

Wisconsin Libraries Reclaim the Magic; Highlights from the 2009 Annual Conference

Lynda Barry's wonderfully original and personal insights on life and writing. Lee Rainie's take on libraries and information trends. And Professor Emeritus Charles Bunge's humorous acceptance of Library Hall of Fame status. These were just a few of the things that made this year's WLA Conference positively magical. Set in Appleton, birthplace of Harry Houdini, and held at the Radisson Paper Valley Hotel, more than 1,000 library professionals, supporters and exhibitors gathered to learn, schmooze, commiserate and celebrate another year in Wisconsin libraries.

The Conference kicked off Wednesday morning with the keynote session from Lee Rainie, director of the Pew Internet & American Life Project, a non-profit, non-partisan "fact tank" that studies the social impact of the Internet. While Rainie presented "The Magic of Social Networks," WLA's own shift in the use of social media was evident. People used Twitter to communicate about conference programs and issues for the first time, with fewer postings to the WLA blog.

Following the keynote session, attendees were treated to a magician and music for the grand opening of the Conference exhibits. Nearly 70 exhibitors shared information and demonstrated the latest in library products and services. They also generously provided prizes. A new vendor, Organic Arts, kept the crowd entertained with live animals. Some attendees found a reason to avoid the snakes, while others were drawn to the novel experience of a touching a live boa constrictor.

In addition to Barry and Rainie, featured speakers at this year's conference were Ben Merens of Wisconsin Public Radio who spoke at the President's luncheon on "The Art of Listening," and Amy Cordova, who fought tooth and nail to get to Appleton after her flight was delayed in the Twin Cities. Despite the stress of travel, she spoke eloquently at the Youth Services Section Luncheon.

The WLA Foundation fundraiser on Wednesday evening netted roughly \$1,500 for its charitable endeavor, the Campaign for Wisconsin Libraries. Talented music students from Lawrence University played jazz while attendees sampled hors d'oeuvres in the university's new student center.

Thursday evening's annual awards banquet hon-

ored Katie Hanson, Graham Public Library, with the WLA/DEMCO Librarian of the Year Award; UW-Sheboygan University Library, with the Library of the Year Award; and Charles Bunge, Professor emeritus, UW-Madison SLIS, among others. Commenting about

his status as the first living inductee into the Wisconsin Library Hall of Fame, Bunge said he was glad that the committee had relaxed its criteria! Find the complete list of 2009 award winners, including



WLA President Walter Burkhalter welcomes 2009 conference attendees prior to the keynote address on Wednesday, October 21.

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Final Print Edition

Due to budget constraints, the WLA Board has decided to cease print publication of the WLA Newsletter. You may read or print the quarterly publication by going to <http://my.memberclicks.com/wla> and clicking on Resources. If you wish to receive the newsletter via e-mail, please contact the WLA office with your e-mail address. Call 608-245-3640, e-mail wla@scls.lib.wi.us or update your member profile at <http://my.memberclicks.com/wla>. Login and select My Profile/Edit to add a current e-mail address. Thank you very much for your continued support!



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Academic Librarians

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www.wla.lib.wi.us

President's View

Happy Holidays and Thanks for a Great Year

This is it. My last article as WLA president. I would like to take the opportunity to thank a number of people. First, I would like to thank Lisa Strand and the rest of the WLA staff for making my job so easy. I would also like to thank Barbara Kelly (Conference chair) and her great committee for putting on the best Conference ever. We had some great speakers, wonderful exhibitors and, of course, a lot of fun. Finally I would like to thank Pat Chevis, our outgoing past president, for her service.

Now, on to the new stuff. I would like to welcome Rhonda Puntney as incoming vice president/president-elect. WLA also has new (more cost-effective) digs. There will be an open house on January 21st from 3 p.m. to 6 p.m. to show them off. And don't forget about Library Legislative Day scheduled for Tuesday, February 16th. It's a great opportunity for you to meet with legislative staff or your actual legislator. We also have guest speakers and legislative updates so be sure to mark your calendars for this important event.

I feel like the Ghost of Christmas Present toward the end of his visit with Scrooge. My time is growing short. It's been a pleasure serving as your president and I look forward to one more year of service on the board. I also want to wish Alberto Herrera all the best as he assumes the presidency.



Walter Burkhalter

Walter



The WLA Office Has Moved!

New office address:
4610 South Biltmore Lane, Suite 100
Madison, WI 53718
Same phone, fax, e-mail addresses!
Same smiling faces to serve you!

Statement of Ownership, Management and Circulation (for 2009)

Average number of copies printed during preceding 12 months, 1,288; paid circulation, 0; mail subscriptions, 1,222; free distribution, 0; total distribution, 1,222; copies not distributed, leftover, unaccounted for, spoiled after printing, 66. Actual number of copies of single issue published nearest to filing date, 500; paid circulation, 0; mail subscriptions, 429; free distribution, 0; total distribution, 429; copies not distributed, leftover, unaccounted for, spoiled after printing, 71.

