

*You are invited to attend the*

## 1999 WAPL Spring Conference

# **Libraries: Making a World of Difference**

April 29 & 30, 1999

### **Paper Valley Hotel & Conference Center**

333 West College Avenue  
Appleton, Wisconsin



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Sponsored by the **Wisconsin Association of Public Librarians (WAPL)** in conjunction with the • Division for Libraries and Community Learning (DLCL) • Document Services Section (DSS) • Intellectual Freedom Round Table (IFRT) • Media and Technology Section (MATS) • Outreach Services Round Table (OSRT) • Readers Section (READ) • Reference and Adult Services Section (RASS) • Reference and Loan Library (R&L) • Support Staff Section (SSS) • WAPL Personnel and Professional Concerns Committee (P2C2) • Library Development and Legislation Committee (LD&L) • Technical Services Section (TSS) • Wisconsin Library Trustee Association (WLTA) • Circulation Services Round Table (CSRT) • Youth Services Section (YSS) • Wisconsin Small Libraries Round Table (WISLR) • Wisconsin Genealogy and Local History Round Table (WIGLHR)

• WAPL is a division of the Wisconsin Library Association, Inc.

## Conference Schedule At-a-Glance

April 29	THURSDAY			April 29
9:00 - 10:00	10:15 - 11:45	12:00 - 1:45	2:00 - 3:00	3:15 - 4:15
<p style="text-align: center;"><b>KEYNOTE ADDRESS</b></p> <p><b>Herbert S. White</b></p> <p>Distinguished Professor Emeritus, School of Library and Information Science, Indiana University and Adjunct Professor, University of Arizona</p> <p>“Librarianship in the New Millennium: Opportunities and Dangers” (DLCL)</p>	<p>“Public Library Reference Services In a New Era of Technology” (DLCL)</p> <p>“Newspaper Indexing - It’s More Than Just Obituaries” (RASS, TSS, WIGLHR)</p> <p>“Using BadgerLink Effectively” (DLCL)</p> <p>“Join a Consortium - Or Not” (TSS, WLTA)</p> <p>“Developing and Facilitating Effective Book Discussions” (READ)</p>	<p style="text-align: center;"><b>LUNCHEON</b></p> <p style="text-align: center;"><b>Calvin Potter</b></p> <p>Assistant State Superintendent for Libraries and Community Learning at the Wisconsin Dept. of Public Instruction</p> <p>“Working Together for Quality Library Service in Wisconsin” (WAPL)</p>	<p>“WLA Legislative Agenda” (DLCL, LD &amp; L, WLA)</p> <p>“Daughter of the Queen of Sheba: a Book Discussion” (READ)</p> <p>“Plugging the Net” (IFRT, WLTA)</p> <p>“Families Can Be Fun: Multigenerational Storytimes” (YSS)</p> <p>“WISCAT Online” (will run until 4:15) (DLCL)</p>	<p>““What Makes a Good Trustee” (WLTA)</p> <p>“Beyond Sex: Other Questionable Information On the Internet” (MATS)</p> <p>“Music: Frosting on the Storytime Cake” (YSS)</p> <p>“Current Topics In ADA” (OSRT, SSS, WISLR)</p>

