

Libraries: Create Adventure Highlights from 2010 Annual Conference

Author Marilyn Johnson (*This Book Is Overdue*) presented a keynote address on the value of librarians and put hundreds of attendees in a positive frame of mind as the 109th WLA Conference got underway on Wednesday, Nov. 2, 2010 at the Kalahari Resort in Wisconsin Dells. With exhibitors, attendees and speakers, 1,044 individuals were in attendance in the Dells, enjoying dozens of breakout sessions, luncheon speakers and of course, business meetings throughout the three-day event. Tuesday early birds enjoyed two pre-conferences and a festive Meet & Mingle Reception with exhibitors and the new class of six WeLead protégés.

Dozens of programs made choosing just one from each time slot a tough decision. Topics on various themes included Mobile Devices in Libraries with Beth Carpenter, director at Kimberly/Little Chute Public Library and Speed Networking with Katharine Clark, Madison Public Library and Pamela O'Donnell, UW-Madison College Library. Authors and books were featured at several programs, including the perennial favorite Notable Books Marathon. The duel between the "HaveU-Heard" gals and the "McGyver Library" guys had spill-out-the-door attendance, with lots of tech tips and tricks presented with quirky good humor.

During no-conflict breaks, more than 70 vendors were primed and ready for the crowd in the exhibit hall. Of course, having an alligator briefly loose in the aisles made the theme "Create Adventure" seem a bit more literal than the committee intended — which earlier had discussed whether having a snake on exhibit was a good idea. (Note to future committees: Ignore the snake. Check for alligators.) Fortunately, he was captured quickly and attendees were not distracted from their visits with the other exhibitors.

The fun of WLA, however, is more than the exhibits and formal programs printed in the Conference booklet. Conversations in hallways, at dinner and yes, in the bar were all edifying in one way or another. The New Members Round Table hosted a social gathering at the Big Kahuna Night Club, as did the Association of Wisconsin Special Librarians. Parties for award winners made the evenings jam-packed for some, while others were happy to re-energize for the next day in the solitude of their hotel rooms.



WLA President Alberto Herrera, Jr., welcomes hundreds of attendees prior to the conference keynote address by author Marilyn Johnson.

About 115 attendees went bowling to support a worthy cause at the WLA Foundation's "Bowling & Boards" fundraiser. An abundance of gutter balls and cries of "I broke 100!" were offset by a few ringers like Alice Sturzl and Mike Gelhausen. Bernie Bellin, fundraiser chair, made sure to award suitable trophies, including those that read "I'd Rather Be Knitting" and "Athletic Ability? This Is Why I Became a Librarian." Together with the auction, the Foundation raised nearly \$10,000 for the Campaign for Wisconsin Libraries at the Conference.

All in all, participants and planners deemed the Conference a success. The 2010 Conference committee met with the 2011 planners on Dec. 7, 2010 to gear up for another great event. They're expecting you to join in the fun Nov. 1-4, 2011 at the Hilton and Frontier Airlines Center in downtown Milwaukee. Hope to see you there! 📷

For more conference photos, see page 7.

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and Friends



4610 South Biltmore Lane
Suite 100
Madison, WI 53718-2153
(608) 245-3640
(608) 245-3646 Fax
www.wla.lib.wi.us
e-mail: wla@scls.lib.wi.us

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Submissions to the editor at WLA
4610 South Biltmore Lane, Suite 100
Madison, WI 53718-2153

Telephone:
608/245-3640

FAX: 608/245-3646

E-mail:

wla@scls.lib.wi.us

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President's View

Thank You

Thank you to all WLA members for offering me the opportunity to serve as WLA president in 2010. I have enjoyed working with the WLA Board, the WLA finance committee and the various groups working on the strategic plan.

Thanks to all the gracious WLA members who allowed me to appoint them to committees within the organization. Many thanks to the WLA members who joined for the first time or renewed their memberships in this year of economic turmoil.

Special thanks to the 2010 Conference planning committee: Claudia Backus, Pamela O'Donnell, Katherine Clark, Kelley Hinton, Faith Steele, Mike Peters, Matthew Kopyar, Ann Vogl, Molly Hamm, Tasha Saecker, Lia Vellardita, Vicki Tobias, Linda Hartig, Adam Brisk, Chris Grugel, Brigitte Rupp Vacha, Melissa McLimans and Linda Vincent.