2009 WLA Board

President	Walter Burkhalter	WLTF Representative	Doug Lay
President-elect	Alberto Hererra, Jr.	AWSL Representative	Emily Wixson
Secretary	Tasha Saecker	WAAL Representative	Kathy Myers
Treasurer	Jan Berg	WEMTA Representative	Cara Cavin
ALA Councillor	Julie Schneider	SSS Representative	Cindy Wallace
YSS Representative	Marcia Sarnowski	Executive Director	Lisa K. Strand (ex-officio, non-voting)
WAPL Representative	Jim Trojanowski		

To contact the board, e-mail Walter Burkhalter at wburkh@mwfls.org or Lisa Strand at wla@scsls.lib.wi.us.

Meeting of August 14, 2009

The Board approved a proposal from the Awards & Honors committee to amend policy related to the awards banquet format and which awards will be part of the banquet.

Unit structure issues were discussed at length. There was some concern about the changes in the WLA Board composition, especially with it creating an even number of Board members. Reporting methods for the new goals and activities statements for units were discussed. The timetable for implementation was discussed and a decision was made that it would be best to implement the changes in 2011. There was discussion about the Youth Services section and Support Staff section positions on the WLA Board. The unit viability process was also discussed, along with concerns about eliminating retaining unit funds as segregated accounts. The Board realizes this is a big change for the larger divisions and units. The board will share information about the proposal at the October business meeting and at programs at WAPL and WAAL Conferences in 2010.

The Board approved the recommendation of the finance committee regarding the mid-year budget review, approved no dues increase for 2010 and approved the updated fiscal plan.

The Board approved the provision of six honorary WLA memberships to the People to People's Citizen Ambassador Program for Karla Strand and Jim Trojanowski to present during their participation in a delegation to South Africa. Trojanowski abstained.

Meeting of October 20, 2009

President Burkhalter recognized WLA Conference chair Barb Kelly for her efforts on the Conference. Barb thanked the WLA office and the entire committee for their work. Registrations and exhibit sales are down slightly.

The Board approved three resolutions presented by Peter Gilbert, resolutions coordinator. Resolution 2009-02 is a staff commendation for Tom Klement in honor of his 15th anniversary with WLA. Resolution 2009-03 is in appreciation and commendation from the WLA membership. Resolution 2009-04 is regarding reauthorization of the USA PATRIOT Act.

The Board approved the executive director's 2009 performance and 2010 compensation as recommended by the personnel committee. The committee commended Strand for her work. For financial reasons alone, the executive director will not receive a salary increase, though the Board

agreed to reassess the association's financial situation at the mid-point of 2010.

Vice president Alberto Herrera reported on his progress toward filling various seats in WLA.

ALA councilor Julie Schneider reported on the 2010 ALA annual Conference. Julie has been elected to the ALA planning and budget assembly. The ALA council completed their review of the ALA policy manual. They adopted several resolutions, including supporting the GPO's Digitization of Historical Federal Publications, supporting the Preserving of the American Historical Records Act, supporting the Reauthorization of Section 215 of the USA PATRIOT Act, and endorsing a legislative proposal for universal health care which includes the option of a single-payer health care program.

WEMTA representative Cara Cavin reported on the WEMTA Board, the WEMTA Spring conference in Wisconsin Dells, and the Summit on School Libraries that will occur in Spring, 2010.


The Board approved a proposal to provide WeLead mentors with \$125 per year to attend the WLA Conference for the three years they serve as WLA mentors.

The Board approved the 2010 legislative agenda with no changes from 2009.

The Board approved a staff proposal to create an ad hoc Web advisory committee to review Web design and content management issues and make policy recommendations to the Board.

The Board approved a recommendation by LD&L that WLA support the librarians at UW College who are facing a \$500,000 budget reduction.

The Board reviewed the lease for the new office space and directed staff to seek legal counsel to resolve questions.

Approved the 2010 U.S. Census request that WLA be a partner and educate WLA members about available Census resources. 

2010 WLA Board Meeting Dates

Please consult the Events & Registration link at <http://my.memberclicks.com/wla> for the latest information about meetings. Scheduled meetings are:


February 12
April 9 with Unit Advisory Council
June 11
August 20 with Unit Advisory
November 2
December 2

WLA Election Results

The WLA Nominations & Elections committee met on October 11 to tabulate the results of the 2009 WLA elections from the paper and online ballots that were submitted. Though the total number of ballots returned decreased about 10 percent, those who selected online balloting had universally positive things to say about going paperless: "Love the online voting. Save trees!" and "This was so easy! All the information was there with a click of the mouse and it was nice to have a confirmation of what I chose. Thank you!"

