.

Sponsor: *Wisconsin Women Library Workers, Readers Section*

Best Books for Young Adults 2007

Librarians of the Cooperative Children's Book Center will discuss nominees for the 2007 Best Books for Young Adults list. The session will be presented by librarians from the Cooperative Children's Book Center.

Sponsors: *Youth Services Section, Cooperative Children's Book Center*

Celebrate What's Right with the World—Tipping the Balance Towards the Positive: Exploring Appreciative Inquiry (AI) and Other Positive Approaches to Change

Vicki Ruthe Cogswell, *Beloit Public Library Circulation Librarian*

Actively explore some ways to revitalize and improve your work, your work team, and maybe your life! The audience will participate in "guided mental exercises" to experience how it feels to define change, understand differences and use positive approaches. Includes excerpts of the inspirational film, "Extraordinary Visions!" with Dewitt Jones, a National Geographic photographer that shares how he celebrates what's right with the world."

Sponsors: *Circulation Services Round Table, Support Staff Section*

It Doesn't Have to Be Boring: Government Produced Websites for Kids, K-12

Nancy Mulhern, *Documents Librarian, Wisconsin State Historical Society Library*; **Beth Harper**, *Government Documents Reference Librarian, Memorial Library, UW-Madison*

Two Wisconsin documents librarians will present an overview of state and federal government websites designed for children K-12 that are educational and, in the words of one 9-year-old, "way cool!"

Sponsor: *Government Information Round Table*

LibraryThing: Online, Social, Do-it-Yourself Cataloging

Abigail Blachly, *Archivist and Librarian, LibraryThing.com Boston, MA*

Abigail Blachly, archivist and librarian, together with programmer Tim Spalding, runs LibraryThing.com, an online service where people catalog their personal book collections. This very popular online source called LibraryThing uses library science and FRBR concepts, tools like Z39.50 and real MARC records. Abby will demonstrate how LibraryThing works and will shed some light on the almost fanatical enthusiasm its users—or "Thingamabrarians"—show for do-it-yourself cataloging.

Sponsor: *Media and Technology Section*

Organizing Your Library (guided discussion)

Nancy Kruschke McKinney, *Organizing Coach, Consultant, and Speaker*

Do you wonder what other libraries are doing to help them get and stay organized? Here is an opportunity for you to share what is working for you and find out from others what is working for them. Nancy Kruschke McKinney, owner of Successful Organizing Solutions, will facilitate this open discussion to enable library staff to share their most and least effective strategies with each other. Don't miss this opportunity to learn from your peers.

Sponsor: *WLA Conference Committee, Wisconsin Association of Public Libraries*

People to People

Gary Warren Niebuhr, *Library Director, Greendale Public Library*; **Mary Bethke**, *Library Director, Marathon County Public Library*

See a PowerPoint movie created by Gary to describe both his experiences as a delegate and the personal challenges he encountered during the trip. Hear about water bottles, full-time work for librarians in China, flying pigs, nightmare traffic, toilets, the Bridge of Intelligence, kung fu, March Madness Chinese style, scorpions and the Great Mall of China. Mary Bethke and Gary will be available after the movie to answer questions about the trip.

Sponsor: *Conference Committee*

Reaching Out to People Coming Out

Lynn Everts, *High School Media Specialist, Sauk Prairie High School*; **Joanne Elder & Harriet Bruyn**, *parent members of PFLAG Madison (Parents and Friends of Gays and Lesbians)*; and **Karen Lucas**, *Youth Services Librarian, Madison Public Library*

Find out how libraries can reach out to gay, lesbian, bisexual, transgender and questioning people, particularly young people, to make sure they have access to the information they need. We'll hear from librarians who are making sure this sensitive topic doesn't get swept under the rug and from advocates who have ideas about how to make libraries more responsive to the needs of the community.

Sponsors: *Outreach Services Round Table, Youth Services Section, Social Responsibilities Round Table, Intellectual Freedom Round Table*

12:30 – 2:00 p.m.

On Being a Librarian

Sanford Berman, *retired, lifetime member of ALA*

"Understand who it is you are working for, and it is *not* to satisfy bosses or supervisors or simply to obey abstract protocols, it is for the...library user population. They're the ones you're working for—nobody else, and if you keep that in mind, everybody's going to benefit." Excerpts from interviews with Sanford Berman conducted by *Alki, Bottom Line, and Counterpoise* illuminate the challenges, rewards, and motivations of librarianship.

Sponsor: *Outreach Services Round Table*

WLTA Luncheon & Business Meeting: Library Advocacy Works

Rick Grobschmidt, *Administrator of the Division for Libraries, Technology and Community Learning, Department of Public Instruction*

Join your fellow WLTA members and other trustees from around Wisconsin for lunch and to learn more about the critical legislative issues affecting libraries at the state and federal levels. Trustees are valuable advocates and it's important that they gain an even greater understanding of the issues.

Sponsor: *Wisconsin Library Trustees & Advocates, Friends of Wisconsin Libraries*

2:00 – 3:15 p.m.

Alerts and RSS Feeds from Badgerlink's Academic Search and Other Library Databases: What Is Right For You?