I appreciate all the members who attended the 2010 annual WLA Conference at the Kalahari Resort in Wisconsin Dells. Although I do not yet have the final income figures from this year's Conference, we had 1,044 registrants (including exhibitors)!

Thanks to Janice Welburn, dean of university libraries at Marquette University for allowing me the latitude to serve as WLA president.

Thanks are due many times over to the WLA and WLA Foundation staff: Lisa Strand, WLA executive director, Tom Klement, financial manager, Brigitte Rupp Vacha, member services coordinator and Pat Eschmann, WLA Foundation communication coordinator. I learned a lot from all of you and had a good time doing so.

This is the point in my column where I make a pitch for the financial needs of WLA. The Wisconsin Library Association's three main sources of income are: membership dues, income from conferences (registration fees and exhibits fees) and income from investments. We all know, unfortunately, how investment income has performed since 2008. Please, if possible, pay your membership renewals early so that the organization has them to work

with and does not have to send out serial reminders.

Join your colleagues at conferences when you can — next year's conferences feature WAAL at Stevens Point, WAPL at Madison and WLA in Milwaukee. If you are a board or committee member **and can afford to do so**, make do without mileage reimbursement. The finance committee has discussed selling ads on our Web pages and offering members the opportunity to

order T-shirts (or other conference-related items) when they register for a conference. We want to make sure WLA is there, as it has been since 1891, to serve future generations of library staff members as they serve future generations of Wisconsin library users.

I look forward to working with next year's WLA president, Rhonda Puntney and serving on the board of directors as we face new challenges and opportunities in 2011. Best wishes for the holidays and the new year. 🍷

—Alberto Herrera Jr., 2010 WLA president



Walter Burkhalter, WLA immediate past president (right), presents a plaque to Alberto Herrera, Jr. as a thank you for his year of service as 2010 WLA President.

2010 WLA Board

| | | | |
|---------------------------|----------------------|----------------------------|--------------------------|
| President | Alberto Hererra, 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 | Allison Kaplan |
| 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 |
| WAPL Representative | Jim Trojanowski | | (ex-officio, non-voting) |

WLA Board Meeting Summary

2011 WLA Board Meeting Dates

Held Fridays at the WLA office, 10:00 a.m. to 3:00 p.m. unless otherwise noted.

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

- February 11
- April 15 (with Unit Advisory Council)
- June 10
- August 12
- Tuesday, November 1
6:00-8:00 p.m., Milwaukee Hilton
- Thursday, December 1

Meeting of November 2, 2010

President Alberto Herrera, Jr. recognized and thanked the Conference co-chairs, Linda Vincent and Melissa McLimans for their excellent work in planning a successful WLA Conference at the Kalahari Resort in Wisconsin Dells.

Anita Evans, WLA Foundation president, Jane Pearlmutter, Foundation board member and Barb Kelly, past Foundation president spoke to the Board about the importance of internal contributors in order to leverage external donors and support. Specifically, they challenged each member of the WLA Board to contribute to the Foundation.

Rhonda Puntney provided the Board with a list of her appointments, which does not yet include the WeLead protégées. There are plans for at least one unit advisory council meeting with all chairs and chairs-elect of units and the WLA Board.

Jan Berg, treasurer and strategic planning retreat facilitator, reported that the Strategic Planning Task Force is working with the data generated from the August retreat to finalize goals and objectives. In

addition, they are creating a tag line to communicate the plan.

Julie Schneider, ALA councilor, was unable to attend the meeting, but provided her report in print. It is also available at www.wla.lib.wi.us/board/documents/2010_Councilor_Report.doc.

Allison Kaplan, WEMTA representative, reported that the WEMTA conference will be held March 20-22, 2011 at Monona Terrace in Madison. The conference will share March 20 with WiscNet for further collaboration. It will also feature Gary B. Schmidt as the keynote author speaker as well as an author fair. The keynote speaker will be Punya Mishra. The WEMTA legislative effort is scheduled for April 5, 2011. It will include a student showcase of technology literacy from students around the state.

The Board approved a resolution offered by Peter Gilbert, resolutions coordinator, communicating appreciation and commendation from the membership.

Meeting of December 2, 2010

The Board thanked outgoing colleagues Jim Trojanowski and Kathy Myers, along with Emily Wixson and Cynthia Wallace, who could not attend. Past President Walter Burkhalter presented President Alberto Herrera, Jr. with a plaque expressing thanks for his leadership in 2010.