April 30	FRIDAY		April 30
9:00 - 10:15	10:30 - 11:45	12:00 - 1:45	
<p>“County Library Planning and Funding After Act 150: A Status Report” (DLCL)</p> <p>“Leveling the Playing Field: Library Services for Youth With Special Needs” (DLCL, OSRT, YSS)</p> <p>“Do You Know What You Are Saying: Nonverbal Communication and Reference Librarianship” (RASS, SSS)</p> <p>“Planning and Fundraising for Capital Campaigns” (WAPL)</p> <p>“Conduits to Content: BadgerLink, Linked Systems, and the <i>Wisconsin Library Technology Strategic Plan</i>” (DLCL, MATS)</p>	<p>“The First Years Last Forever: Early Childhood Brain Development” (OSRT, YSS)</p> <p>“Reference Forum” (RASS)</p> <p>“How Sacred Is Secret Stuff: Discussing Confidentiality in the Public Library (a continuation of the 1998 WLA Fall Conference Program)” (CSRT, IFRT, SSS)</p> <p>“Keeping Pace With Technology - OR - How To Avoid Becoming Roadkill On the Information Highway” (DLCL)</p> <p>“New and Improved Standards for Public Libraries” (DLCL)</p>	<p style="text-align: center;"><b>LUNCHEON</b></p> <p style="text-align: center;"><b>Dave Berkman</b></p> <p>Professor of Mass Communication at UW-Milwaukee and host of “Media Talk” on Wisconsin Public Radio</p> <p>“The First Amendment: Librarians, Yes; The Public, No” (WAPL)</p>	

# CONFERENCE

## *Wednesday*

**7:00 - 8:00 pm**

**Registration Opens**

**WAPL Board Meeting  
WLTA Board Meeting**

**8:00 - 10:00 pm**

**Welcome Party**

Cash bar, snacks provided. Enjoy the soft jazz sounds of the Charles Ledvina Trio. The trio features show music as well as contemporary jazz pieces.

## *Thursday*

**8:00 - 9:00 am**

**Registration & Networking**

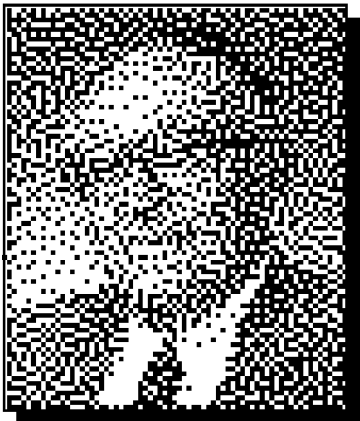
Courtesy continental breakfast

**9:00 - 10:00 am**

**Keynote Address:**

*“Librarianship in the New Millennium:  
Opportunities and Dangers”*

Librarians are faced with opportunities and dangers as we approach the new millennium, particularly as both of these come to us from technology. Technology is a wonderful servant, but a cruel master. What niche will the public, corporate, or academic librarian fill in the 21st century?



Speaker: HERBERT S. WHITE is Distinguished Professor Emeritus, School of Library and Information Science, Indiana University, Bloomington, Indiana, and Adjunct Professor, University of Arizona. White served for many years as a professor, dean, and director of the Research Center at Indiana University. He is the author of more than 150 books and articles on topics of library administration, supervision, and library automation. He contributes a regular column in *Library Journal* called “White Papers.”

Sponsor: Division for Libraries and Community Learning

## *Thursday*

**10:15 - 11:45 am**

### **“Public Library Reference Service In a New Era of Technology”**

Expanding on his keynote address, Herbert S. White will take a closer look at the impact of technology on public library reference service. White will point to the opportunities posed for professionally qualified individuals in searching an increasingly complex information world and the fact that access is now available to many things we do not own and may not even know about. It is essential that in a world which deals in rapid transactions we not use a horse and buggy approach for access and delivery.

Speaker: *Herbert S. White*

Sponsor: Division for Libraries and Community Learning

**10:15 - 11:45 am**

### **“Newspaper Indexing - It’s More Than Just Obituaries”**

This session will highlight reasons to index materials, followed by indexing methods. Both manual indexing methods and methods of migrating from a manual to an electronic index will be included in the discussion.

Speakers: *Janice Dibble*, Head of Reference and Adult Services, Oshkosh Public Library  
*Ron Larson*, Librarian, Wisconsin State Journal Vesterheim Library  
*Rosemary Jenson*, Librarian, Milwaukee Journal/Sentinel

Sponsors: Technical Services Section, Wisconsin Genealogy and Local History Round Table, Reference and Adult Services Section

**10:15 - 11:45 am**

### **“Using BadgerLink Effectively”**

An informal users group meeting for those using the resources on the BadgerLink home page.