Thomas Durkin, Social Science Reference Library, UW-Madison; Amy Kindschi, Wendt Engineering Library, UW-Madison; Barbara Lazewski, Steenbock Agricultural Library, UW-Madison

Library databases and publishers offer personal accounts for saved searches, free email alert services, and RSS feeds. These tools allow you to automatically monitor journal table of contents and other newly published information. How can you use alert services within BadgerLink? What library databases offer email alerts and RSS feeds? Which alert tool is right for you and your patrons? Find out about other interesting RSS feeds outside of library databases.

Sponsor: *Wisconsin Association of Academic Librarians*

Beyond the Ramp: How to Be Sure Your Programs and Services are Accessible to People with Disabilities

Robin Jones, Project Director, Great Lakes ADA & Accessible IT Center

Libraries are faced with managing a diverse customer base. Effectively serving customers with disabilities presents both challenges and opportunities. This session will focus on the obligations of libraries to meet the needs of individuals with a variety of conditions including visual and hearing impairments, psychological and cognitive limitations as well as conditions that limit physical functioning. Modifications to policies and procedures and strategies for addressing situations where a customer's behavior is disruptive to normal operations will be discussed. Examples of best practices will be presented and/or demonstrated and resources for additional information will be provided.

Sponsor: *WLA Conference Committee*

Books to Movies

Melanie Kirsch, Young Adult Librarian, Rhinelander District Library; Renee Loebbaka, Young Adult Librarian, Rhinelander District Library

The Rhinelander District Library has developed a successful program to attract pre-teens and teens to the library. In more than 30 programs per year, children in grades four through nine read a book, discuss it, and then see a movie based on the book and compare the two. Renee and Melanie will tell us about this program, its many benefits, and effective recruitment and outreach efforts.

Sponsors: *Outreach Services Round Table, Youth Services Section*

Copyright 101: The Basics for Public Libraries

Carrie Russell, ALA Copyright Specialist

Everything you always wanted to know about copyright but were afraid to ask. Carrie Russell will discuss copyright basics including the purpose of copyright, exclusive rights of copyright, exemptions (like library photocopying and preservation), special provisions for libraries and fair use. Time will be devoted to discussing changes in the law due to digital technologies. This program will use real-life scenarios to demonstrate the copyright issues that librarians face. Q&A time included—bring your questions!

Sponsors: *Wisconsin Small Libraries Round Table, Wisconsin Association of Academic Librarians*

MARC My Words: Elements of Speaking for Librarians

Manuel Urrizola, Head of Monograph Cataloging at the University of California, Irvine Libraries

Do you get a little nervous expressing yourself at meetings? Are you terrified before giving a speech? Whether speaking before a group or talking to your colleagues, you need to learn how to calm down, organize your thoughts, articulate, use props, entertain, advocate, persuade, and inspire. Learn the elements of skillful speaking and effective communication—and have some fun learning!

New and Expanded Youth with Special Needs Resource Guide

Barbara Huntington, Youth/Special Services Consultant, Division for Libraries, Technology and Community Learning

Every community has youth with special needs, and the Division for Libraries and Community Learning has updated its resource guide to help libraries serve this population. Barb Huntington of the DLTCCL will highlight portions of the new and expanded Youth with Special Needs Resource Guide, and discuss ways it can be used.

Sponsors: *Outreach Services Round Table; Division for Libraries, Technology and Community Learning*

Running Effective Meetings

Kathy Pletcher, *Association Provost for Information Services, UW-Green Bay*

The ability to run effective meetings can mark you as a leader and open opportunities for advancement. This program will cover practical tips for planning and running meetings, including understanding parliamentary basics, guiding the discussion, making decisions and handling difficult people. Learn about the top 10 reasons why people hate meetings and how to get people to love your meetings.

Sponsor: *WLA Conference Committee*

Statewide Resource Sharing and Information Access

Sally Drew, *Director, Reference and Loan Library, Division for Libraries, Technology and Community Learning*

Sally Drew will describe the results of planning efforts and the procurement process that took place in 2005-06 to select a statewide resource sharing system and develop continued relationships among different types of libraries for 2007 and beyond.

Sponsors: *Division for Libraries, Technology and Community Learning; Resource Sharing Round Table*

The Secret Lives of Cranes

Ann Burke, *Director of Public Relations, International Crane Foundation*

Ann Burke will give a slide presentation entitled "Crane Conservation in Southern Africa." Ann worked as an Aviculturist at the International Crane Foundation, specializing in "Crane Matchmaking," and worked in all aspects of captive crane husbandry including artificial insemination, incubation and chick rearing. In 1999, she was hired as a consultant to the South African Crane Working Group based in Johannesburg, South Africa. She started her journey to South Africa with eight Wattled Crane eggs as her carry-on luggage. She spent 18 months working with both captive breeding centers and field projects throughout this fascinating country of magnificent scenery and wildlife. Ann will discuss crane biology, the problems facing crane and wetland conservation in South Africa, and the role that ICF plays in the world in providing inspiration and expertise to scientists and communities working to protect cranes and the ecosystems they inhabit.

Sponsor: *WLA Conference Committee*

3:15 – 4:00 p.m.

Break in the Exhibits Area

Grand Prize Drawing

Cure that afternoon energy slump with a soda and a walk through the exhibit hall! Our exhibitors have the resources you need for your library – from furniture and software to books and puppets! And don't miss your last chance to sign up for door prizes.

4:00 – 5:15 p.m.