Representatives from Wegner Accounting presented the audit of 2009 financial statements, finding that the statements presented fairly the financial position of the Wisconsin Library Association. With a small staff, improving internal controls is always a goal. Staff will work with the finance committee to recommend changes in procedures and policies to improve those controls in 2011.

The Board approved the appointment of Colleen

Rortvedt as the WLA representative to the WLA Foundation board of directors.

The Board approved the 2011 WLA budget, including funding for redesigning the WLA Web site, no salary increases for staff and continuation of the MemberClicks association management system. If a new system is selected, the expenses would not vary. A final budget for the 2011 WLA Conference will be approved at the February 2011 meeting.

The Board conducted the annual performance evaluation of the WLA Executive Director, Lisa Strand. The Board thanked her for her continued leadership. Given the lean budget, no salary increase will be offered this year. 📄

2011 WLA Board

| | | | |
|-------------------------------|----------------------|--------------------------------|--|
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| ALA Councilor | Julie Schneider | WISL Representative | Edie Phillips |
| YSS Representative | Marcia Sarnowski | Executive Director | Lisa K. Strand (ex-officio, non-voting) |
| WAPL Representative | Pamela Westby | | |

A Celebration of Excellence: WLA Annual Awards

A favorite feature of the WLA Conference is the annual Awards & Honors Banquet, a celebration of excellence in Wisconsin library service. This year's banquet had nearly 250 guests who heard more about the award winners listed below.



Accepting the Library of the Year Award (Monona Public Library) from Diana Skalitzky, Awards & Honors Committee; Erick Plumb, then interim director, and Andrew Taylor, board president.

Library of the Year: Monona Public Library (Erick Plumb, Library Director)

Under the creative leadership of the late library director Demita Gerber and her staff, the Monona Public Library has gone from good to great! The library has launched several innovative programs and initiatives, developed new partnerships and new collections. Just a few examples include an ALA-funded "Great Stories" program to start outreach to at-risk teens in alternative high schools, garnering 85 percent participation. The library also established a Teen Advisory Board that initiated several communitywide literacy programs and year-round activities for teens. Another program allows patrons to "Book a Librarian" for a session of uninterrupted assistance for reference or research.



Marge Loch-Wouters, La Crosse Public Library Youth Services Manager, accepts the WLA/DEMCO Librarian of the Year Award from John Ison, DEMCO.

Marge Loch-Wouters, Youth Services Manager, La Crosse Public Library, is WLA's DEMCO Librarian of the Year. Loch-Wouters says, "I am thrilled and honored to be receiving this award. Throughout my career working with kids, I have 'gone to school' every day and learned from kids, parents, co-workers, community partners and library colleagues across the state and nation how to become a better librarian for kids. It is thanks to these mentors of all ages and occupations that I have reached this special moment in my career."

Loch-Wouters says that her work has always involved networking and partnerships within the community to enhance services for kids. Collaborations and friendships with colleagues in schools, nature centers, museums, family resource centers and city departments have enriched the content of programs and services offered at the libraries where she has worked. Loch-Wouters is also active in state and national library organizations, which she calls her "brain trust" of colleagues.



Carol Chapman (left), Awards & Honors Committee, presents Susan Braden, Hedberg Public Library (Janesville) with the Muriel Fuller Award.

Susan Braden, Reference Librarian, Hedberg Public Library, Janesville, is the 2010 Muriel Fuller Award winner.

In the eleven years that Braden has been a reference librarian at Hedberg Public Library, she has become "Ms. Local History" on top of her normal duties. But her persistence in following through on long-term historical projects and her pursuit of materials about closing Janesville industries is especially remarkable. One dramatic example is Braden's prescience in arranging with the Janesville General Motors (GM) archivist to take three complete sets of United Auto Worker newsletters and assorted other items only days before the GM plant closed in December 2008. Braden sorted through the newsletters, keeping one set for the library and distributing the other sets to the Rock County Historical Society and the Wisconsin Historical Society. She also keeps an eagle eye out for materials from other now-defunct Janesville industries.

For six years, Braden single-handedly marshaled the funding, personnel and technology necessary to convert oral histories of

Janesville workers recorded on cassette by a professional labor historian during the country's Bicentennial. Braden made sure that these oral histories were converted into transcribed podcasts available to the whole world on the library's Web site.



