

Remarkable Creatures wins WLA Literary Award

The Literary Awards committee of the Readers' Section of the Wisconsin Library Association has chosen *Remarkable Creatures: Epic Adventures in the Search for the Origins of Species* by Sean Carroll of Madison as the winner of the 2010 Wisconsin Library Association Literary Award, given for the highest literary achievement by a Wisconsin author for a book published in 2009. Remarkable creatures abound as Carroll opens a window into the lives and work of top evolutionary explorers as their adventures pave the way for our understanding of evolution. *Remarkable Creatures* distinguishes itself in a way very few nonfiction books are able to; it contains an astonishing amount of knowledge and insight into evolutionary sciences while still remaining fast-paced and accessible to the layman. Carroll's work stands as a wonderful homage to Darwin's work while bringing us up to the present where we can see how much our understanding of the evolutionary process has changed since those first forays into evolutionary thought.

The Wisconsin Library Association Literary Award is made possible by a grant from the WLA Foundation.

Two authors were chosen for their body of work as Notable Wisconsin Authors. James Magnuson (who grew up in a series of small towns in Wisconsin) is the author of multiple fiction titles, including *The Hounds of Winter*, *Windfall* and *Ghost Dancing*. Kenneth Stampf (who was born and raised in Milwaukee) is the author of several scholarly titles including *The Peculiar Institution: Slavery in the Ante-bellum South* and *The Era of Reconstruction, 1856-1877*.

2010 Outstanding Achievement awards for 2009 publications include the following 10 titles by Wisconsin authors. They are:

Lauren Groff (formerly of Madison), *Delicate Edible Birds and Other Stories*

Jim Knipfel (formerly of Green Bay), *Unplugging Philco*

Greg Kot (formerly of Milwaukee), *Ripped: How the Wired Generation Revolutionized Music*

Valerie Laken (Milwaukee), *Dream House: a Novel*

Daniyal Mueenuddin (formerly of Elroy), *In Other Rooms, Other Wonders*

Michael Perry (Fall Creek), *Coop: A Year of Poultry, Pigs and Parenting*

Jay Reed (Milwaukee), *Thor and More*



The Literary Awards committee of Readers Advisory Section (READ), from left to right: Standing, Ellen Jepson, Chair, Appleton Public Library; Anne Callaghan, Racine Public Library; Amy Lutzke, Dwight Foster (Fort Atkinson) Public Library; Andrew Scott, Franklin Public Library; Brian Kopetsky, Appleton Public Library; Cece Wiltzius, Karl Junginger Memorial (Waterloo) Public Library. Seated, Caroline Haskin, Brown County Public Library; Jean Anderson, South Central Library System; Pat Chevis, Madison. Committee member Deb Shapiro, UW-Madison SLIS, was not present for the photo.

Kristine Rusch (formerly of Superior), *Diving into the Wreck*

Kathleen Kline Schmitt (Madison), Ronald Bruch (Oshkosh) and Frederick Binkowski (Milwaukee), *People of the Sturgeon: Wisconsin's Love Affair with an Ancient Fish*

Patrick Somerville (formerly of Green Bay), *The Cradle: a Novel*

2010 Outstanding Achievement in Poetry awards for 2009 titles include the following five titles:

Bruce Dethlefsen (Westfield), *Breather*

Jesse Lee Kercheval (Madison), *Cinema Muto*

John Koethe (Milwaukee), *Ninety-Fifth Street: Poems*

Margaret Rozga (Waukesha), *200 Nights and One Day*

Angela Sorby (Milwaukee), *Bird Skin Coat*

The 2010 Literary Awards committee members are: Ellen Jepson (chair), Jean Anderson, Anne Callaghan, Pat Chevis, Caroline Haskin, Brian Kopetsky, Amy Lutzke, Andrew Scott, Deb Shapiro and Cece Wiltzius.

For more information about the work of the Literary Awards committee, go to wla.lib.wi.us/readers/WLAC/lac.html.

—Ellen Jepson, Literary Awards Committee Chair



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President's View

Proud to Be a Wisconsin Librarian

Greetings to librarians at their desk or by the lake (insert your favorite lake, river or forest in Wisconsin here). Although it is summer, many things are taking place that are relevant to librarians and their work. Late in June, I attended the ALA annual Conference in Washington, D.C. I found LITA's session on promising technological developments very worthwhile. In a literary vein, I attended Toni Morrison's session which I found most interesting for her distinction between books she reads for entertainment, such as mysteries, which she is happy to read in electronic format, and books on history or biography which she wishes to underline or make notations in the margins. For those she much prefers printed works. Still in a literary mode, I attended the session by Junot Diaz, the Dominican American writer and author of *The Brief Wondrous Life of Oscar Wao*. I also attended National Library Advocacy Day and went to Capitol Hill with many other librarians from around the U.S. to support legislation for libraries. Thanks to the excellent job of scheduling done by our Federal Legislative Advocate (and ALA Councilor) Julie Schneider, our group of Wisconsin librarians was able to meet with Sen. Herb Kohl and staff members for Sen. Russ Feingold, U.S. Rep. Gwen Moore, and U.S. Rep. Tammy Baldwin. Because of my tight schedule that day, I wound up wearing my red "Vote for Libraries" T-shirt on the Metro trains and on the flight back to Milwaukee. A number of passers-by in the Metro subway system and the cabin attendants on the airplane expressed their support for better funding for libraries, which was very gratifying. Such positive feelings about libraries and librarians are the result of what all our members do day in and day out, to advance educational and recreational reading in our state.



Alberto Herrera, Jr.