The 2009 Nominations & Elections committee members are Mark Arend and Laurie Magee, co-chairs, Ruhama Kordatzky Bahr, Bob Pfeiffer and Steve Platteter. Both the Nominations & Elections committee and the WLA Board congratulate all candidates for their willingness to present themselves in service to the membership. Your colleagues are grateful for your leadership.

The winners of contested elections are indicated with asterisks. Uncontested elections merely list the name of the candidate who will take office.

Vice-President/President-Elect	Government Information Secretary	Technical Services Secretary
*Rhonda Puntney319	Karen Probst	Kori Hall
Jim Trojanowski.314	Government Information Planning Committee	WAAL Vice-Chair/Chair-Elect
WLA Treasurer	*Nancy Knies.24	Sheila Stoeckel.78
*Jan Berg390	Constance Behrens-Huffstetter. . .13	*Lisa Viezbicke79
Mary Murphy.234	Intellectual Freedom Vice-Chair/Chair-Elect	WAAL Secretary
WLA Foundation Board of Directors	Michael Tyree	Julie Kamikawa74
*Jane Pearlmutter434	Intellectual Freedom Member-at-Large	*Emily Rogers82
Joseph Rice.202	*Joyce Latham55	WAPL Vice-Chair/Chair-Elect
AWSL Vice-Chair/Chair-Elect	*Judy Eulberg48	*Penny Johnson215
*Carolyn (Carrie) Doyle.13	Linda Bendix41	Brian Kopetsky.142
Lynn Martin.12	Media and Technology Vice-Chair/Chair-Elect	WAPL Director
AWSL Secretary	Ciara Healy	*Elizabeth Timmins199
Amy O'Shea	Media and Technology Secretary	Katharine Clark159
Government Information Vice-Chair/Chair-Elect	Shannon Stiller	Wisconsin Genealogy & Local History Vice-Chair/Chair-Elect
Ruth Adams	Outreach Services Vice-Chair/Chair-Elect	*Russell Horton.37
	Holly Selwitschka	Steven Platteter12
	Outreach Services Secretary	Wisconsin Small Libraries Vice-Chair/Chair-Elect
	Nancy Fletcher	*John Thompson (write-in).34
	Readers Section Vice-Chair/Chair-Elect	Diana Skalitzky (write-in).22
	Rebecca Dougherty	Pam Ellingson (write-in)18
	Readers Section Director-at-Large	Wisconsin Small Libraries Secretary
	Heidi Cox	Edie Phillips
	Reference & Adult Services Vice-Chair/Chair-Elect	Wisconsin Small Libraries . . .1st Year Director
	Amanda Werhane	Christine Byerly
	Reference & Adult Services Secretary	Youth Services Vice-Chair/Chair-Elect
	Melissa Kazmer	Kristie Wilson
	Resource Sharing Vice-Chair/Chair-Elect	Youth Services WLA Board Representative
	Martha Farley Berninger	Marcia Sarnowski
	Resource Sharing Secretary	Youth Services Secretary
	Matt Rosendahl	Beth Lokken
	Technical Services Vice-Chair/Chair-Elect	Youth Services Director-at-Large
	Kelly Swickard42	Sue Abrahamson
	*Henry Thompson42	Peg Checkai 
	(In case of a tie, the vote is determined by lot. Thompson won the coin toss.)	

2010 WLA Board

President Alberto Herrera, Jr.	WLTF Representative Doug Lay
President-elect Rhonda Puntney	AWSL Representative Emily Wixson
Secretary Tasha Saecker	WAAL Representative Kathy Myers
Treasurer Jan Berg	WEMTA Representative
Past President Walter Burkhalter	SSS Representative Cindy Wallace
ALA Councilor Julie Schneider	WISL Representative. Edie Phillips
YSS Representative Marcia Sarnowski	Executive Director Lisa K. Strand (ex-officio, non-voting)
WAPL Representative Jim Trojanowski	

WLA Leadership Considers Changes to Unit Viability and Structure

During 2009, the WLA Board and the Unit Advisory Council (composed of chairs and chairs-elect of all divisions, sections and round tables) met to discuss issues of interest to all unit leadership as well as challenges facing the association. One major topic of discussion was the draft proposal from the WLA Board to modify the association's organizational structure. That issue, among others, was also part of the discussion at the annual WLA Leadership Conference, held Friday, December 4 in Madison with new members of the Unit Advisory Council and other WLA leaders.

During 2010, the board will work with the Unit Advisory Council (UAC) and the Committee on Organization (COO) to finalize the proposal and draft amendments to the WLA bylaws for presentation to the members at the WLA's annual business meeting scheduled for Thursday, November 4 at the Kalahari Resort in Wisconsin Dells.

Purpose of restructuring

This current discussion of restructuring is really a continuation of work started a few years ago. In January 2005, WLA membership approved the consolidation of WLA's Constitution and Bylaws into

one bylaws document. Changes to the bylaws included reducing the size of the board and changing the way units are represented at the Board level, eliminating some of the arbitrary distinctions between sections and round tables and streamlining units' administrative requirements.