The emphasis will be on the full-text databases provided by EBSCO and UMI. Following a brief update on the full-text project, attendees may ask questions and exchange tips about technical issues and search strategies.

Speaker: *Mary Struckmeyer*, Head, Reference and Interloan, Interlibrary Loan and Resource Sharing Team, Division for Libraries and Community Learning

Sponsor: Division for Libraries and Community Learning

## Thursday

10:15 - 11:45 am

### **“Join a Consortium - Or Not”**

Although many libraries have decided to join (or not join) an automated library consortium, other libraries are weighing this issue and opportunities. Librarians and trustees will discuss issues surrounding this difficult question.

Moderator: *Dr. James Krikelas*, Professor Emeritus, UW-Madison School of Library and Information Science

Speakers: *Terry Dawson*, Director, Appleton Public Library  
*Lee Parker*, Trustee, Appleton Public Library  
*Janet Ronnback*, Director, Superior Public Library  
*Ken Middleton*, Trustee, Irma Stein Public Library  
*Richard Crane*, Director, Maude Shunk Public Library

Sponsors: Technical Services Section, Wisconsin Library Trustee Association, Division for Libraries and Community Learning

10:15 - 11:45 am

### **“Developing and Facilitating Effective Book Discussions”**

Using Jim Miller’s “Images of Rural Life in American Literature” book discussion program as a model, speakers will talk about developing and facilitating effective book discussion groups.

Speakers: *Jim Miller*, Assistant Professor of English, University of Wisconsin-Whitewater  
*Dena Wortzel*, Director of Programs, Wisconsin Humanities Council  
*David Brostrom*, Adult and Administrative Services Head, Waukesha Public Library

Sponsor: Readers Section

Luncheon  
Noon - 1:45 pm

### **“Working Together for Quality Library Service in Wisconsin”**

Calvin Potter will discuss the major financial challenges and opportunities before the Wisconsin library community and the efforts needed to collectively achieve our objectives.

Speaker: *Cal Potter* began his appointment as Assistant State Superintendent for Libraries and Community Learning at the Wisconsin Department of Public Instruction on June 8, 1998. Potter, a former social studies teacher in the Plymouth School District, served in the Wisconsin Assembly from 1975-1990 and represented the 9th Senate District from 1990-1998. While in the legislature, he served on numerous education and library-related legislative committees, including the Assembly Education Committee, the Senate Education Committee, the Legislative Council Committee of Public Libraries, and the Legislative Council Study Committee on Library Laws. A two-time recipient of the WLA Citation of Merit, Potter was a state delegate to the White House Conference on Library and Information Services in 1991.

Sponsor: Wisconsin Association of Public Librarians

## Thursday

2:00 - 3:00 pm

### “WLA Legislative Agenda”

This is an opportunity to learn about the current status of library legislation, particularly at the state level. The Wisconsin legislature will be in the midst of state budget and other legislative initiatives and this is a chance to review progress and assess efforts needed on behalf of the library agenda.

Speakers: *Cal Potter*, Administrator, Division for Libraries and Community Learning

*Doug Baker*, Director, Kenosha Public Library

Sponsors: Wisconsin Library Association, Library Development and Legislation Committee, Division for Libraries and Community Learning

2:00 - 3:00 pm

### “Daughter of the Queen of Sheba: a Book Discussion”

Join moderator Liz Cohen to discuss the mental health memoir *Daughter of the Queen of Sheba*, written by Wisconsin author Jacki Lyden.

Moderator: *Liz Cohen*, Adult Services Librarian, Middleton Public Library

Sponsor: Readers Section

2:00 - 3:00 pm

### “Plugging the Net”

A panel discussion suggesting ways to present a positive Internet policy to your board while laying the groundwork for open access within the community. Learn about methods to prepare for negative incidents or challenges before reporters or outraged citizens arrive.