I felt a similar, warm reception on Thursday, July 8 when, as WLA president, I attended a dinner at the Executive Residence, hosted by Gov. Jim Doyle and his wife, Jessica, to "Celebrate the Excellence of Education in Wisconsin." At the dinner, I was thanked by both hosts and guests for the valuable role libraries play in education at all levels in Wisconsin. I not only had the opportunity to shake hands with governor and Mrs. Doyle, but also had the opportunity to meet the new Milwaukee Public Schools superintendent, Dr. Gregory Thornton and to chat with Dr. Richard Wells, chancellor of UW-Oshkosh, Dr. Richard Telfer, chancellor of UW-Whitewater, UW Extension interim chancellor, Dr. Marv Van Kekerix, UW regent Danae Davis, Dr. Thomas Lueschow, president of the Wisconsin State Reading Association, and Michelle Erikson from Wisconsin Literacy Inc. The Executive Mansion is a beautiful site (please see photo) in Maple Bluff, on Lake Mendota, opposite the UW-Madison campus. I am just the messenger delivering these thanks to the librarians and library staff throughout Wisconsin, who have earned the thanks.



WLA President Alberto Herrera, Jr. attended dinner at the Executive Residence to "Celebrate the Excellence of Education in Wisconsin," hosted by Governor Jim Doyle and First Lady Jessica Doyle. Photo by Alberto Herrera, Jr.

Brigitte Rupp Vacha from the WLA office informs me that registration for this fall's WLA Conference at the Kalahari Resort & Convention Center, Wisconsin Dells, Nov. 2-5, 2010, is now open at wla.lib.wi.us/conferences/2010/index.htm. You may register online or by printing out and mailing the PDF registration form. Remember, it is NEVER too early to register for a WLA Conference. I hope to see many of you in Wisconsin Dells in November when the weather is cooler.

Also of great interest to WLA members is the WLA strategic planning retreat at the DeForest Area Public Library on Friday, August 20. Jan Berg, director of the DeForest library and WLA's treasurer has been so kind as to not only make her library's meeting room available for the planning session, but to also serve as the facilitator for that planning session — many thanks, Jan.

Thank you again for all that you do. See you soon at the strategic planning retreat or November's annual Conference. ☞

—Alberto Herrera Jr., WLA president

WLA Board Meeting Summary

June 11, 2010

President Herrera reported on the meeting at WAPL concerning the restructuring proposal. The WLA Board received e-mails from both YSS and WISL with concerns about losing their Board seats due to the restructuring. Herrera and Strand have a phone conference scheduled with YSS and are planning one with WISL.

After discussion, the Board approved an amendment to the restructuring proposal where round tables and sections would continue to be designated by size, using the existing numbers of 35 or more members for a round table and 100 or more for a section. Sections may have a seat on the Board. This proposal keeps the Board composition the same as it currently is. Other changes would still move forward.

Request for Approval of New Round Table

Faith Steele requested approval of a new round table. Motion to approve establishment of Ethnic and Multicultural Information Exchange Round Table, Phillips/Berg. Passed.

Strategic Planning Retreat

The day-long strategic planning retreat is scheduled for August 20 at DeForest Public Library. Strand, Schneider and Berg met to discuss how the day would be structured. Berg will facilitate.

Fiscal Plan

The Board approved a revised fiscal plan for distribution to the membership at the annual business meeting.

WLA Structure Clarifications

The Board agreed that it should approve the creation of new units but also develop protocol for denying creation of a unit. It was suggested that the protocol refer to the mission, goals and objectives of WLA. COO will be asked to work on a specific protocol.

The Board agreed that divisions not be included in viability review because they are the largest groups, representing all types of libraries and every member is covered by at least one division. 🗨️

WLA Strategic Planning Retreat 2010

Friday, Aug. 20, 2010, 9:30 a.m. to 4:00 p.m.
DeForest Public Library
203 Library Street, DeForest, WI 53532

Purpose: To engage the various stakeholders of the WLA in creating a shared understanding of the organization and the evolving needs of the profession and professional community.

Event goals:

- 1) Provide an opportunity for stakeholders to participate in a process of thinking and planning for our future.
- 2) Identify the trends and issues that shape our community.
- 3) Explore the knowledge, skills and attributes that will be necessary to succeed as a professional librarian in the next 10 years.
- 4) Identify ways the WLA can be effective in creating an organization that will enable librarians to thrive in the future.

All elected and appointed WLA leaders, including unit chairs and chairs-elect, are invited to attend this planning retreat. 🗨️

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:

- August 20 with Unit Advisory Council
- November 2
- December 2

2010 WLA Board

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Candidates for WLA Board: WLA Vice President/President-elect

Ron McCabe, Director, McMillan Memorial Library, Wisconsin Rapids

Other Professional Experience: Director, Champaign Public Library (Champaign, IL) 1986-1991; Director, Moline Public Library (Moline, IL) 1983-1986; Head of Extension Services, Moline Public Library (Moline, IL) 1982-1983; Director, Le Mars Public Library (Le Mars, IA) 1979-1982; Branch Librarian, Rockingham County Public Library (Reidsville, NC) 1975-1978.

Education: Post-graduate study in Library Science, University of Texas at Austin, 1978-1979; M.S., Library Science, University of Kentucky, 1975; B.A., English, Luther College, 1971.

WLA Activities: WLA Business Meeting adjournment specialist 1992-present; WLA Conference presenter 1998, 2001, 2007; WAPL Conference Local Arrangements chair 2001, 2006; WAPL Conference presenter 2002; WLA Library Legislation and Development Committee member 1993-1995.

Other Activities: Member of American Library Association and state associations in North Carolina, Iowa, Illinois and Wisconsin 1975-present; lecturer and writer on library development 2001-present; participant, COLAND Strategic Visioning Summit 2008; expert witness for United States Department of Justice, Children's Internet Protection Act court case 2001-2002; consultant to American Library Association presidents Sarah Long and Nancy Kranich 1998-2002; author of the book *Civic Librarianship: Renewing the Social Mission of the Public Library* (Scarecrow Press, 2001); member, Public Library Association Allie Beth Martin Award Jury 1999-2000; member, Joint Legislative Special Committee on Public Libraries appointed by Wisconsin State Legislature 1996-1997; chairperson, Library Services and Construction Act Advisory Committee for Wisconsin 1996; chairperson, Lincoln Trails Libraries System Automated Libraries Council (Champaign, IL) 1987-1988; member, Public Library Association Committee on the Education of Public Librarians 1987-1988; chairperson, Quad Cities Libraries in Cooperation Automation Council (Coal Valley, IL) 1984-1985.