However, the discussion about the unit purpose and structure was not completed and some of the challenges facing WLA were not addressed. Just what are these challenges?

Several units have had difficulty recruiting new leadership for a number of years.

It's relatively easy to create a new unit, yet it seems difficult to make the decision to eliminate one that may have lost its relevance.

While units almost always sponsor programs at the WLA Conference, only a few units have the resources to conduct any additional projects that benefit the entire unit membership.

Supporting the activities of 21 units is a challenge, both from an administrative and financial standpoint.

Despite the challenges, as WLA considers changes, it's important to note that units are key points of access for members wishing to be involved in WLA. Many individuals feel very connected to their units, and less so to the larger organization. Leadership in a unit provides an important steppingstone for association-wide leadership roles. Any changes must preserve these benefits.

Proposed changes focus on added value for members

Divisions and units (currently called sections and round tables) would be authorized to do lots of things and required to do a few important, challenging things. It may seem at first glance more reasonable to give units a few easy things to do, so as not to tax our already over-extended leaders. However, the board agreed that approach would only exacerbate the current problems of too many units, too few leaders, and based on member comments, too little in the way of tangible results or value. If even a few more units had the resources to capture and share the existing knowledge about their interest area, WLA would be a stronger, more vital and relevant organization. Divisions and units

would be required to conduct activities that build WLA's knowledge base and add value for members.

Division or unit viability and dissolution

A division or unit could be dissolved in one of the following ways:

- By vote of its membership (currently authorized)
- By vote of the WLA Board (currently authorized)
- At the end of any year in which it is unable to elect a chair for the following year (units only)
- At the end of the third year of existence, unless unit leadership comes forward to request continuation (units only, not divisions).

Reviewing unit viability will be a major annual task of the WLA Board. WLA needs to be more disciplined about evaluating unit viability; the association doesn't have the resources (financial or leadership) to do otherwise, and WLA owes it to the membership to make sure that existing units have the resources needed to produce something of value for members. The WLA Board will work with the UAC and COO to clarify criteria for creating and dissolving a unit.

WLA Board composition

With changes to WLA division and unit structure, changes to the composition of the WLA Board will also change. The current board consists of 13 individuals: the past president, president, president-elect, secretary, treasurer, ALA councilor, appointed WEMTA representative, four division representatives elected by division membership and a representative from any section that requests a seat. Currently, only Youth Services section, Support Staff section and in 2009, the Wisconsin Small Libraries section, have requested a seat on the WLA Board. The section seats must be requested by section leadership every three years and are elected by the sections' members.

Under this restructuring, all current board seats except for those requested by sections would be retained. Instead of the section seats, there would be two seats elected at large for a total of 13 board

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Kathleen Schmidt Klein takes a stint in the Conference Autograph Garden signing her recent book, People of the Sturgeon: Wisconsin's Love Affair with an Ancient Fish.

West Bend Public Library Receives Robert B. Downs Intellectual Freedom Award

The West Bend Public Library has been selected to receive the Robert B. Downs Intellectual Freedom Award, given annually by the Graduate School of Library and Information Science (GSLIS) at the University of Illinois at Urbana-Champaign. The award will be presented January 16 at the ALA midwinter meeting in Boston, Mass., according to West Bend Library director Michael Tyree. The award acknowledges individuals or groups who have furthered the cause of intellectual freedom, through specific actions or long-term efforts. More information about the award can be found at www.lis.illinois.edu/about/awards/downs-award.html.

West Bend Public Library also received the WLA ProQuest Intellectual Freedom Award at the WLA Awards & Honors banquet, October 22 in Appleton, for its efforts to rebuff recent censorship attempts.

WLA Recruits at UW-Madison SLIS Student Orientation

WLA/WAAL membership packets went like hotcakes when about 75 students attended a UW-Madison student orientation

WLA Leadership Considers Changes

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positions. Nominations for the at-large seats could come from unit leadership. The WLA Nominations & Elections committee would make sure that an adequate number of candidates for the at-large seats are presented on the ballot.

Next steps

The board meets in February 2010 and will discuss details of the proposal at that time. On Friday, April 9, the board meets with the UAC where the proposal will also be on the agenda. In early 2010, COO will review the bylaws and organization manual to determine changes necessary to enact the proposal and to help the board and UAC sort through issues yet to be resolved. On August 20, the board and UAC meet again, where it's hoped

on September 1, 2009.

Coordinated by Ulrike Dieterle, WAAL membership chair, the table featured information about academic librarianship and membership in WLA/WAAL and offered a drawing for a free membership. Anna Fulton was the winner.