Speakers: *Peg Bredeson*, Director, Beloit Public Library

*Steve Procos*, Director, Neenah Public Library

*Clare Kindt*, Children’s Services Coordinator, Brown County Library

*Ken Hall*, Coordinator, Winnefox Library System

Sponsors: Intellectual Freedom Round Table; Wisconsin Library Trustee Association

## *Thursday*

**2:00 - 3:00 pm**

### **“Families Can Be Fun: Multigenerational Storytimes”**

A panel of librarians and programmers will provide a list of tools helpful for a positive, nurturing experience for families at the library. This format provides an alternative to programming when multiple storytimes for people of different ages are not an option for your library. Come have fun learning new skills.

Speakers: *Nancy Paul*, Director, Brandon Public Library  
*Doris Thomas*, Oshkosh Public Library  
*Dawn Lux*, Oshkosh Public Library

Sponsor: Youth Services Section

**2:00 - 3:00 pm**

### **“WISCAT Online” (will run until 4:15)**

Learn about changes in store for WISCAT users as the catalog makes the transition from CD-ROM to online. As WISCAT becomes more up-to-date and more interactive, the ways in which libraries use and maintain it will change. The second hour will feature a demonstration of the new WISCAT client software.

Speakers: *Mary Clark*, WISCAT Coordinator  
*Stef Morrill*, WISCAT Technical and User Support

Sponsor: Division for Libraries and Community Learning

**3:00 - 3:15 pm**

### **Refreshment Break**

**3:15 - 4:15 pm**

### **“What Makes a Good Trustee”**

Gregory J. Crews, Trustee for South Central Library System, and David L. Polodna, Director of Winding Rivers Library System, will discuss the characteristics and resources necessary for public library trustees to make a contribution to their communities that is fulfilling for the libraries and themselves. Issues relating to personnel relations, legal requirements, peaceful coexistence with the municipal governing body, and library standards will be addressed. Questions will be welcomed.

Speakers: *Gregory Crews*, Trustee, South Central Library System  
*David Polodna*, Administrator, Winding Rivers Library System

Sponsor: Wisconsin Library Trustees Association

## *Thursday*

**3:15 - 4:15 pm**

### **“Beyond Sex: Other Questionable Information On the Internet”**

This program will review information, other than sexually-related sites, that may cause concern as more libraries provide Internet access for their patrons. The types of sites to be discussed include those with information about illicit drugs, those from militant and racist groups, gambling sites, and sites promoting fraudulent business ventures.

Speaker: *Bob Bocher*, Library Technology Consultant, Division for Libraries and Community Learning.

Sponsor: Media and Technology Section

**3:15 - 4:15 pm**

### **“Music: Frosting on the Storytime Cake”**

Join us for an opportunity to enrich your programming with music. You don't need to be an accomplished musician and you're guaranteed to have a good time.

Speaker: *Chuck Schacht*, Youth Services Librarian, Romeo Public Library, Romeo, Michigan

Sponsor: Youth Services Section

**3:15 - 4:15 pm**

### **“Current Topics In ADA”**

This program will concentrate on common errors in physical compliance with ADA and how technology can help improve accessibility.

Speaker: *Chris Zenchenko*, Technology Access Coordinator with Department of Natural Resources

Sponsors: Outreach Services Round Table, Support Staff Section, Wisconsin Small Libraries Round Table

**4:30 - 6:00 pm**

### **Business Meetings**

Wisconsin Small Libraries Round Table Board Meeting  
Readers Section Board Meeting  
Wisconsin Genealogy and Local History Round Table Organizational Meeting  
Support Staff Section Business Meeting  
Media and Technology Section Executive Committee Meeting  
Forum of Medium-Size Libraries Meeting  
Outreach Services Round Table Business Meeting

## *Thursday*

**4:30 - 6:30 pm**

### **Reception at the Appleton Public Library**

Please drop by for hors d'oeuvres and a warm welcome. Hosted by Appleton Public Library and Outagamie Waupaca Library System staff.

**6:30 - 8:00 pm**

### **Dinner**

Relax with friends and colleagues. Steve Proce will provide a brief update on WAPL events and issues.