Statement: I entered the library profession in 1975 and have served five communities as a public library manager and leader. I look back on these years of library development with pride. Few other professional groups have so thoroughly embraced the new technologies, so powerfully developed cooperative networks or so effectively enhanced facilities for improved public service.

These accomplishments are all the more remarkable considering the political environment in which they were achieved. Since the 1960s there has been a decline in support for government and the social purposes that government is designed to serve. For the majority of librarians who work for governmental agencies, this has been a serious problem. Both our tax support and the authority of our mission of public education have been challenged. Although the current recession has made the need



Jim Trojanowski, Director, Northern Waters Library Service

Other Professional Experience: Director, Vaughn Public Library, Ashland, 1993-2004; Library Specialist, Metropolitan Community College (Omaha, NB) 1991-1993; Library Reader Services Specialist, Cedar Rapids Public Library (Cedar Rapids IA), 1989-1991.

Education: M.A., Library Science, University of Iowa, 1989; B.A., History, University of Iowa, 1986.

WLA Activities: WLA Board of Directors, 2000-2001; 2006-present; WAPL chair, 2001; WAPL Board of Directors, 1997-2002; 2006-present.

Other Activities: People to People Library Sciences Delegation to South Africa, 2010; National Library Legislative Day participant, 2008, 2009; Library Information Technology Advisory Committee member, 2006-2008; Wisconsin Strategic Visioning Summit Planning Committee member, 2007-2008; Library Legislation and Funding Task Force member, 2002; Wisconsin Public Library Standards Committee member, 1999; Library Services and Technology Act grant reviewer, 1995 and 1999; Library Services and Technology Act Advisory Committee member, 1996-1998; Library Services to Special Needs Youth Committee member, 1998.

Statement: "Nothing endures but change." Heraclitus, ca. 500 BC.

This is my seventh year on the WLA Board since 2000. During that time I have helped shape a variety of changes in our association, including a proposed restructuring that the Board began sharing with membership a year ago. These changes have helped WLA become more nimble by making it easier for membership to create units that meet their needs, reducing the time units spend on administrative tasks and making it easier to recruit new leaders. The result is an organization that is more responsive to its membership than ever before.

As a leader, I believe that thriving organizations change constantly, while dying ones remain mired in the past. I am running for WLA vice-president/president-elect because I believe our membership shares this belief. WLA is vital and relevant because it seeks constant improvement and listens to its members.

If elected, I pledge to work with the Board, units and membership to continue seeking ways to reshape WLA in ways that allow it to continue to thrive. 📖



continued on page 7

continued on page 4

Candidates for WLA Secretary

Jeff Dawson, Director, Lester Public Library, Two Rivers, Wisconsin

Other Professional Experience: Temporary Acting Director, Manitowoc-Calumet Library System, Two Rivers, Aug. 2009 – March 2010; Manager Youth Services/Bookmobile, Supervisor Adult Services, Business Librarian and Reference Librarian at the Topeka & Shawnee County Public Library (Topeka, KS) 2000 – 2007; Branch Manager, Northland Pioneer College (Winslow, AZ) 1998 – 2000; Associate Faculty, Library Media Technology, Northland Pioneer College (Winslow, AZ) 1999 – 2000; Library Assistant III, Reference Department, University of Iowa (Iowa City, IA) 1996-1998; Library Assistant I, Government Publications, University of Iowa (Iowa City, IA) 1995-1996; Library Technical Assistant, Harrington Institute of Interior Design (Chicago, IL) 1990 – 1995; Library Assistant II, Access Services Evening Coordinator, Illinois Institute of Technology (Chicago, IL) 1989-1990; Assistant Librarian, Ohio Northern University, Taggart Law Library (Ada, OH) 1988 -1989.



Education: Lifetime Teaching Certificate, Art and Library Science, issued by the State Board of Directors for Community Colleges of Arizona, 2000; M.A., Library Science, University of Iowa, 1997; B.A., Art, Eastern Illinois University, 1982.

WLA Activities: WLA member 2007 – present; presented “Social Software, the Internet and Marketing – The Lester Public Library Experience” at the 2009 WLA annual Conference.

Other Activities: American Library Association member, 1999 - present; Public Library Association member, 2001 – present; Library Leadership & Management Association member, 2008 – present; Presented social networking in libraries at PLA annual conferences, 2008 and 2010; Presented on the same topic for WebJunction and WILS webinars, 2010; Wisconsin Library Legislative Day participant, 2009; Library Services and Technology Act Advisory Committee member, 2010 – 2012; Libraries Automated Resource Sharing Consortium chair, Manitowoc-Calumet Library System, 2008 – present; Two Rivers Business Association board of directors, 2009 – present; Mountain Plains Library Association member, 2003-2007; Mountain Plains Library Association Board Choice Award recipient, 2003; Kansas Library Consultants for Children and Youth member, 2005 – 2007; Academic Standards and Curriculum Committee, Northland Pioneer College (Winslow, AZ) member, 1998 – 2000; Arizona Depository Library Council secretary, 1999 – 2000

Statement: I’m new to the Wisconsin library scene, but not libraries. From academic, special, depository to public, I have worked in libraries from Ohio to Arizona and back. Twenty-two years working in libraries in a variety of positions and levels of responsibility has instilled a healthy outlook for the profession. Based upon sage advice from a mentor back in 1999 – “Jeff, don’t take this the wrong way, but I think you are better suited for public libraries.” – I made the ‘switch’ to public libraries in 2000

continued on page 7

Tasha Saecker, Director, Menasha Public Library

Other Professional Experience: Director, Caestecker Public Library, Green Lake, 1995-2006; Head of Children’s and Teen Department, Cape Girardeau Public Library, (Cape Girardeau, MO), 1992-1995

Education: MLS, UW-Madison, 1991. B.A., English, Winona State University, 1990.