Banta Award Winner

Sean B. Carroll, the author of *Endless Forms Most Beautiful: The New Science of Evo Devo and the Making of the Animal Kingdom*, is a leading voice at the forefront of evolutionary developmental biology. He will discuss his recent work that makes the complex ideas of this emerging field understandable to those unfamiliar with recent scientific developments. With clarity, wit and enthusiasm, this personal account chronicles the wonder and delight of discovering how the regulatory toolkit of genes works to create the diversity of animal life around us.

Sponsors: *Literary Awards Committee, Readers Section,*

Partners: *Banta Corporation Foundation, Wisconsin Library Association Foundation*

The Bumpy Road Workshop: Journeying with Novice College Learners

Karen E. Desotelle, *Director of the Office of Student Educational Services, Marquette University*

Through exercises and activities, this interactive workshop challenges participants to re-examine their experiences with and assumptions about new college students. Peppered with research data, the workshop engages participants' intellect and affect in journeying with students making their intellectual transition to higher education. Beginning with secondary school and moving through early college years,

college students' life experiences and their implications are examined and related to their observable behavior.

Sponsor: *Wisconsin Association of Academic Librarians*

Life in the Bubble: Information Literacy at Elmhurst College

Donna Goodwyn, *Head of Reference*; **Susan Swords Steffen**, *Library Director*; **Jennifer Paliatka**, *Reference/Instruction Librarian*; **Jacob Hill**, *Reference/Instruction Librarian*; **Peg Cook**, *Reference/Instruction Librarian*

This program will describe how Elmhurst College conducts Information Literacy in its "Bubble Classroom" (nicknamed by students). The glass-enclosed classroom on the main floor is where Elmhurst conducts more than 250 classes a year in collaboration with college faculty from all disciplines. Presenters will discuss the mission, goals, assessment, and provide practical examples. Mike Lindberg, chair of the Geography Department, will provide his faculty view of the program and presenters will share success stories. There will also be time for questions and answers.

Sponsor: *WLA Conference Committee*

Meet the 2006 Burr/Worzalla Award Winner

Sponsors: *Children's Book Award Committee, Youth Services Section*

Merchandising Collections

Janora Hurley, *Harry W. Schwartz Bookshop, Mequon*; **Jane Glaser**, *HWS Bookshop, Mequon*

Merchandising collections and services is the latest buzz, so come learn ideas from the for-profit sector. Why do bookstores look so enticing? How do they create their ambience? Clue in to secrets of locating collections within your building to maximize their use. Find out how programming, book clubs, and promotion can create spill over interest among your patrons.

Sponsor: *Wisconsin Association of Public Libraries*

The Ramp of the Future: Providing Equal Access to Technology

Janet Peters, *Head, Accessible IT Initiative, Great Lakes ADA and Accessible IT Center, University of Illinois, Chicago*

This session will examine how the Americans with Disabilities Act applies to Information Technology. Participants will learn the key terminology, see examples of accessible information technology in action, and learn about practical steps libraries and institutions of higher learning can take to their meet legal obligations.

Sponsor: *WLA Conference Committee*

Recruiting and Retaining an Ethnically Diverse Workforce

Kyung-Sun Kim, *Assistant Professor, School of Library and Information Studies, UW-Madison*; **Sei-Ching Joanna Sin**, *doctoral student, School of Library and Information Studies, UW-Madison*

The proportion of ethnic minorities in the LIS student population has remained constantly lower than the proportion observed in the U.S. population, despite efforts by LIS schools and associations to recruit more minorities into the field. To identify effective strategies for recruiting and retaining minority students in LIS schools, a nationwide web survey of librarians of color was conducted. Based on study findings, suggestions will be made to improve the ethnic/cultural diversity in LIS education and librarianship.

Sponsor: *Library Research Round Table*

Teens and Technology

Amber McCrea, *Youth Services Librarian, Beloit Public Library*

Amber McCrea, the Youth Services Librarian at Beloit Public Library, will be talking about myspace.com, livejournal.com and runescape. She will review their organization (i.e. what composes the various parts of each site), what issues libraries have with these sites and teens and how they can be used to our advantage.

Sponsor: *Youth Services Section*

The World of Wikis and Libraries

Terri Muraski, Access Services & Reference, UW-Stevens Point; **David Null**, University Archivist, Archives & Records Management Services, UW-Madison; **Tasha Saecker**, Director, Green Lake Library

What's a wiki? This program will provide an introduction to the world of wikis and the concept of community knowledge and collective wisdom on the internet. Wikipedia and the highs and lows of wiki reference tools will be discussed. In addition, the presenters will take a look at the many ways librarians are using and directly participating in the world of wikis, including those that are directly related to libraries and librarians and others in public and academic disciplines. A case study of a stem-cell wiki will be featured!

Sponsors: Media and Technology Section, Wisconsin Association of Academic Librarians

5:30 – 6:30 p.m.

Wisconsin Library Association/WLA Foundation Annual Business Meeting

This is your opportunity to vote on organizational issues, including bylaws amendments, learn of this year's accomplishments and future directions, and receive an update on the Campaign for Wisconsin Libraries. All members are encouraged to attend. (See agenda on Thursday's schedule.)

Sponsors: Wisconsin Library Association, Wisconsin Library Association Foundation

7:00 – 9:00 p.m.