## *Friday*

**8:00 - 9:00 am**

### **Registration & Networking**

Courtesy continental breakfast

**9:00 - 10:15 am**

### **“County Library Planning and Funding After Act 150: A Status Report”**

Act 150 significantly changed statutory requirements for county library planning and funding. The presenters will give a status report on these changes and answer questions about compliance with the law.

Speakers: *Mike Cross*, Consultant for Public Library Administration and Funding, Division for Libraries and Community Learning  
*Al Zimmerman*, Consultant for Public Library Administration and Finance, Division for Libraries and Community Learning

Sponsor: Division for Libraries and Community Learning

**9:00 - 10:15 am**

### **“Leveling the Playing Field: Library Services for Youth With Special Needs”**

Working from the *Public Library Services For Youth With Special Needs Plan*, a panel of librarians will discuss first steps in outreach services and library programs using Hmong youth and teens in juvenile detention centers as examples.

Speakers: *Frances de Usabel*, Consultant for Specialized Services, Division for Libraries and Community Learning  
*Marcia Sarnowski*, Library Consultant, Winding Rivers Library System  
*Laurie Magee*, Head of Children and Family Outreach Services, Oshkosh Public Library

Sponsor: Division for Libraries and Community Learning, Outreach Services Round Table, Youth Services Section.

## *Friday*

**9:00 - 10:15 am**

### **“Do You Know What You Are Saying: Nonverbal Communication and Reference Librarianship”**

Are you busy, available, preoccupied, pleased to see them, anxious to help? Find out what your nonverbal behavior at the reference desk communicates to patrons, discover how nonverbal cues can affect the satisfaction level of your patrons, and learn techniques to help combat the appearance of being too busy to be bothered.

Speaker: *Paula Ganyard*, Instruction and Reference Librarian, Cofrin Library, University of Wisconsin-Green Bay

Sponsors: Reference and Adult Services Section, Support Staff Section

**9:00 - 10:15 am**

### **“Planning and Fundraising for Capital Campaigns”**

Learn how planning and fundraising contribute toward successful capital projects for libraries.

Speakers: *Anders Dahlgren*, Library Building Consultant, Library Planning Associates, Streamwood, IL  
*Boris Frank*, Library Fundraising Consultant, Boris Frank Associates, Verona, WI

Sponsor: Wisconsin Association of Public Librarians

**9:00 - 10:15 am**

### **“Conduits to Content: BadgerLink, Linked Systems, and the Wisconsin Library Technology Strategic Plan”**

This program will review the background and current status of the BadgerLink and Linked Systems projects. These two projects are primary components in the evolving statewide virtual library, and they implement some of the key goals and objectives of the *Wisconsin Library Technology Strategic Plan*, which will also be reviewed.

Speakers: *Bob Bocher*, Library Technology Consultant, Division for Libraries and Community Learning  
*Sally Drew*, Director, Interlibrary Loan and Resource Sharing Team, Division for Libraries and Community Learning

Sponsors: Division for Libraries and Community Learning, Media and Technology Section

## *Friday*

10:30 - 11:45 am

### **“The First Years Last Forever: Early Childhood Brain Development”**

Much of a child’s brain development and growth occurs in the first years of life. Libraries can be a key resource for information that will enable new families to provide a healthy, nurturing environment for their children. Presenter Nan Brien will provide a clear picture of the most recent research and information available about brain development in children and relate it to a range of possible library services.

Speaker: *Nan Brien*, Associate Director of the Wisconsin Council on Children and Families

Sponsors: Youth Services Section, Outreach Services Round Table

10:30 - 11:45 am

### **“Reference Forum”**

Gather with other reference librarians to discuss some of the typical problems you face each day and some of the major issues facing reference librarians in the rapidly changing library environment. Come prepared to participate in the discussion of what works and doesn’t work for you, or bring a problem or question and let the group help you find a solution.