WLA Activities: WLA member since 1999. Currently in WAPL and MATS. WLA secretary, 2007 – present; WeLead Task Force member, 2007 – present; WLA Conference Planning Committee member, 2009 and 2010; WLA Web Redevelopment Committee member, 2010.



Other Related Activities: ALA member; Fox Valley Library Council, board member and past president (2008); Author of two library-related blogs: KidsLit (kidslit.menashalibrary.org) and Sites & Soundbytes (sites.menashalibrary.org).

Statement: In the past three years of serving as WLA secretary, I have been pleased to be a part of such an important and responsive organization. With WLA undergoing a reorganizing process, I am very interested in continuing on the Board to see the process through.

Libraries are in a state of flux right now; funding is like shifting sand under our feet, which is made even more frightening by news from across the nation about libraries and library systems in danger of closing. As if that wasn’t enough, we are now hearing that e-books will be our doom, just like we heard in the early 1990s about the arrival of the Internet. My belief is firmly optimistic. Libraries will continue. We may have to learn new skills, adapt to online and virtual environments and find vibrant ways to reach out patrons, but we will continue. After all, our communities need us. We have to be there to overcome the new digital divide that’s widening even further. Yes, some may have e-book readers tucked under their arms, but most of our patrons don’t. We need to be here as the main source of free and open Internet access, as a source of information, as a community gathering place, as inspiration and ideas for all.

I bring this optimism to everything I do, including my work on the WLA Board. I would be honored to continue as WLA secretary for another term. I promise to keep cheering for libraries, keep working to help the organization and our profession and of course, to keep clear minutes of the meetings. Thank you for the past three years. I have been honored to serve. 📖

Candidates for WLA Foundation Board

Desiree M. Bongers, Director, Ripon Public Library

Other Professional Experience: Adult Services Librarian, Neenah Public Library, 1998-2005.

Education: MLS, Indiana University, 1998; M.A., French, Indiana University, 1998; Honors B.A., French, Marquette University, 1995.

WLA Activities: Wisconsin Library Association, member, 1998-present; Awards and Honors Committee, member, 2007-present; chair, 2010; Wisconsin Library Association Annual Conference, committee member/registration chair, 2009; Wisconsin Association of Public Libraries, board member, 2006-2008; Wisconsin Association of Public Libraries Conference, chair, 2008; Readers Section, chair, 2005; Wisconsin Library Association Conference, presenter, 2005; Wisconsin Association of Public Libraries Conference, presenter, 2004.

Other Activities: Fox Valley Library Council, board member, 2005-2008; president, 2007-2008; City of Ripon Cable TV Committee, member, 2006-present; chair, 2008-present.

Statement: Libraries in Wisconsin are essential institutions that serve citizens of all ages and backgrounds. In this period of economic difficulty and rapid technological change, the services that libraries offer are more important than ever before. The Foundation plays a vital role in helping to support libraries and library employees and in raising awareness among policymakers and citizens. There is a great opportunity at this time to build on the success of the Campaign for Wisconsin Libraries by reaching an even wider audience, and I am eager to be a part of that effort. 📖



Valerie Malzacher, Library Director, University of Wisconsin-River Falls

Other Professional Experience: Library Director, University of Wisconsin-River Falls, 2003–present; Associate Director, Assistant Director, Coordinator of Public Services, Coordinator of Reference, UW-River Falls, 1992–2003; Head of Reference, Director of the Reference/Interloan Center at Kearney, Coordinator of Computer Search Services, Reference Librarian, University of Nebraska at Kearney, 1980-1992.

Education: MA, Library Science, University of Michigan, 1980. BA, German, University of Wisconsin-Oshkosh, 1979.

WLA Activities: WAAL chair, 2004; WAAL Information Literacy committee, 2002-2004; WLA Intellectual Freedom committee, 1994-97, chair 1997.

Other Activities: ALA, member. ACRL, member. ACRL National Conference volunteer committee, 2005. Library consultant with Partners of the Americas Farmer to Farmer Program, Nicaragua, 2010. Phi Kappa Phi UWRF Chapter President, 2000-present. Beta Phi Mu.

Statement: I'm proud to be a member of the Wisconsin Library Association, an outstanding organization that serves so well its diverse membership. From librarians working in very large academic libraries to those serving customers in small towns in the far reaches of our state, we are all stronger because of the relationships we build through our association. The experiences that I've had working in various capacities with WLA and WAAL have enriched both me and the patrons that my library serves.

I am interested in continuing a strong relationship with WLA, and would be honored to work in a new capacity as a member of the WLA Foundation Board. Clearly, the Foundation has been served by creative and energetic librarians. The Campaign for Wisconsin Libraries has been so successful, raising money during tough economic times and developing a creative and unified message to promote the value of all Wisconsin libraries. If elected to the Board, I will work hard to capitalize on the creative energy already evident in the work of the Foundation and to lend my talent and time to fundraising and developing programs that really do keep us all in a better state.


I like to tell the story of rediscovering a few years ago a box of books from my childhood. Neatly pasted into the back of each book were the library book pockets and check-out cards I fashioned from various pieces of cardboard I found around the house. I've had a passion for libraries from a very young age, and I've brought that passion to the positions I've held in academic libraries and also to the relationship that I've built with WLA. I'm pleased to be considered for a position with the WLA Foundation Board and will work hard to advance its mission of supporting Wisconsin libraries as essential institutions. 📖




Ron McCabe, con't

for our educational services more obvious, the nation's extreme economic problems have made funding our institutions much more difficult.