Jessica Gile Hutchings, a recent graduate of UW-Madison and a WLA member, did a great job as the representative for WLA/WAAL. Hutchings shared information about WAAL activities and a student group she helped to create, the Academic Librarianship Student Organization (ALSO).


Students may join WLA and ALA for \$35 annually, which includes their choice of WLA units. ALA started the joint membership program for students a few years ago with selected state chapters, including WLA. Since then, student membership has increased and the association's relationship with the two library schools in the state has strengthened.

Budgets of UW Colleges Libraries Cut by \$402,100

A memo sent November 17 from UW Colleges chancellor David Wilson outlines cuts of about \$1.6 million to the UW Colleges' base budget, including \$402,100 from the libraries.

After the budget planning work group recommended elimination of \$500,000

a final proposal can be discussed. Once the board approves a final proposal, the amendments must be presented to the membership for a vote, either at a WLA annual business meeting or in a ballot. Implementation would not begin until 2011.

For answers to Frequently Asked Questions that flesh out some of the details, go to <http://my.memberclicks.com/wla> and click on Resources/Bulletin Boards/Potential Changes to Unit Structure. Members can also comment on the potential changes via the Bulletin Board. Members may also contact a member of the WLA board, current unit leadership or Lisa Strand, WLA Executive Director, to comment. 

from the base libraries' budget earlier this year, Wilson appointed a library task force to determine how this should be done. After several meetings, they issued their recommendations to the chancellor, and he held listening sessions with campus deans, academic department chairs, Senate steering committee, UW Colleges Senate and student leaders at all campuses.

After the listening sessions, Wilson announced his approval of the library task force's Option 1, with some modifications. He adjusted the proposed reduction to the Library Support Services (LSS) unit from the recommended amount of \$25,300 to approximately \$20,300. He reduced acquisitions funding by \$65,000, rather than the \$119,261 recommended by the task force. He also approved \$316,800 in cuts to library and LSS professional (unclassified) staffing by changing from 100 percent for 12 months to 100 percent for 8 months and 50 percent for 4 months.

For more information about the chancellor's decision, the complete memo and other budget task force documents are available at: www.uwex.uwc.edu/budgetImpacts/committees/libraryTaskForce/.

Wisconsin Regional Library for the Blind and Physically Handicapped Changes Name

The Wisconsin Regional Library for the Blind and Physically Handicapped is now called the Wisconsin Talking Book and Braille Library. To reach the library, located in the Milwaukee Public Library's Central Library, contact lbph@milwaukee.gov or 800.242.8822. All contact information for the library has remained the same. The library Web site is www.regionallibrary.wi.gov.

WEMTA Conference Scheduled March 17-19

The Wisconsin Educational Media & Technology Association will hold their annual conference March 17-19, 2010 at the Kalahari Resort and Conference Center, Wisconsin Dells. The conference theme, "Into the Wild," will feature keynote speakers Leigh Zeitz, associate professor, educational technology, curriculum and

instruction, University of Northern Iowa; Michael Perry, the popular author based in Wisconsin; and Stephanie Vance, "Advocacy Guru."

For more information about workshops and registration, go to www.wemtaonline.org/.

WAPL Conference to Be Held April 28–30

The Wisconsin Association of Public Libraries will host their annual spring conference at Blue Harbor Resort in Sheboygan, promising great programs and great amenities on a Great Lake! Budgets will be tight in 2010, but getting away from it all could still be in your budget with guest rooms at just \$105, plus tax. That's a significant savings over regular resort hotel prices. Bring your family for the waterpark and other kid-friendly activities; adults can indulge themselves at the wine and tapas bar or the relaxing spa.

The WAPL Conference committee, chaired by David Weinholt, will be certain to make the conference worthwhile from a professional standpoint, as well. Keith Michael Fiels, ALA executive director, will be the keynote speaker, and John Gurda, Milwaukee writer and historian, will present the Friday luncheon speech. For more information, go to www.wla.lib.wi.us/wapl/conferences/2009/index.htm.

WAAL Conference, April 20–23 in Milwaukee

Prepare to stir up some new ideas and some fun at "WAAL 2010: Something's Brewing in Milwaukee" April 21–23, 2010. This year's conference will feature keynotes from Lisa Janicke Hinchliffe and Rachel Singer Gordon to get our ideas brewing as well as programs from our fellow Wisconsin librarians. Luncheon speakers and events will showcase some of this great city's history and attractions for a bit of fun and relaxation. Guest rooms are just \$99 plus tax, at the Clarion Hotel and Conference Center.

So mark your calendars for WAAL 2010 and watch the Website for more information: www.wla.lib.wi.us/waal/conferences/2010/.

Hope to see you in Milwaukee! ☞

—Ane Carriveau, WAAL 2010 Conference Planning Committee co-chair

WLA Recruiting New Leaders and Mentors – Apply by January 31!