Desiree Bongers, Awards & Honors Committee chair, with Bob Bocher, the 2010 Special Service Award recipient.

The Special Service Award goes to Robert Bocher, Public Library Technology Consultant with the Division for Libraries, Technology and Community Learning at the Department of Public Instruction. Bocher says, "I am sincerely honored to be recognized by the Wisconsin library community. The Internet — and especially the Web — has infused itself into all aspects of library service. I hope my modest efforts over the years to help libraries get connected have enhanced library services and helped to broaden the world of information access for staff and library patrons."

Certainly, no one can argue that Bocher has been one of the strongest proponents of enhancing library service through technology. Just a few of Bocher's achievements include his strong advocacy for shared integrated library systems and library Internet access. Bocher has managed over \$3 million in LSTA grants to assist libraries in joining shared systems and getting Internet connectivity. Today, 93 percent of the state's public libraries are in shared systems, and every Wisconsin public library now has a high-speed Internet connection.

His support for libraries goes beyond his day job. Bocher was a founding member and first president of the Friends of the Monona Public Library and served for 12 years on the Monona Public Library Board. In his spare time he co-authored the book "Privacy in the 21st Century: Issues for Public, School and Academic Libraries."



(Left to Right): Representing the Citation of Merit winners from Fort Atkinson are Mark Zastrow, Davin Lescohier, John Mielke, John Wilmet.

The Citation of Merit is shared by John Wilmet, John Mielke, Mark Zastrow, Loren Gray, Davin Lescohier and Dick Schultz, city officials in Fort Atkinson during the years when the commitment was made to expand and renovate the Dwight Foster Public Library. Public libraries provide vital infrastructure within their communities and yet despite increasing demand from users may not fare well when the pie is sliced ever more thinly at the local level. However, there are examples of cities, like Fort Atkinson, that have prioritized the library in such a way that a commitment to an expansion and renovation project could be made, and kept, despite the economic downturn of the past few years. The fact that the *Foster Growth* capital campaign was encouraged to proceed speaks volumes about the leadership of John Wilmet, city manager, and the entire city council of Fort Atkinson.

The city officials of Fort Atkinson recognized the importance of the library to the city and its citizens. They retained a vision and commitment to the project, ensuring that Dwight Foster Public Library will remain relevant well into its next chapter and beyond.



Catherine Scullion, Awards & Honors Committee, presents Dr. Katherine Schneider, Eau Claire, with the Trustee of the Year Award.

Dr. Katherine Schneider, past president, L.E. Phillips Memorial Public Library Board of Trustees, is the Trustee of the Year. Schneider is a longtime library user and an ardent supporter of the library community and everything to do with libraries — at the local, state and

national levels. She has been actively involved in the Friends of the L.E. Phillips Memorial Public Library and served as the Board liaison with the Friends. She supported the library's 2006-08 capital campaign and, in 2009, led the library Board through the largest renovation of the current library facility in the building's 33-year history.

Schneider is the originator of the American Library Association's Schneider Family Book Awards for children's books with disability content. In 2003, she and her family endowed this ALA award honoring an author or illustrator for a book that embodies an artistic expression of the disability experience for child and adolescent audiences. Each of the three awards comes with a plaque and \$5,000.




Dr. Robert Smiley was honored with the WLA/WEMTA Intellectual Freedom Award for maintaining unfiltered Internet access for students at Stoughton Public Schools.

Dr. Robert W. Smiley received the 2010 WLA/WEMTA Intellectual Freedom Award. The award (formerly the WLA SIRS/Proquest Intellectual Freedom Award) recognizes the contribution of an individual or group who has actively promoted intellectual freedom in Wisconsin. Smiley has been a powerful and effective advocate for unfiltered access to the Internet for school district students and staff. He recently became the technology director of the Waunakee Community School District. From 1993 to 2010, Smiley served as the information technology director for the Stoughton Area School District. While in Stoughton, he responded to federal legislation demanding that schools and libraries receiving e-rate funding filter Internet access by weighing the fiscal impact of accepting the funding against the impact on student learning if filters were installed. The result: Stoughton Area School District does not filter.