This is a critical time for our libraries. We need to redouble our efforts to find a future for our institutions and we cannot do it alone. Today's economic and political environment requires that we make a very good and active association much better and stronger than it has been in the past. We need to better articulate for ourselves and for the public the importance and usefulness of the services that libraries provide. We need to project this message more powerfully. We need to individually move beyond our local responsibilities to work together to create a greater visibility and political presence for Wisconsin's libraries. We need to strengthen and expand our alliances with other governmental and professional organizations. We need everyone's ideas and hard work to make this future a reality.

I offer my service to the Wisconsin Library Association at this time because I understand the importance of this moment. As librarians and as libraries, we will stand together or fall apart under the economic and political strains we face. I have successfully managed libraries ranging from 10 to 105 staff members. I wrote the book *Civic Librarianship: Renewing the Social Mission of the Public Library* (Scarecrow Press, 2001). I have served as a consultant to two presidents of the American Library Association and have lectured on library development throughout the nation. I have extensive experience in strategic planning, public relations and media interviews. During my long career, I have provided strong leadership at the local, state and national level. I would be honored to serve as Vice President/President-elect of the Wisconsin Library Association. 

Jeff Dawson, con't

and have not looked back. During a vacation to NE Wisconsin in 2004, I added Manitowoc County to the list of places to apply for a director's post. In 2007 I landed my first directorship for the Lester Public Library in Two Rivers. My draw to Wisconsin was not only its friendly people, or beautiful rivers and lakes, but strong library infrastructure and support provided at the state level and by the Wisconsin Library Association. I would consider it an honor to conserve that library tradition and propel our cause further as WLA secretary. 



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Support Staff Gather in Appleton for Professional Development Conference

About 60 library support staff from around the state attended the WLA Support Staff Section's annual one-day professional development conference held May 26, 2010 at Fox Valley Technical College's Appleton campus.

The **keynote speaker, Tasha Saecker**, director, Menasha Public Library, gave us some thought-provoking and conversation-sparking ideas to consider. She encourages us to make it clear to our patrons that they can **"learn about it at the Library,"** whether it's computer skills, popular books or job search strategies. She suggested not telling patrons they can't use their cell phones in the library and not demanding quiet in the library, just reasonable levels of conversational noise instead of hushing. She said in her experience, it's not the patrons who want it quiet in the library, but the staff.

Tasha has a dynamic Web site at menashalibrary.org/. Both she and the library board are open to change and innovation. Tasha introduced the idea of **"radical trust"** where you let staff and patrons add book reviews and comments to your Web page without going through a lot of red tape before posting. She just quietly edits as needed. She encourages her staff to try things and looks at a "failure" as an opportunity to figure out what didn't work, and tweak the idea for another try. Her **call to action is that we advocate for "libraries as the bridge for tech-have-nots"** to provide them with the free access to information and knowledge that would otherwise be unavailable to them because of cost. She wants working families to be able to come to the library to use computers, books and other resources.

The next session was "Are You Game? — The Library's Place in the World of Gaming" with Jeannie McBeth, technology & facility maintenance supervisor, Oshkosh Public Library. Her mantra is **"If you make it fun, they will learn."** Gamer notes were available at the WLA table in the lunch/break room. Of particular interest was her list of resources, including *Outliers* by Malcom Gladwell, *Fantasy Freaks and Gaming Geeks* by Ethan Gilsdorf and *What Video Games Can Teach Us* by James Paul Gee.

Other topics covered during the conference included BadgerLink: Now and Moving Forward, Is Getting a MLS in Your Future? and Social Media 101. For those who needed a little stress relief, one session featured yoga stretches you can do in your chair.

Thanks to Jane Roisum, SSS chair, and the rest of the SSS board (Mary Hayden, Jessica Gile Hutchings, Catherine Phan, Cindy Wallace, Jennifer Williams) for their excellent work putting together this conference. Thanks also to Val Magno, Fox Valley Technical College for her help at the conference, and for providing the conference notes for this article. 📖



Martha Farley Berninger outlines what's offered through BadgerLink, the statewide online database, at the annual Support Staff Conference.



Tasha Saecker, SSS conference keynote speaker, discusses how she manages changing technology in her role as director of Menasha Public Library.



Laurie Boettcher, social media consultant, discusses ways to coordinate communication via multiple social media sites through services such as HootSuite.



Jeanne McBeth, Oshkosh Public Library, recommends Malcolm McDowell's book "Outlier" in her presentation on reaching out to gamers.

Government Documents Librarians Grapple with Access, Print Management

By Beth Harper, WLA Government Information Round Table chair; Memorial Library, UW-Madison, reference librarian

How do we best provide access to, and assistance with, government documents when so many current titles are online? And what do we do with the print documents our depository libraries still have? Attendees and presenters grappled with these issues at Wisconsin's 2010 Government Information Day, held June 11 at UW-Madison's Memorial Library.

The program started with attendees reporting on the state of government information at their libraries, with "weeding" being the main theme. Attendees from federal depository libraries (the majority of those at the event) are weeding their collections significantly as their libraries face pressure for more space. As more and more federal titles are distributed in online-only format, major weeding of print collections is also necessary to keep a library's collection current. Other challenges mentioned during these updates: making sure reference staff at non-depository libraries can keep current with government information; how to handle government documents put in storage during a library renovation; and remembering the new name of the DPI's "Resources for Libraries & Lifelong Learning" team, which runs the highly successful Wisconsin Digital Archives and Wisconsin Document Depository Program, among other things.

For a pleasant change of pace, the Wisconsin Historical Society Library had the most exciting and positive news of the libraries represented at Government Information Day. Staff have cataloged all the state government documents in the Historical Society's collection, and have nearly completed the Canadian documents. Next up: the U.S. federal documents. Government documents librarian Nancy Mulhern said she expects the library's funding for these special cataloging projects will last long enough for catalogers to make a significant dent in the federal documents cataloging, if not catalog every document in the collection (not just a tall order, but one of skyscraper proportions). Catalogers are starting with heavily-used and less-cataloged agency documents such as those from the Commerce Department.