Awards Banquet

Join us for this annual celebration in recognition of those professionals who symbolize the best in librarianship. Dinner will be followed by presentation of the following awards: Banta Award, Elizabeth Burr/Worzalla Award, Librarian of the Year Award, Library of the Year/DEMCO Award, WLA/Highsmith Award, Trustee of the Year Award, Special Service Award, Citation of Merit Award, and WLA/ProQuest Intellectual Freedom Award.

Sponsor: WLA Awards & Honors Committee

Partners: DEMCO Inc.; Highsmith Inc.; Wisconsin Library Association Foundation; Worzalla Publishing Company; Banta Corporation Foundation

Friday, November 3, 2006

7:00 – 11:00 a.m.

Registration

Kalahari Conference Center – North Atrium

7:00 – 9:00 a.m.

Free Continental Breakfast

Kalahari Conference Center

8:30 – 11:00 a.m.

Internet Café

Empress Boardroom

9:00 – 10:15 a.m.

Beyond Newsletters: RSS Feeds, Blogs, and Podcasts

Bonnie Shucha, *Reference & Electronic Services Librarian, Law Library, UW-Madison*; **Amy Gannaway**, *Library Services Assistant, Wisconsin Department of Transportation*

What's the difference between a blog and a podcast? And what does RSS stand for, anyway? During this session you'll find out the answers to these questions as well as discover how you can use these tools to create "newsletters" that showcase library resources and services.

Sponsors: *Association of Wisconsin Special Librarians, Wisconsin Health Sciences Library Association*

Council on Library and Network Development Public Hearings

Kathy Pletcher, *COLAND Chair*

The Council on Library and Network Development (COLAND) will hold public hearings on library cooperation and resource sharing programs, the progress and condition of libraries, and policies of the Division for Libraries, Technology and Community Learning. Kathy Pletcher, COLAND Chair, will gather public testimony and make recommendations to the State Superintendent. All are welcome to attend, to speak, and/or submit written testimony.

Sponsor: *Division for Libraries, Technology and Community Learning*

Discovering Your Ancestral Story

John Leonard Berg, *Coordinator of Public Services, Karrmann Library, UW-Platteville*

John Leonard will facilitate this "show & tell" presentation, and will summarize years of genealogical research on a German immigrant family that settled in New Ulm, MN. Beginning with an obituary discovered in a local newspaper, this research project connected diverse cultural and historical events, including the Sioux War of 1862. The research chronicles one family's journey from poverty in 19th Century Europe to steamboating up the Mississippi River, homesteading on Indian Lands, and farming successfully in the Minnesota River Valley. He will get the stories flowing by detailing his experiences in doing genealogical research, but come prepared to share your own unique stories! John will wrap up the presentation by providing some ideas for practical and unconventional strategies and approaches.

Sponsor: *Wisconsin Association of Academic Librarians*

H. H. Bennett: The Man who Made Wisconsin Dells Famous

Dale Williams, *Director of the H.H. Bennett Studio and History Center, Wisconsin Dells*

Dale Williams will highlight the life of H.H. Bennett, who came to the Dells at the age of 14 and became a photographer. It was his photography that made the Wisconsin Dells famous, and his life's work is preserved at the H.H. Bennett Studio and History Center, the most recent site recognized by the Wisconsin Historical Society.

Sponsor: *Wisconsin Genealogy & Local History Roundtable*

Meeting the Demand: 21st Century Trends in Resource Sharing

Joan Sommer, *Head of Interlibrary Loan, Marquette University*; **Amy Crowder**, *ILL/Web Resources Librarian/Cataloger, Wisconsin State Law Library*; **Rick Dross**, *Library Patron and ILL user, Wisconsin Dells*; **Karen Probst**, *Head of Reference and ILL, Appleton Public Library*

In today's change-enhanced library world, electronic access, print, speed and ease of use are the watchwords as resource sharing has taken on new dimensions and flavors. Panel members will share their experiences and observations on changing patron expectations, emerging trends, talk about how their libraries are adapting in the ever-evolving world of resource sharing and propose where they see resource sharing heading in the near and distant future.

Sponsor: *Resource Sharing Round Table*

Minnesota Crime Wave

William Kent Krueger, *author*; **Carl Brookins**, *author*; **Ellen Hart**, *author*

For three-and-a-half years, three mystery authors who came together to form the Minnesota Crime Wave have been traveling the highways and byways of the great U.S., promoting their books. In that time, The Wave has established a website, a press packet and two promotional posters, a quarterly newsletter, a growing database of fans, libraries, bookstores and reviewers. During their presentation, they will discuss why they chose to band together, the benefits to them as well to libraries, and how the energy and synergy of three authors traveling together produce a more marketable and entertaining program. The need for self-promotion today is unquestionably not only necessary, but vital, but it can also be draining, expensive, and often beyond the reach of a single author. The Crime Wave will lead off the event by presenting a shortened version of their standard panel discussion, which will give the audience a feel for the kind of program they do. Once that is finished, they'll talk about how they work with libraries to create a successful event. Participants will be shown examples of the promotional materials they have developed to help libraries create a buzz. They also will discuss, from an author's perspective, the specifics they need from libraries to help them in their promotion, and how this collaboration can help create a dynamic presentation.