We enthusiastically announce that recruiting has begun for a new class of We-Leaders (Wisconsin Emerging Librarians Exploring and Developing). Beginning in 2005 as an initiative of the WLA membership committee, WeLead was developed to cultivate a group of leaders that would, in turn, strengthen WLA.

For 2010, we are accepting applications for three to five protégés. The WeLead program offers participants incredible benefits. Protégés receive a one-year WLA membership, stipends to attend the WLA annual Conference for three years, a stipend to attend one additional conference (WAAL, WAPL, WEMTA or SSS) during the three-year initiative, an appointment to a WLA committee and special leadership programming opportunities. Protégés are also paired with a current WLA leader who serves as their mentor.

Many of the previous protégés have become involved in the leadership of WLA, and we are proud of their accomplishments. Both Kelley Hinton and Kyle Neugebauer were on the planning committee for last year's WAAL conference in Green Lake. Melissa McLimans and Katharine Clark have both participated in WLA leadership positions – in MATS and P2C2, respectively. Hinton, Clark and McLimans also presented a panel at the recent WLA Conference titled, "After the Honeymoon: Strategies for Success as a New/Emerging Librarian. In 2010, McLimans will co-chair the WLA Conference committee.

We are also recruiting new mentors to work with our new class of protégés. The WeLead task force is indebted to the mentors who have partnered with the 2007 class: Claudia Backus, Emily Rogers, Deb Shapiro and Linda Vincent. These mentors have been regularly checking in with their protégés to answer questions as well as helping them network within WLA. The program would not work without them. If you are interested in sharing your expertise, please consider applying to be a WeLead mentor. The return on your



Jessica Gile Hutchings, UW-Madison SLIS student, WLA/WAAL member and contact for the Academic Librarianship Student Organization, touts association involvement with another student at the UW-Madison's School of Library and Information Studies' student orientation in September. Photo by Ulrike Dieterle.

investment is enormous!

We also wish to thank the tireless members of the WeLead task force: Jess Bruckner, Kirsten Houtman, Ann Hunt, Gretchen Revie, Tasha Saecker, Lisa Strand and past chair, Anna Lewis. WLA is supporting the protégés through generous contributions from WAAL, WAPL, Embury, Ltd., the WLA Foundation and CSRT. A sincere and hearty thank you to all the WeLead contributors!

For more information on the program, as well the application form for both protégés and mentors, please visit www.wla.lib.wi.us/welead. The deadline for applications is January 31, 2010. ☞

— Pamela O'Donnell,
WeLead Task Force chair,
podonnell@library.wisc.edu, 608-263-2014

Wisconsin Library Association and Wisconsin Educational Media and Technology Association Attend Library Legislative Day

Tuesday, February 16, 2010

Inn on the Park, 22 South Carroll Street, Madison

Participating in WLA/WEMTA Legislative Day is an enjoyable introduction to the practical politics of gaining support for Wisconsin libraries! Inform our legislative representatives about the many ways that school, public, special, and academic libraries serve the people of Wisconsin. **Help us build support for library funding and legislation that helps libraries.**

Agenda:

7:45 - 9:00 a.m.	Continental Breakfast and Registration
8:00 - 9:00 a.m.	Early Bird Agenda Briefing and Tips on Visiting Your Legislators
9:00 - 10:00 a.m.	Keynote
10:00 - 10:45 a.m.	Repeat: Agenda Briefing and Tips on Visiting Your Legislators
10:30 - 2:30 p.m.	VISITS TO LEGISLATORS

NOTE: The Legislative Day Committee will make appointments. **DO NOT CALL YOUR LEGISLATORS FOR APPOINTMENTS.**

Hotel accommodations:

A limited number of rooms are available at the Inn on the Park, 22 S. Carroll St., Madison, WI 53703. Rates: \$84 for single or double rooms (1 to 4 persons); \$114 for suites (plus tax); includes valet parking. Call 800-279-8811 or 608-257-8811, and indicate that you are with the WLA/WEMTA Legislative Day Block. Please make reservations by January 15, 2010.

Copy this form for someone who would be an effective advocate for libraries:

Trustees! Friends! Patrons!

Register online at <http://my.memberclicks.com/wla>; click on Events & Registration. Or, submit this form no later than January 22 so that we can make appointments in advance.

Legislative Day REGISTRATION FORM • Tuesday, January 22, 2008 • DEADLINE Friday, December 28, 2007

Name: _____ Library/Org _____

E-mail (to confirm registration and send legislative issue briefings, other details) _____

Institution (library, system, school, campus) _____

Voting address _____ City _____ State _____ Zip _____

Please reserve a sandwich box lunch for me. (Check choice and add \$15.00 to registration fee.):

Vegetarian Ham Roast Beef Turkey

• Which library organization(s) do you represent? WEMTA WLA Other: _____

• Is this your first time attending Library Legislative Day? yes no

• Which legislators will you visit? (If not known, go to <http://capwiz.com/ala/wi/home/> to find out.)