The Historical Society also spearheaded an effort for UW-Madison to purchase the electronic version of the U.S. Congressional Serial Set from Lexis-Nexis. Funding for this title is coming from the Historical Society, the UW-Madison General Library System and UW-Madison Law School. The online Serial Set, with documents going back to 1789 and touching nearly every subject imaginable, will be available starting this summer at all UW System schools save UW-Milwaukee.

Next, University of Denver librarian Chris Brown explained the system he's developed for tracking online document usage from his library's catalog. Brown noted that 97 percent of current GPO catalog records contain links to online content, and many government titles available to depository libraries are now available only in online format. Libraries are able to provide circulation statistics for books, but there aren't a lot of easy ways to count how many times a particular URL in a catalog record is clicked, leaving libraries with fewer clues as to what resources their patrons are using.

Brown explained the relatively simple system he's set up to overcome this challenge. The University of Denver adds a prefix to each URL in a government document record. This way, every URL click sends users to a database, which records the main URL being clicked, and the date and time of the click. The database then instantly refers the user to the URL. Brown has given presentations on this system at several national government information conferences, and he's helped half a dozen libraries set up similar systems. He's very willing to help libraries set up their own systems. [GIRT plans to post the slides from Brown's presentation on the GIRT Web site soon. In the meantime, anyone interested in this system can e-mail Brown at cbrown@du.edu.] Brown has used the data he's gathered to aid in item selection and to find and repair broken URLs. Brown's system and his daily checking of his database proved invaluable to the Federal Depository Library community and GPO when he identified a major problem with GPO's "persistent URL" server in summer 2009. Brown pinpointed the exact date the GPO PURL server went down and when it came back up.

After lunch, GIRT vice-chair/chair-elect presented the Distinguished Document Award of 2009 to the creators of "Wisconsin at the Frontiers of Astronomy: A History of Innovation and Exploration," the feature article in the 2009-2010 *Wisconsin Blue Book*. Several members of the creative team talked about the genesis of the project, and the research involved.




The Wisconsin Distinguished Document Award was presented to the creators of "Wisconsin at the Frontiers of Astronomy: A History of Innovation and Exploration," the feature article in the 2009-2010 Wisconsin Blue Book.

continued on page 10

Then John Shuler, government publications/documents librarian at the University of Illinois at Chicago, took the floor. He described the Government Information Online (<http://131.193.153.128/>) project, one of the first national online reference collaborations based around subject expertise. Shuler has been at the forefront of preserving and providing reference service for online government documents. In the 1990s, he and his staff at the University of Illinois at Chicago captured the content of the State Department's Web site on a daily basis, and archived this information. Shuler and his team also worked with the State Department public affairs staff to answer e-mail questions from the public and help users find other information sources about U.S. foreign policies and programs. The Government Information Online (GIO) project grew out of this experience. Currently library staff from nearly 20 libraries around the country provide free government information reference service via chat and e-mail. GPO routes the reference questions it receives to GIO.

Shuler is a provocative thinker and speaker, and the questions he raised about the role of government information specialists in an electronic world stirred lots of discussion among attendees. He challenged us to reconsider our role as gatekeepers of information, and to think about whether or to what extent information users care about the format or source of information. Shuler asked whether a doctor can practice medicine without a hospital, or a lawyer practice law outside of a law office. He said we should consider whether a librarian needs a library to help users find information.

I was the final speaker of the day, presenting "Fun With FDSys," a demonstration of GPO's new content management system, FDSys (www.gpo.gov/fdsys/search/home.action). I explained a content management system as a single system that ingests content, organizes and preserves it, and makes the content searchable. GPO released FDSys to the public in May 2009. GPO's plan is to replace GPO Access with FDSys. While FDSys has some kinks that need to be worked out, most people at the demonstration agreed, after watching me perform searches in both FDSys and GPO Access, that FDSys is much easier to use. Most of the content in FDSys consists of Congressional materials as well as the *Federal Register*, the *Code of Federal Regulations* and the *Compilation of Presidential Documents*. These documents touch on just about every subject under the sun, so this resource is useful for nearly everyone. Plus, it's free! If you missed "Fun With FDSys," either at Government Information Day or the WAAL conference this spring, you'll have a chance to see it at the WLA annual Conference this November!

A GIRT business meeting followed the formal program. I won't recount the meeting here, but I will encourage you to attend GIRT-sponsored events, to join GIRT and especially to become active in GIRT. Like all WLA units and round tables, we need volunteers to take on tasks big and small. We're happy to help you become more active! If you're interested in volunteering or hosting presentations on government information, please contact me at bharper@library.wisc.edu. 

Moving Forward on Bylaws Amendments

The WLA Board discussed the proposal to amend WLA bylaws at its June meeting and made several changes to the draft proposal. The Committee on Organization will now draft bylaws amendments for presentation to the membership at the annual business meeting, scheduled for Thursday, Nov. 4, 2010 from 5:30-6:30 p.m. at the WLA Conference in Wisconsin Dells.

Here is a summary of the proposed changes:

While the purpose of divisions would remain the same as currently stated in the bylaws, the purpose of sections and round tables would be modified to focus on sharing knowledge. The current purpose of sections and round tables is to promote the study and development of a particular function or aspect of librarianship. The new purpose: To explore, develop and share knowledge about particular functions or issues related to the library profession or workplace which have relevance for one or more types of libraries, library workers or supporters.

Units (divisions, sections and round tables) would have authority to adopt unique policies only where WLA policy is silent. The Committee on Organization would work to create uniform procedures, where necessary, to avoid duplication of effort, while seeking the involvement of unit leadership to refine and establish sound practices across the association. For instance, policies on conference speaker compensation and planning documents have varied from unit to unit, causing confusion and duplication of effort.