Sponsor: *WLA Conference Committee*

Taking the Show on the Road

Roxane Bartelt, *Head of Children's Services, Kenosha Public Library*; **Shawn Brommer**, *Youth Services and Outreach Coordinator, South Central Library System*; **Kelly Hughbanks**, *Coordinator of Children's Services, Milwaukee Public Library*

More and more libraries are hitting the road in the summer and reaching out to underserved and unserved children in their communities. You too can take your summer reading program 'on the road' and connect with children who have little chance of making it to the library. Learn how to work with community-based organizations, how to stretch your staff, and how to find funding. Whether you serve an urban or rural population, these ideas can work for your library. While your traditional summer reading program continues to flourish in your library, imagine the possibilities of going beyond your library walls to involve even more children in your summer activities.

Sponsor: *Youth Services Section*

Technology Trends in Libraries

Jessamyn West, *author of librarian.net, co-editor of Revolting Librarians Redux, an ALA councilor, a rural librarian, and library activist*

Jessamyn West will speak about the "good and bad" of technology trends in libraries.

Sponsors: *Media & Technology Section, Wisconsin Association of Public Libraries, Wisconsin Library Trustees & Advocates, Friends of Wisconsin Libraries.*

9:00 – 10:30 a.m.

POSTER SESSIONS

Building Connections: A Collaborative Discovery of Online Teaching

Ulrike Dieterle, Ebling Library, UW-Madison

During the 2004-05 academic year, School of Nursing clinical instructors and librarians at the Ebling Library, UW-Madison, combined their creative energies to produce four online library tutorials. This presentation will illustrate: 1) project objectives; 2) how the group planned, developed, and implemented online learning objects; 3) lessons learned from experiences and assessments; and 4) implications for future projects and collaborations.

Casper the Ghost as an Academic Library User—"Friendly But Still Invisible"

John Jax, Murphy Library, UW-La Crosse

Academic library print collections yield critical information such as circulation (and browse) counts by discipline, patron status, program or major, and even provide physical evidence of wear and tear. Today, with more and more print collections migrating to an electronic format, a more critical collection development and assessment dilemma has been spawned due to the absence of such clues, which normally allow librarians to make informed decisions with regards as to what kinds of resources are best for our constituents. In essence, academic library users have become more invisible than ever to the libraries that serve them. Therefore, in order for academic library managers to properly manage, plan, and budget, more data (both quantitative and qualitative) about the use of one's electronic collections are required. Directors of academic libraries must be informed about who is using what, why, and even for what purpose so as to provide invaluable justification to higher education administration in order to secure continued funding of increasingly expensive digital collections of scholarly information.

Celebrating a Century of Library Education in Wisconsin

Barbara Arnold and Jane Pearlmuter, School of Library and Information Studies, UW-Madison

The Wisconsin Library School was founded in 1906, as part of the Free Library Commission, and became the Library School of the University of Wisconsin shortly thereafter (now the School of Library and Information Studies). SLIS will present a slide show of pictures and documents from the Library School's first century.

Connecting Librarians and Film: Identifying Stereotypes

Jennifer Snoek-Brown, Karrmann Library, UW-Platteville

The portrayal of librarians in film has been a popular subject of recent research, both in journals on popular culture and academic publications for librarians. The upcoming documentary "The Hollywood Librarian" has spurred even more recent interest in this topic. However, most of the existing research on librarians in film neglects to identify or discuss specific stereotypes: most articles actually foster the stereotypes by assuming that readers already know the stereotypes and the movies that portray them. My interest lies in outlining specific stereotypes for both male and female librarians and demonstrating how these stereotypes help or inhibit connections between librarians and the general public. I have divided my poster focus into two main areas: "Beyond the Bun: Female Librarian Stereotypes in Film" and "Beyond the Bowtie: Male Librarian Stereotypes in Film." My poster session is built on more than five years of researching and analyzing librarian portrayals in hundreds of films. Because most research either generally discusses librarian stereotypes (primarily female stereotypes) or focuses more on librarians' reactions to those stereotypes, I feel my approach of identifying specific stereotypes—both male and female—will provide fresh and stimulating insight to this topic. Librarians will have the opportunity to laugh (or groan!) at their own profession's images on film, and recognition of librarian stereotypes may help librarians make better connections with the public.

Connecting the Dots: Improving our Article Delivery Service

Eileen Severson, Gundersen Lutheran Medical Center, La Crosse

How can we decrease our interlibrary loan costs? How can we save library staff and customer time? Are we maintaining our service standards? These are all questions we asked as we embarked on our article delivery service improvement project. By joining a library group that shares articles freely, implementing electronic article delivery, and examining our turnaround time, we accomplished our goals and found

other areas of potential improvement. Visit this poster to discover how one library implemented a quality improvement project and how you might try it in yours.

Development of a Service Philosophy as a Change Management Tool

Natalie K. Reed and Terrance M. Burton, *Ebling Library, UW-Madison*

Consolidating five circulation and reference desks into one unified service desk in a brand new building was going to be a major change for a large academic library staff. Administration planned far ahead and applied appropriate change management principles to ensure the merger would be a positive experience for everyone. One effective tool was the process of developing a service philosophy. This poster describes this inclusive process and presents the critical elements on which all agreed.

Discover WAAL@ Wisconsin Dells

Jim Buckett and Sylvia Contreras, *WAAL Conference Planning Committee*

This WLA poster session will serve as a promotional and information display for the forthcoming WAAL 2007 conference to be held at the Wintergreen Resort and Conference Center, April 17-20, 2007.