Moderator: *Jan Dibble*, Head, Reference and Adult Services, Oshkosh Public Library

Sponsor: Reference and Adult Services Section

10:30 - 11:45 am

### **“How Sacred Is Secret Stuff: Discussing Confidentiality in the Public Library (a continuation of the 1998 WLA Fall Conference Program)”**

Thomas Lipinski, UWM SLIS professor, who also has a legal background, will lead a discussion about confidentiality in the library and moderate a panel to whom questions can be posed.

Speakers: *Thomas Lipinski*, Professor, University of Wisconsin - Milwaukee School of Library and Information Science  
*Rebecca Berger*, Director, Door County Library  
*Joy Botts*, Director, Pauline Haass Public Library, Sussex  
*Maggie Ernst*, Reference Librarian, Appleton Public Library  
*Laurie Kant-Hull*, Trustee, Lakeshores Library System

Sponsors: Circulation Services Round Table, Intellectual Freedom Round Table, Support Staff Section

## *Friday*

10:30 - 11:45 am

### **“Keeping Pace With Technology - OR - How To Avoid Becoming Roadkill On the Information Highway”**

This session will cover a wide variety of topics directly or indirectly related to library technology. Topics include the status of Internet access in state public libraries, Next-Generation Internet Initiative (NGI), TEACH Wisconsin, E-rate, Y2K issues, and general trends in information technology.

Speaker: *Bob Bocher*, Library Technology Consultant, Division for Libraries and Community Learning

Sponsor: Division for Libraries and Community Learning

10:30 - 11:45 am

### **“New and Improved Standards for Public Libraries”**

*The Wisconsin Public Library Standards* are being updated to reflect the many changes that have occurred since the last edition was published in 1994. Committee members working on this update will discuss the current draft.

Speakers: *Mike Cross*, Consultant for Public Library Administration and Funding, Division for Libraries and Community Learning  
*Larry Nix*, Director, Public Library Development Team, Division for Libraries and Community Learning

Sponsor: Division for Libraries and Community Learning

Luncheon

Noon - 1:45 pm

### **“The First Amendment: Librarians, Yes; The Public, No”**

Dave Berkman offers a provocative and thoughtful examination of the First Amendment and presents a variety of perspectives on its language, intent and application.

Speaker: *Dave Berkman*, Professor of Mass Communication at UW-Milwaukee and the host of “Media Talk” from 5-7 pm every Friday on Wisconsin Public Radio Ideas Network. Berkman earned his doctorate from New York University and has held a variety of TV and media-related positions prior to beginning a second career in college teaching. His weekly column of media commentary, “Media Musings” has appeared for over nine years in Milwaukee alternative newspaper, the Shepard Express.