Units can retain their current authority to elect officers, but only elected chairpersons will be required for unit viability.

All unit projects would be incorporated into the overall WLA operating budget, rather than retained in segregated unit project funds. This allows greater accountability for all programs and also ensures that smaller units have access to project funds for strategic initiatives. Divisions would no longer be able to impose dues in addition to those imposed by WLA.

Sections and round tables would continue to do many of the activities currently required of them, with some slight variations. For instance, all sections and round tables would be required to present programming at the WLA Conference. This is currently an optional activity, though most units are regular program contributors.

All would be required to develop and share a knowledge base in the interest area around which the group is formed and regularly engage members about current issues.

As currently authorized, a vote of the WLA Board or the unit membership could dissolve sections and round tables. The amendments would also allow automatic dissolution if there is failure to elect a chairperson in any year after the first anniversary of the group's formation.

If you have questions about the proposal, please contact a member of the WLA Board or Lisa Strand, executive director. 

The purpose of the amendments is to foster a leadership focus on benefits for members, and respond to members' interests and needs more adeptly. The changes invite participation and engagement of the members. They also improve accountability of all programs to the association membership by creating shared financial and strategic goals. It is hoped that the amendments will help WLA respond to the lack of available leadership candidates to fill positions. The amendments also seek to adopt consistent practices throughout the organization to streamline operations.

**WISCONSIN LIBRARY ASSOCIATION
AND
WISCONSIN LIBRARY ASSOCIATION FOUNDATION
ANNUAL BUSINESS MEETING**

Thursday, November 4, 2010, 5:30–6:30 PM
Kalahari Convention Center – Room Location to Be Determined
Wisconsin Dells, Wisconsin

AGENDA

- I. Call to Order, Alberto Herrera, Jr., President
- II. Report of the Secretary, Tasha Saecker
 - A. Approval of the minutes of the 2009 Annual Business Meeting
- III. Report of the President, Alberto Herrera
- IV. Report of the Executive Director, Lisa K. Strand
- V. Report of the Treasurer, Jan Berg
- VI. Recess the WLA Business Meeting for the Purpose of Conducting the WLA Foundation Business Meeting, Alberto Herrera
 - I. Convene the WLA Foundation Business Meeting, Anita Evans, WLA Foundation President
 - A. Approval of Minutes of 2009 Business Meeting
 - B. Campaign for Wisconsin Libraries
 - C. Scholarship Report
 - D. Other Business
- VII. Reconvene the WLA Business Meeting, Alberto Herrera
- VIII. Report of the American Library Association Councilor, Julie Schneider
- IX. Committee Reports
 - A. Nominations & Elections, Bob Pfeiffer, Chair
 - B. Committee on Organization – Approval of Bylaws Amendments, Karen Jander, Chair
- X. Resolutions, Peter Gilbert
- XI. Vice President’s Report, Rhonda Puntney
- XII. New Business
- XIII. Adjournment

From Public to Research Librarianship

by Lisa Hein, *United States Geological Survey research librarian*

I was a public library director for over seven years at the Marion Public Library, a small rural town in central Wisconsin. I loved it. I loved everything about it! Ok, well, not everything. Finally in 2006 the things I loved—my patrons, the kids I started story hour with and who were blossoming into (mostly) wonderful young adults, the other librarians in the system, my staff and the job itself—started to get overshadowed by the things I didn't love—the constant budget wars between the department heads, the drama and the politics, friction with my board and finally concern over my benefits and pay. I began to think that it was time for a change. Then, like "manna from heaven," a friend of a friend mentioned a job opening she knew about. It was a research librarian position for a government research facility on the other side of the state. So, after a lot of soul searching and the encouragement of my husband, I took a deep breath, said a prayer, picked up my husband and young family and jumped into a major career change.

In early 2007 I started working for the United States Geological Survey (USGS) at the Upper Midwest Environmental Sciences Center (UMESC) in LaCrosse as their research librarian. UMESC scientists are at the forefront in the battle to control invasive species like the sea lamprey, Asian carp and zebra mussels and find a 'cure' for fish diseases like viral hemorrhagic septicemia (VHS). Scientists also monitor the environmental health of the

Upper Mississippi River as well as conduct research on amphibian, fish and bird health, throughout not only the Midwest, but the entire United States. USGS scientists work closely with resource managers from many other governmental agencies such as the U.S. Fish and Wildlife Service, the National Park Service, the U.S. Army Corp of Engineers, the EPA and the Departments of Natural Resources from Wisconsin, Minnesota, Illinois, Iowa and Missouri.

One of the first things that hit me in this new library environment was the silence. As you public librarians know, quiet is not always the norm in a public library. (Ha! Understatement!) My staff and I had worked for years to make our public library more of a community center. There was usually a child or two pulling books off the shelves or climbing the shelves, teenagers giggling over magazines (at least that was what we told ourselves they were giggling over, although when the boys started giggling, that's when I would step in!), a nearly deaf

man trying to ask his wife if he had already read a particular book, a couple of friends catching up on gossip by the new releases and so much more. As a research library, there is lots and lots of quiet. It was a bit disconcerting at first!

The way I interact with my patrons is completely different as well. In a small rural town, we were often the stop after the café and post office and before the bank. Now, most of my dealings with my patrons are via e-mail or instant messaging. Or, when the scientist has procrastinated too long, a desperate phone call. I'm sure all of the academic librarians are nodding their heads in agreement! They knew this. Public librarians tell themselves that it would just magically stop after high school. I do, however, "talk" with researchers several times a day as their deadlines loom or their needs change half-way through a project, so I never really have time to be lonely. But the lack of physical conversation and interaction also took some getting used to.

One thing that has not changed from the public to the research library is the appreciation of my patrons or the affection with which they regard THEIR library. When the previous librarian retired, there had been talk of discontinuing the UMESC library. The scientists were adamant that a library was necessary and needed to be staffed with a librarian. Several lobbied long and hard. The work that I do frees up their time to do the vital "hands on" research, which in turn gets the research results into the hands of the folks who manage the natural resources of the nation.