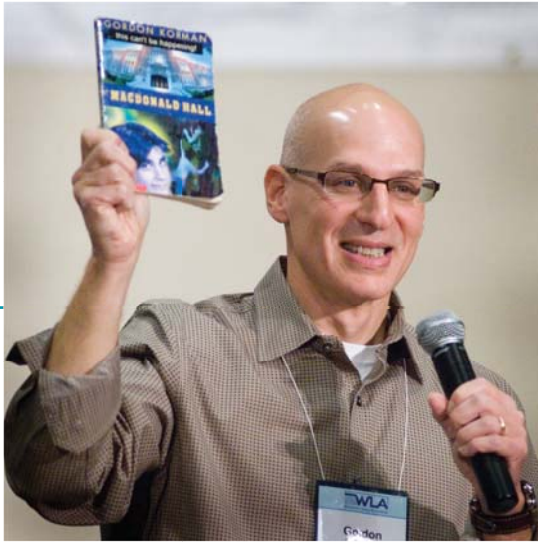


Ruth Ann Montgomery accepts the Frances de Usabel Outreach Services Award.

Ruth Ann Montgomery, director of the Arrowhead Library System, Janesville, received the Frances de Usabel Outreach Services Award. Montgomery was instrumental in helping the workers displaced by the closing of the GM plant in Janesville. Presently, over 1,600 residents in Rock County have participated in the computer classes she developed as part of an LSTA grant. "It is a great honor to receive the Frances de Usabel award," said Montgomery. "It has been my good fortune to work in a profession that values making buildings accessible to all. Public library special needs and outreach projects have always been dear to my heart."

In addition to contributions from DEMCO (Librarian of the Year), Highsmith (WLA/Highsmith Award, not presented in 2010), TeachingBooks.net and the UW-Milwaukee School of Information Studies and Center for Information Policy Research (WLA/WEMTA Intellectual Freedom Award), the family of Frances de Usabel (Frances de Usabel Outreach Services Award) and Worzalla Publishing (Elizabeth Burr/Worzalla Award), the WLA Awards program is supported by the WLA Foundation, through individual charitable contributions, and the WLA through the work of its various committees and units. The awards program is one way the association acknowledges the dedication of its members in providing exemplary library service to the people of Wisconsin. For details on the Children's Book Award, please see the article on page 7. The Literary Awards were covered in Issue 3 of the WLA Newsletter. 

More Conference Memories



Author Gordon Korman got rave reviews for his Youth Services Section luncheon presentation.



Author Marilyn Johnson raves about library workers in her keynote address on November 3 at the WLA Conference.



Curt Meine discusses Aldo Leopold's legacy at the 2010 President's Luncheon, the final event of the 2010 WLA Conference.



Kurt Kiefer, new Assistant State Superintendent for Libraries, Technology and Community Learning at DPI, introduces himself to conference attendees.



In the exhibit hall, Merri Lindgren and KT Horning show off some of the wonderful books available for viewing at the Cooperative Children's Book Center at UW-Madison.

Works by Wisconsin Authors Recognized: Best Children's/Young Adult Selections

While librarians find themselves busier than ever helping people with online job applications and retooling for new careers in today's economy, they also revel in finding a good read to share with library users. To that end, the Wisconsin Library Association announces its top 2010 honors for books written by Wisconsin book creators for children and young adults in 2009.



Tom Lichtenheld, the illustrator of *Yes Day!*, (written by Amy Krouse Rosenthal) attended the University of Wisconsin and graduated with a degree in fine arts. The story illustrated is of a young boy's exuberant journey through his favorite day — *Yes Day!* — where the answer is "yes" to every question, and no request is too outrageous. Lichtenheld brightly illustrates pizza for breakfast, sugary cereals in the shopping cart, family food fights and piggyback rides. He expands the author's simple and concise story perfectly with a balance between the questioning illustration, featuring smaller images with lots of white space, to the answering illustration on the following page, which fills the scene with color and humorous detail.

Four other books written and/or illustrated by Wisconsin book creators in 2009 (noted by an asterisk) received recognition for Outstanding Achievement in Children's Literature:

Namaste! Diana Cohn, author; Amy Cordova, illustrator*

Birds, Kevin Henkes, author,* Laura Dronzek, illustrator*

Kisses on the Wind, Lisa Moser, author,* Kathryn Brown, illustrator

Marching to Appomattox: The Footrace that Ended the Civil War, Ken Stark, author and illustrator*

Finally, one author was chosen as a Notable Wisconsin Author for his body of work. Gerald Morris, born to missionary parents in 1963, spent much of his childhood in Singapore. Eventually becoming a religion professor and earning a PhD, Morris also enjoys writing novels. His focus became the tales of King Arthur, especially ones involving a squire named Terence. He currently serves as associate pastor at a Methodist church in Wausau and is married and has three children.