The Health Information Connection: Establishing Consumer Health Libraries in Regional Clinics

Kaye Crampton, *Gundersen Lutheran Medical Center, La Crosse*

Gundersen Lutheran serves a large geographic area including Southeastern Minnesota, Northeastern Iowa, and Southwestern Wisconsin, and in addition to the main campus in La Crosse there are numerous smaller regional clinics. In the past two years we have added two satellite health resource libraries to serve patients at regional clinics in outlying areas. This poster describes the steps taken to set up a new library—from initial request for a library to the opening ceremony.

Helping Consumers Find Reliable Health Information on the Web

Sue Coenen, Karen Hanus and Mary Blackwelder, *Medical College of Wisconsin Libraries, Milwaukee*

The general public often wants reliable consumer health information but does not always know how to find it. The Medical College of Wisconsin Libraries has developed a website entitled MCWCHARTS (<http://www.mcw.edu/charts>), which stands for Consumer Health—Accessing Reliable, Trusted Sources. This site was developed as part of an Advancing Healthier Wisconsin grant project entitled “Students as Facilitators for Consumer/Patient Access to Quality Internet Health Information.” In the summer of 2006, high school students enrolled in the Office of Student Affairs/Diversity Apprenticeship in Medicine Program (AIM), and third-year medical students, were shown the MCWCHARTS website and asked to tell patients in the clinics where they worked about the site. In addition, community classes will be held at local public libraries to teach community members how to find reliable consumer health information on the Web with MCWCHARTS as the primary teaching tool. The MCWCHARTS site includes descriptions, highlights, and links to several excellent consumer health websites, as well as a chart with evaluation criteria to help consumers evaluate websites not listed on MCWCHARTS that they might encounter during Internet searches. This grant project is ongoing through November 2007.

Inside Connections

Calah Goehring and Chris Hartman, *School of Library and Information Studies, UW-Madison*

This year, the Jail Library Group (JLG) is celebrating 15 years of connecting inmates of the Dane County jails with books, magazines and newspapers. JLG is the inmates’ only source of reading materials, and therefore provides connections not only to authors and characters, fact and fiction, but also the larger world outside the jail. One particular program that highlights the connections that books provide is Kid’s Connection. This program tapes inmates reading books aloud and sends the tape and books to the inmates’ children. The child is then able to enjoy the crucial experience of reading together with a parent, which reinforces the parent-child bond even through absence, while also forging an appreciation for reading and books. We will use this poster to celebrate the group’s accomplishments over the past 15 years by describing the services JLG provides, highlighting the types of materials that inmates most frequently request, and offering testimonials from inmates whose lives have been affected by this program.

Inviting the 800-pound Gorilla to the Table: Integrating Google & Google Scholar into an Information Literacy Program

Felicia Vastalo, *Medical College of Wisconsin Libraries, Milwaukee*

This informational poster discusses how Google and Google Scholar were integrated into the medical student curriculum and library education programming at the Medical College of Wisconsin Libraries

(MCW). With Google's powerful finding ability, the search engine has become a popular and reliable database to mine for information. In late July 2006, a keyword search for "Google" in PubMed reveals that Google is cited in the medical literature over 180 times mainly as a databases used in literature reviews. Teaching the skills to leverage the most out of Google has enlightened our patrons in the strengths and weakness of Google and Google Scholar and more importantly has illustrated to our users when it is more efficient and effective to use another database. The Google classes have been well attended and are meeting an educational need in the MCW community, which includes clinicians, researchers, faculty, students and staff. This poster describes the various Google and Google Scholar classes offered at MCW in conjunction with the medical school curriculum, and as skills workshops offered to the wider MCW community, and how the Google classes fit into the overall educational programming at MCW Libraries.

Liaison Success: How to Connect

Michael Venner and Sandra Phelps, Ebling Library, UW-Madison

In 2003, the UW-Madison Health Sciences Libraries (soon to become Ebling Library) hired a new director, Terry Burton. One of his first directives was to implement a liaison program, and we were assigned the Department of Medicine, as well as several other areas. In this poster we will illustrate the variety of experiences over the last three years since we assumed our responsibilities. We will start with a brief background of Ebling's liaison program. We'll explain examples of our activities and how key events have often times created an interest in our expertise. For example, the need for bibliographic software training (EndNote) and the UW's subscription to RefWorks opened many doors, and the decision to replace Ovid technologies' MEDLINE with PubMed created increased demand for library instruction. This association has raised awareness of other library resources and services as well. This poster will illustrate methods and techniques that others might find useful.

Making Connections with Patient Care: The MCW Libraries Clinical Medical Librarian Service

Linda Backus, Barbara Ruggeri and Rita Sieracki, Medical College of Wisconsin Libraries, Milwaukee

Clinical Medical Librarian (CML) Services were introduced to hospital librarianship in the 1970s. A reference librarian attends regularly scheduled patient care team conferences in several departments, including Pediatrics, Internal Medicine, Dermatology and Obstetrics and Gynecology. As the physicians discuss challenging cases, questions arise about best diagnosis and treatment. The Clinical Medical Librarian searches the medical literature and locates the best articles to answer these questions. The poster will provide a description of the MCW Libraries' program, and will include an examination of how librarians connect residents, faculty and patients with valuable information that impacts decision making and treatment.