The supportive community of librarians doesn't change from public to research. Case in point: I had thought after dealing with patrons in the public library for that long I would be able to handle anything! I mean, I have cleaned up bodily fluids (yuck!), I learned about how one of my patrons spanked men for money (I didn't have a response to that then, I still don't today!). I have researched all kinds of things from how to register a business name in Wisconsin to alopecia. Yet, when I got my first in-depth research question, "How many studies were done in the U.S. in the last year using fish anesthetics?" I was thrown for a loop. I researched and researched and researched some more. Luckily there are several other USGS science research centers throughout the United States and all of those librarians were willing and excited to help me learn the "tricks of the trade." All have been incredible,



Lisa Hein




especially that first year, when everything was so new! (It's an impossible question, by the way. That kind of data is not kept, but can be surmised, since any study done on fish -- or any animal for that matter -- should, through the use of good laboratory practices, anesthetize the fish before handling it. Let me tell you how long it took me to come to that answer: A reeeeeaaaalllly long time!) Even though we all work separately and usually alone and are spread out throughout the United States, we all keep up with each other both personally and professionally, much like my relationships with other librarians in the OWLS system.

I like the detective work I get to do as a research librarian. Last week I spent several hours tracking down a 30-year-old paper from an obscure journal published in Asia. I had an author, the year and a couple of key words. When I was able to not only figure out what the title was, but then was able to InterLibrary Loan it within a couple of days, my scientist was thrilled. She had thought it was a lost cause. And, I will be honest, I did too!

Since I began my career here at the UMESC Library, my position has expanded, like most do, to being the Keeper of the Archives. The 50-plus years

of scientific work done here have led to fish drugs and anesthetics, as well as lampricides (drugs used to kill sea lampreys in the Great Lakes). We must maintain up-to-date records for the FDA and the EPA of just about everything we do.

Do I miss my public library job? Sometimes. I miss "my kids" who stopped in every day after school to tell me the drama and the joys of the day, my sweet little old ladies who brought me cookies and the story hours where the kids would get so excited about the books they would literally be hanging on the turn of every page. I don't miss the drama and the politics, fighting for budget dollars and preparing the dreaded annual report. But I really like what I do here. I enjoy the excitement of tracking down an article from 1975 from a journal in Pakistan, when my scientists say "Wow! Thanks Lisa! That was exactly what I needed. How ever did you find that?" I like knowing that what I do is going to help scientists work to find cures for things like VHS and to stop the spread of Asian carp and sea lampreys. I like knowing I am working for a greater good.

And I'm even getting to like the quiet. 

Educational Summit Report

Rhonda Puntney, WLA President-Elect


On Saturday, May 22, 2010, I attended the Wisconsin Family-School-Community Engagement Summit, which was held at the Waukesha County Technical College in Pewaukee.

The all-day summit brought together about 200 stakeholders with an interest in educational excellence in Wisconsin. The governor and first lady were there, as was State Superintendent Tony Evers. I was there to represent the Wisconsin Library Association and libraries in general, but in particular the public library and its role in community learning. The summit's goal was to get these stakeholders together, get them talking to each other and to raise awareness of what we're all doing in order to facilitate collaborative partnerships and strengthen what is already being done locally.

Other library supporters in attendance were Jan Berg from DeForest, Barb Huntington and Rick Grobschmidt from DLCL.

The morning consisted of small group brainstorming sessions. Berg was a presenter for one of these sessions. I attended the session that discussed community partnerships. People in the room included PTA parents, the school superintendent from Greendale and the former mayor of Waukesha. We talked about issues we all faced individually (for us, shortages of time, staff and funds, as well as the perception for some that the public library is an intimidating place) and then worked on three statements that will be used to create a broader educational policy in the state. I made sure libraries were included in any discussion on "community agencies" and got the point across that the public library is the only place in town that facilitates LIFELONG learning for ALL Wisconsin residents.

After lunch, a panel of recognized educational advocates addressed the entire group. I was pleased to see that State Sen. John Lehman (D-Racine) was one of these advocates. The panel discussed the statements brought forth from all of the morning small group sessions. We were then asked to talk with individuals at our table — and develop one action plan that involved collaborating with another agency. Ruth Schmidt, executive director of the Wisconsin Early Childhood Association, was at my table — the whole day was worth it just to meet her! We decided to submit program proposals for our respective annual conferences in 2011 and to work on partnering projects between WLA and WECA. At the end of the day we were asked to share tentative plans with the entire group. So I was delegated to go to the microphone and report back.

I'm hopeful that even with the upcoming change in state leadership that the things brought forward will be looked at and acted upon. I suspect it will have a far greater-reaching impact locally to establish or re-establish local partnerships as these will be easier to sustain in the long term. 

CALENDAR of EVENTS

To get a complete 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. All meetings are held at the WLA office in Madison unless otherwise noted.

AUGUST

- 6 Library Development & Legislation Committee
- 12 Wisconsin Association of Public Libraries (WAPL) Board
– GoToMeeting
- 13 Nominations & Elections Committee
- 16 Intellectual Freedom Round Table (IFRT) Board
- 17 Youth Services Section (YSS) Board
- 20 WLA Strategic Planning – DeForest Public Library (WLA
Board, Unit and Committee Leaders)
- 24 WLA Conference Planning Committee

SEPTEMBER

- 6 Labor Day (WLA Office Closed)
- 15 WLA Foundation Board of Directors
- 17 Foundation Wisconsin Library Heritage Center Steering
Committee
- 28 WLA Conference Committee

OCTOBER

- 1 Early Bird Registration Deadline for WLA Conference
Library Development & Legislation Committee
- 8 Nomination & Elections Committee
- 17-23 Teen Read Week
- 29 WAAL Board of Directors