Calvin (Cal) Potter (right) accepts congratulations on his induction into the Wisconsin Library Hall of Fame from Pete Gilbert, representing the Wisconsin Library Heritage Center Steering Committee, which determines the honorees.

Each year, the Children's Book Award Committee of the Youth Service Section of WLA, composed of librarians from around the state, conducts an exhaustive review of works by book creators with Wisconsin ties. Serving on this year's committee were: Linda Jerome, chair; Pat Freitag, Barbara Huntington, Tom Hurlburt, Ruhama Kordatzky, Susan Pesheck and Dawn Wacek.

The Elizabeth Burr/Worzalla Award recognizes works for children or young adults and is made possible by the Worzalla Publishing Company, Stevens Point, through a grant to the WLA Foundation. (For information about the Literary Awards Committee of the Readers' Section of WLA and the 2010 awards, please see Issue 3 of the WLA Newsletter or go online to www.wla.lib.wi.us/readers/WLAC/lac.html.)



Ellen Jepson, chair of the Literary Awards Committee, congratulates Sean Carroll, two-time winner of the WLA Literary Award. He was honored for his book, "Remarkable Creatures: Epic Adventures in the Search for the Origins of Species."

WAAL Seeks Poster Session Proposals Through January 28

The WAAL Conference planning committee is accepting proposals for poster sessions until **Jan. 28, 2011** for our 2011 Annual Conference: Renew, Energize, Sustain, to be held April 26–29, 2011 at the Ramada Inn in Stevens Point. The poster session reception is scheduled for Thursday, April 28, from 3:30–5:00 p.m.

To submit a poster session proposal, please forward the following information to Charles Elftmann:

1. Abstract of the poster content (150 words or less). This will appear in the Conference program.
2. Presenter name(s), institutional affiliation(s),

and contact information.

3. Type of equipment you will be bringing.

All poster presenters will be given skirted table space. No other equipment will be provided. If you choose to bring your own laptop, wireless Internet access will be available.

Poster session proposals are open to all who have ideas to share with academic librarians.

Note: WAAL welcomes poster session proposals from students in the School of Library and Information Studies at UW-Madison and the School of Information Studies at UW-Milwaukee.

—Lisa Muccigrosso, WAAL Conference committee

Division for Libraries, Technology and Community Learning to Host e-Content Summit May 4, 2011

The Chief Officers of State Library Agencies (COSLA) recently released a report suggesting strategies for advancing eBook services in public libraries. As a result of this report and work being done in Wisconsin to improve access to e-content, the Division for Libraries, Technology and Community Learning has announced plans to host an e-Content Summit on May 4, 2011 in Madison at the Sheraton Hotel. This invitational summit is funded by LSTA, and will be held at the same location as the WAPL Conference, May 4–6, 2011.

The COSLA eReader Task Force spent six months working with consultants to learn from knowledgeable librarians and industry experts about the direction of the eReader and eBook marketplace, and more generally, what public libraries need to do to continue to grow and improve their downloadable eBook services.

The COSLA eReader task force was led by Oregon State Librarian Jim Schepke. Other members were California State Librarian Stacey Aldrich, Kansas State Librarian Jo Budler, and Massachusetts State Librarian, Rob Maier. They worked with Eva Miller of Pinpoint Logic, a Portland-based research and design consulting firm, and Tom Peters of TAP Information Services, a Missouri-based library consulting firm.

Copies of the report are available for download on the COSLA Web site: www.COSLA.org or directly through www.cosla.org/documents/COSLA2270_Report_Final1.pdf.

—Information on the COSLA eReader Task Force from *CHANNEL WEEKLY, The DLCL Electronic Newsletter, Volume 13, Number 10 – November 18, 2010, Department of Public Instruction*

Chris Wagner, Madison, Named One of the Winners of the Carnegie/New York Times “I Love My Librarian” Award

Branch librarian Christina “Chris” Wagner of the Goodman South Madison Branch Library was named one of 10 librarians recognized for service to her community as a winner of the Carnegie Corporation of New York/New York Times “I Love My Librarian” Award. Wagner works to provide low-income adults with educational resources. For the past eight years, the library has hosted the University of Wisconsin Odyssey Project, an award-winning, free college humanities course for adults near the poverty level.