Senators: _____

Representatives: _____

If you need accommodations to fully participate, please check here and specify your needs on an additional sheet.

Registration fee \$15 (\$30 with box lunch). Use a separate form for each participant. **Students & DPI staff are FREE (lunch not included).** Make checks payable to WLA or pay by MasterCard or Visa; send with registration form(s) to WLA, 4610 South Biltmore Lane, Suite 100, Madison, WI 53718-2153 or fax to 608-245-3646.

Card Number: _____ Exp. Date _____

Signature _____

Questions? Contact WLA: phone 608-245-3640; e-mail wla@scls.lib.wi.us; fax 608-245-3646.

Libraries and Reel to Real Share Wisconsin Vietnam War Stories

Many people are surprised to discover the abundance of thought-provoking films on Wisconsin Public Television (WPT). WPT films deal with race and diversity, social justice, history, the arts, education and civic engagement. These topics resonate in communities throughout Wisconsin, and they get people talking. In 2010, the partners who brought you the award-winning Wisconsin World War II Stories and Wisconsin Korean War Stories, are presenting the stories of Wisconsin's Vietnam veterans with **Reel to Real: Wisconsin Vietnam War Stories**.

This important project will gather and share the moving stories of Wisconsin's Vietnam veterans and lead the state of Wisconsin in recognizing their service and sacrifice. More than 57,000 Wisconsin men and women served in Southeast Asia during the Vietnam War. Their stories provide valuable insight into a war that continues to profoundly affect

"We came home and people treated us as if we had just come home from a day at the office. They didn't understand. Flashbacks, night sweats, nightmares... and nobody to talk to. People didn't want to hear about it. Vietnam veterans until many, many years later didn't even want to talk about it... And it's not easy, right now. I've thought about this interview, and I got nervous about it. It's not easy going through this, but it's something that I need to do, because right now I'm getting some things out, I'm talking about it."

— James E. Seaton III, Viroqua, Wis.

our culture, politics and the lives of Wisconsin's Vietnam War veterans and their families today. Like many veterans, Vietnam vets have been reluctant to share their experiences. Because of the controversy surrounding the Vietnam War and the often hostile response on their return home, Vietnam veterans have carried a greater burden. Few were thanked or welcomed home. They put away their uniforms and tried to put away their memories, but these are memories that cannot be forgotten. This project gives these veterans a forum to share their stories so that we can better understand their experience and the Vietnam War's effect on all our lives. As veterans speak of their memories, their struggles and their losses, the documentary offers a perspective of military service that is neither romanticized nor demonized, but simply humanized.

Reel to Real: Wisconsin Vietnam War Stories is a long-form television docu-

mentary that will premiere Spring 2010 on Wisconsin Public Television, as well as streaming on the wisconsinstories.org Web site. It will also be available on DVD. The program's three hours will include the personal stories of Wisconsin veterans who served in Vietnam and Southeast Asia. As seen in our Wisconsin World War II Stories and Wisconsin Korean War Stories projects, no account of war is more compelling and moving than the too- vivid memories of those men and women who experienced it firsthand.

In the case of Vietnam, the so-called "TV War" brought the conflict into America's living rooms, but these are stories that have not been heard. Until now, Vietnam veterans have not had an opportunity to share their accounts of valor, pride of service, devotion to duty and the intensely personal stories of loss. The documentary may not change people's views of the war, but it may change

our feelings about the men and women who fought it. It will challenge the conventional image of the Vietnam veteran, replacing it with the more accurate representation of veterans as neighbors, civic leaders, successful businessmen and contributing citizens. And it will make all too clear the disservice they received when they returned home. Highlights from the series are available at www.wisconsinstories.org.

Reel to Real: Wisconsin Vietnam War Stories will engage the community by providing tools and education for Wisconsin libraries to host local screening and discussion events featuring the film, local veterans and historians. These tools and training seek to bridge the gap between viewing the series, and creating community dialogue and action to honor the veterans and discover the impact of this war in their local community. Each event is designed to meet the individual and

the community at its core. Participation in these community events has impacted issue discussions, community participation and library and station involvement. We are currently recruiting libraries that specifically link participating local museums, veteran groups and veterans featured in the series. Participating libraries will be trained to plan, promote, facilitate and evaluate community screenings and discussions, along with providing ongoing assistance as the project progresses.


Thanks to a grant from the 2009-2010 UW-Extension Program Innovation Fund and the Alliant Energy Foundation, we have a unique opportunity to share with Wisconsin libraries. We will provide engagement tools for libraries throughout Wisconsin to host local screening and discussion events on the upcoming Wisconsin Vietnam War Stories, bridging the gap between viewing the film and creating community dialogue and action. A special 30-minute DVD is available, along with a discussion guide designed to help you develop your local screening event. Event support stipends will also be available. The entire series on DVD will be our gift to the first 30 libraries that hold events.