MCW Libraries' Support of Personal Digital Assistants (PDA)

Rita Sieracki, Roberto Harrison, Felicia Vastalo, Steve Reitci, Mark Lebow, Alexis Divine, Elizabeth Wagner, Medical College of Wisconsin Libraries, Milwaukee

Health care professionals are avid users of PDAs. A 2004 web-based survey from Library of the Health Sciences at the University of Illinois at Chicago found that 61 percent of survey respondents used PDAs. Such use provides libraries with a perfect opportunity to take the lead and provide PDA support to their institution. This poster will demonstrate how the Medical College of Wisconsin Libraries support medical students and health care professionals in the use of PDAs.

The Medical Transcriptionist's Tool Box: Addressing the Information Needs of MTs

Michele Matucheski, Mercy Medical Center, Affinity Health System, Oshkosh

Medical transcriptionists have a unique set of information needs in their daily work environment, requiring quick answers on a variety of topics. This poster seeks to address some of the common information needs of MTs, while offering sources that can help them find the quick answers they seek. Early in 2006, one of our MTs asked me to do a library orientation program for their department. She provided a very specific list of a dozen types of questions for which they commonly need to find quick answers. These questions ranged from verifying spellings of drug names, medical procedures, surgical instruments, and physician names to the correct formats for cancer tumor classifications and bibliographic citations. My response was to create The Medical Transcriptionist's Toolbox, a webpage that unites these common questions with likely sources for answers. This page has been a huge hit with the Affinity Medical Transcriptionists, resulting in subsequent requests to present the program to more and more MT departments within the health system. It has also resulted in the MTs using their time more efficiently.

Prairie du Chien Memorial Library's Expansion

Nancy Ashmore, *Prairie du Chien Memorial Library, Prairie du Chien*

This poster will share with you the results of a proposal to build a new library on "green" principles. The design for this library came from a team of UW-Platteville Engineering students. Come away with your own ideas of how to build similar library/student partnerships at your institution.

School Libraries & Student Achievement: Making the Connection

Kate Bugher and **Donna Steffan**, *Division for Libraries, Technology and Community Learning, Wisconsin Department of Public Instruction, and Vonna Pitel*, *retired, IMC Director, Cedarburg School District*

The poster session and materials will focus on the results of a year-long research study of Wisconsin school libraries and their impact on student learning. Detailed analyses were conducted on the correlation between library media staff, resources and Wisconsin Knowledge and Concepts Examinations (WKCE) scores for all Wisconsin school districts, and the factors impacting those correlations were identified.

Shear Terror: Trimming the Print Reference Collection

Barbara Hamel, *Steenbock Library, UW-Madison*

As the budget continues to shrink, the Internet invades, and the battle for better use of building space rages, Steenbock Library's print reference collection has taken a hit. Escalating costs, plummeting use and online alternatives have necessitated a re-evaluation of the traditional print reference collection. This poster session will address the factors influencing change, what was done to the reference collection, and how the reference staff and patrons have coped.

Study Abroad Programs and Site Libraries: Rovigno, Istria (Croatia); La Pocatiere, Quebec (Canada); Izmir, Turkey; and Tangier, Morocco

Patricia Kuntz, *UW SLIS Alumni, UW-Madison*

The poster will describe some of the libraries available to Wisconsin students who study abroad during summer programs. Two programs deal with cultural programs (Rovigno "Border Crossings" & Izmir "Women & their Work") while two others (La Pocatiere—French and Tangier—Arabic) deal with language immersion programs in French and Arabic. The point of the poster presentation is to emphasize the need for study abroad directors to work closely with librarians in preparing orientation materials prior to departure, and to work closely with site librarians during the programs to enrich the content and build collaboration by discipline and librarianship.

Tie One On

M. Christine Chamness, *UW-Fox Valley Library, Menasha*

The poster will explain how to research a startup business for BUS 101 students.

Top Ten Benefits of Being a GMR Network Member

Susan Jacobson, **Ruth Holst**, **Holly Ann Burt**, **Jacqueline Leskovec**, **Tammy L. Mays**, **Charniel McDaniels**, **Bryan S. Vogh**, **Rosalva Diaz**, and **Nelida Cruz**, *Greater Midwest Region, National Network of Libraries of Medicine, Chicago*

The purpose of the poster is to promote the benefits of membership in the Greater Midwest Region (GMR) of the National Network of Libraries of Medicine (NN/LM). The GMR, located at the University of Illinois at Chicago, offers a rich array of services for our network members, most notably access to vital health information

10:30 – 11:45 a.m.

A Torturous Route: Combing National Security Files and Finding 50-Year-Old CIA Fingerprints All Over Abu Ghraib and Guantanamo

Alfred McCoy, *Professor of History, UW-Madison*

In his new book, "A Question of Torture: CIA Interrogation from the Cold War to the War on Terror," Alfred McCoy decodes the language of psychological torture, noting particular methods that point to signature Cold War torture techniques. He will elaborate on his research methods and how he pieced together a puzzle by wading through mountains of government documents, piles of academic research papers—often tied closely to CIA contracts—and personal interviews with torture victims and perpetrators.