Wagner has been a WLA member for nearly 20 years. In 2006, she and Carolyn Forde, received the WLA/Highsmith Award for creating the South Madison Game Night at the South Madison

Branch. Wagner is also a former chair of the WLA’s Outreach Services Round Table.

More than 2,000 library supporters nationwide nominated a librarian. Wagner’s nomination, submitted by Emily Auerbach, who heads the UW Odyssey Project, is available online to inspire you: www.ilovelibraries.org/lovemylibrarian/2010/nominations/christina_wagner_nomination.pdf

Each of the 10 award winners receives a \$5,000 cash award and will be honored at a ceremony and reception in New York, hosted by The New York Times, on Dec. 9, 2010. More information about the award recipients is available at www.ilovelibraries.org/lovemylibrarian.



Say hello to my little friend, invites Dino Tlachac at the Nature's Niche exhibit.

WLA Members Approve Bylaws' Amendments at Annual Business Meeting

A gathering of about 80 members heard reports from WLA and WLA Foundation board members at the annual business meeting, held Nov. 4, 2010 at the WLA Conference in Wisconsin Dells. Members also approved amendments to the bylaws, which modify the description of units and incorporate all

unit activities into the WLA operating budget. For the complete revised bylaws, please see www.wla.lib.wi.us/about/bylaws.htm.

All current WLA members are welcome to attend the business meetings and vote on matters of importance to both the WLA and the Foundation.

Strategic Plan Update Underway

On Aug. 20, 2010 at DeForest Public Library, 44 WLA leaders, including unit chairs and chairs-elect, met to discuss the future of WLA and the strategic goals developed to fulfill the mission of WLA. Jan Berg, WLA treasurer, facilitated the planning retreat. Members used creative exercises, such as articulating "glads, sads, mads" about their WLA experience and wrote letters to friends depicting WLA 10 years into the future.

A Strategic Planning Task Force has been working since then to hone the ideas developed at the

retreat. As well as crafting a revised mission statement and goals, the group is creating a tag line to communicate the plan. At the WLA leadership conference on Dec. 3, 2010 nearly 50 elected leaders were asked to weigh in on the draft mission statement, as well as the proposed tag line, WLA: Libraries Moving Wisconsin Forward.

While still in rough draft form, the plan will be available for members' review and comment within the next month. Stay tuned! 📺

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.

JANUARY

- 1 WLA Newsletter Deadline
- 15 WLA/WEMTA Intellectual Freedom Award Nominations Due
- 19 WLA Foundation Board of Directors Meeting
- 24 Early Bird Deadline for Library Legislative Day
- 27 WLA Foundation Development Committee

FEBRUARY

- 11 WLA 120th Anniversary! WLA Board of Directors Meeting
- 22 Library Legislative Day

MARCH

- 8 WLA Foundation Board of Directors Meeting
- 6-12 Teen Tech Week (ALA/YALSA)

New location!

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

Tuesday, February 22, 2011
Concourse Hotel, One West Dayton Street, Madison

Participate in Library Legislative Day, co-sponsored by the Wisconsin Library Association and the Wisconsin Educational Media Association! Help us build support for library funding and legislation that helps libraries of all types.

Agenda:

7:45 - 9:00 a.m. Continental Breakfast and Registration

8:00 a.m. Briefing/Keynote Program

10:30 - 2:30 p.m. VISITS TO LEGISLATORS

We appreciate your EARLY registration so that the Legislative Day Committee can make appointments in advance. PLEASE DO NOT CALL YOUR LEGISLATORS FOR APPOINTMENTS.

Hotel accommodations:

Rooms are available at the Concourse Hotel, One West Dayton Street, Madison, WI 53703. Rates: \$89 for single and \$99 for double rooms. Some parking available on site, or park in the city ramp just across the street. Call 800-356-8293, and reference code 118638 or Wisconsin Library Association. Please make reservations by January 24, 2011.

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

Trustees! Friends! Patrons!

Register online: Go to www.wla.lib.wi.us; click on My WLA, Events & Registration, Library Legislative Day. OR submit this form. Early Bird Registration Deadline: January 24, 2011

Legislative Day REGISTRATION FORM

Name _____ Library/Org _____

E-mail (IMPORTANT: for registration confirmation and advance materials) _____

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.