For more information on **Reel to Real: Wisconsin Vietnam War Stories** (or any of our Reel to Real events), please contact Lynne Blinkenberg at lynne.blinkenberg@wpt.org

Reel to Real is a partnership of Wisconsin Public Television and the Wisconsin Library Association.

—Lynne Blinkenberg, Wisconsin Public Television director of community engagement
lynne.blinkenberg@wpt.org



Wisconsin Vietnam War Stories is a partnership of the Wisconsin Historical Society, Wisconsin Public Television and the Wisconsin Department of Veterans Affairs. 



*Lynda Barry delighted the crowd with her humorous and energetic discussion about the writing process and her recent book, *What It Is*, which won the RR Donnelley Literary Award.*



*Amy Cordova, this year's YSS Author's Luncheon speaker, talks about her book *Namaste!**

Conference Recap

continued from page 1

the literary awards, at www.wla.lib.wi.us/awards/index.htm. (Also, see the article in Issue 3 of this year's WLA Newsletter.)

The highlight of Friday morning was the second annual WLA Bookcart Drill Team Competition, in which teams from the UW-Madison SLIS and the Baraboo Public Library competed again, along with new competitors from Lawrence University's Seeley Mudd Library and Appleton Public Library.

The 2009 Conference committee would like to thank the many people who volunteered before, during and after the conference; the exhibitors, advertisers and sponsors for their support of the conference; the program speakers and coordinators; and everyone who attended. WLA appreci-



Barbara Kelly, WLA Foundation president, welcomes conference attendees and shares Foundation accomplishments.




Ben Merens, Wisconsin Public Radio host and author, talks about listening — and listens to audience questions — during his President's Luncheon address.

Literary Awards/Wisconsin Authors Databases

Are you in search of information on Wisconsin authors and their works? Here are two sites that can assist you in your quest:

* The home page of the Literary Awards committee at www.wla.lib.wi.us/lac/ for listings of Notable Wisconsin Authors, RR Donnelley Foundation award winners and annual Outstanding Achievement award winners.

* The Wisconsin Authors Database at http://devweb.library.wisc.edu/~mnf/wisc_authors is a retrospective and contemporary resource for bibliographic research on books by writers from Wisconsin. This is a joint project of the Literary Awards committee, the UW-Madison General Library System and the Wisconsin Center for the Book. 

ates the financial support provided by your participation in the annual Conference, which contributes nearly 40 percent of the association's operating revenue.

Go to www.wla.lib.wi.us/conferences/2009/index.htm and click on Program Handouts in the left sidebar for selected program materials. You can also read October and November blog postings at <http://wlaweb.blogspot.com/> for summaries of some of the programs.

Then, plan to attend the 2010 WLA Conference on November 2-5 at the Kalahari Resort and Convention Center in Wisconsin Dells. The conference will be co-chaired by Melissa McLimans, Digital Services Librarian, UW Digital Collections Center, and Linda Vincent, Branch Manager, Zablocki Public Library, Milwaukee. 📧



Peter Gilbert, representing the Wisconsin Library Heritage Center, a program of the WLA Foundation, with Charles Bunge, UW-Madison SLIS Professor Emeritus, who was inducted into the Wisconsin Library Hall of Fame at the WLA Conference.



The Mead Witter Foundation (represented by George Mead and Denise Sanger) receive the Citation of Merit from Rebecca Dougherty (center) of the Awards & Honors committee for contributing more than \$1 million to libraries in North Central Wisconsin, including \$382,000 2008-09.



Snakes were a first in the exhibit hall this year, with the addition of Organic Arts as an exhibitor.

All Conference photos courtesy of Steve Platteter.



Elizabeth Buchanan, Intellectual Freedom Round Table, presents West Bend Public Library with the WLA/ProQuest Intellectual Freedom Award. S. Michael Tyree, director, and Kristin Pekoll, youth services librarian, attended the ceremony, along with other staff and trustees.



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CALENDAR of EVENTS

JANUARY

- 1 WLA Closed for New Year's Day Holiday
- 4 WLA Newsletter Deadline
- 18 WLA Closed for Martin Luther King, Jr. Holiday
- 21 Open House at the New WLA/SCLS Office, 3:00-6:00 p.m.
- 22 WAAL Conference Committee, 10:00 a.m.
- 31 WeLead Applications Due

FEBRUARY

- 12 WLA Board of Directors
- 16 Library Legislative Day, Inn on the Park, Madison

To get an updated calendar of events, including links to more information about meetings and registration forms, go to <http://my.memberclicks.com/wla> and click on Events & Registration.

Receive the newsletter via e-mail!
Because of budget reductions, WLA will no longer send this newsletter in print via regular mail. We hope you will be able to receive the newsletter via e-mail.
Please let us know your name and e-mail address below and send with the mailing label to the WLA office.

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