Sponsors: *Intellectual Freedom Round Table, Wisconsin Library Trustees & Advocates*

Aiming High: Bringing Topnotch Authors and Humanities Programs to Your Library

David Brostrom, Associate Director, Waukesha Public Library, past Board Chair of the Wisconsin Humanities Council, Public Relations Coordinator for Governor Doyle's 'Poet Laureate Commission', and poet and nonfiction writer

This program will feature tips and strategies on how to “land” big authors, implement a multi-part humanities series, dive into new adventures like poetry and film festivals, and how to incorporate music and other arts into library programming. Puzzled as to where to look for grant money? This program will help you discover where to find substantial humanities support at federal, state, and local granting levels. Based on his experiences, the presenter will also share insider tips on how you can submit a proposal that 'sticks out like an orange poppy' in the competitive field of grant applications. If you are someone interested in taking a fresh programming idea from germination to a full-blooming flower, this special program is for you!

Sponsor: *Wisconsin Association of Public Libraries*

Behind Closed Doors? Service on Children's Literature Awards Committees

Ginny Moore Kruse, Director Emeritus, Cooperative Children's Book Center, School of Education, UW-Madison; **M. J. Wiseman**, Children's Literature Specialist; **Shawn Brommer**, Youth Services & Outreach Coordinator, South Central Library System

Are you curious about serving on book award committees for youth? A panel of Wisconsin librarians will discuss their service on state, regional and national awards committees including the Caldecott, Batchelder, Geisel and Burr/Worzalla awards. Join us to learn about serving on awards committees and discover ways to get involved in book discussion activities in your own communities that will prepare you for award committee work.

Sponsor: *Youth Services Section*

Destination ImagiNation: Creative and Critical Reading Skills

Pat Schoonover, UW-Stevens Point School of Education, and state director of Wisconsin Creative Problem Solving Programs

Destination ImagiNation is an international creative problem-solving program. Each year five new team challenges are developed and distributed to teams that join. The challenges require careful reading, but more than that, the challenges also require a great deal of research on the part of the team. Teams learn to research more effectively, to read for comprehension, and write with clarity and creativity. This presentation will describe the program, but will focus on the team's learning and development of creativity and problem solving as well as the kind of reading and research they must do. There also will be a discussion on the part that team building and team work might play in this development.

Sponsor: *Wisconsin Association of Academic Librarians*

From the Codification of Text to the Manipulation of Reality: A New Paradigm for Information Professionals

Johannes Britz, School of Information Studies, UW-Milwaukee

This session will focus on the new techno-economic paradigm that is brought about by modern information and communication technologies (ICT). Specific emphasis will be on its impact on the education and work of librarians and other information professionals. Included will be an explanation of the new techno-economic paradigm; its impact on business (such as the publishing and airline industries), government, banking, etc; and what implications it has for the information industry, specifically the education of librarians and other information professionals, as well as for the job market. Dr. Britz will discuss how SOIS addresses the new techno-economic paradigm in preparing its graduates.

Sponsor: *Wisconsin Association of Academic Librarians*

Small Libraries and The Digital Divide

Jessamyn West, author of *librarian.net*, co-editor of *Revoltin' Librarians Redux*, an ALA councilor, a rural librarian, and library activist

Jessamyn West will speak about the “good and bad” of technology trends in libraries.

Sponsors: *Media & Technology Section, Wisconsin Association of Public Libraries, Wisconsin Library Trustees & Advocates, Friends of Wisconsin Libraries.*

Tradition and Innovation: Helping Patrons Perform Historical Research in the Printed and Online World

Micaela Sullivan-Fowler, *Curator & History of Health Sciences Librarian, Ebling Library, UW-Madison*

From finding a 19th century obituary to locating original sources on Southern midwives in the 1950s, historical inquiries constitute a wide range of reference questions. This presentation will examine innovative approaches to framing a historical inquiry, and to identifying print and online resources. Between electronic catalogs, newly accessible finding aids, digitized images, and full text databases, there's never been a more dynamic and fulfilling time to help your patrons discover the "old stuff."

Sponsors: *Association of Wisconsin Special Librarians, Wisconsin Health Sciences Library Association*

Wisconsin's Legislative and Judicial Websites: What's There, What's Where, What's New

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

When your patrons need help finding a Wisconsin statute, regulation, or court opinion on the web, are you up to the task? During this overview of the Wisconsin Legislature and Wisconsin Court System websites you'll get tips on searching the recently upgraded Wisconsin Statutes and Administrative Code databases; locating current legislation and background information; finding court opinions and forms; locating information on attorney conduct grievances; and you'll take a look at resources especially for self-represented ("pro se") litigants.

Sponsors: *Association of Wisconsin Special Librarians, Law Library Association of Wisconsin*

12:00 – 2:00 p.m.

Books, Bytes, and Soap Boxes: Speaking Up for Libraries

Manuel Urrizola, *Head of Monograph Cataloging at the University of California, Irvine Libraries*

The great Library of Alexandria was by all accounts...great—full of great ideas and a great amount of information. And the importance of libraries is no less today than in the past. As a librarian, I have the expertise and experience to know just how important libraries are to each individual and to society. I must also have the voice to express the essential role libraries play in my daily life, in my neighborhood, and in this democracy. I must stand on my soap box to passionately speak out for libraries and to articulate the treasure-trove of information they unlock. I look back fondly and with amusement at my life-long relationship with books and libraries. I look forward with pride and prejudice to my continuing relationship with libraries—as a patron, as a worker, and as an advocate.

Sponsor: *WLA Conference Committee*