Sponsor: Wisconsin Association of Public Librarians

# The Paper Valley Hotel & Conference Center

Located in downtown Appleton

333 West College Avenue

800-242-3499

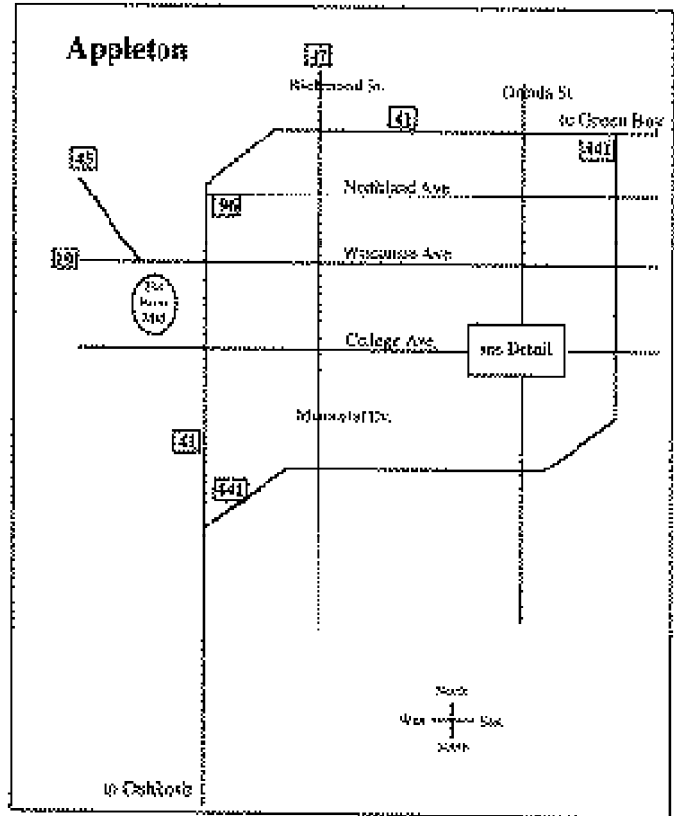
920-733-8000



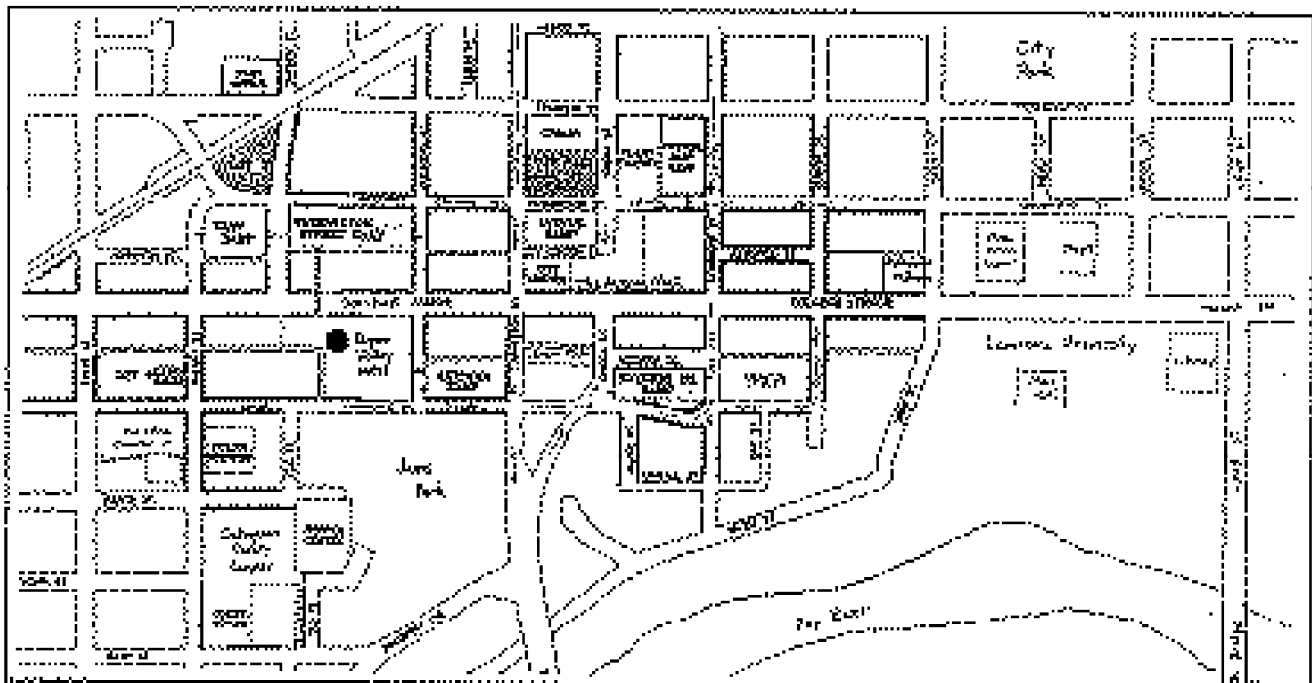
Parking is available at the Midtown and Washington Street Ramps, both of which are connected to the Hotel via skyways.

The total charge for those ramps, and the East Ramp, is \$1.00 each time you enter.

Metered ramps charge 35 cents per hour. Street metered parking is 50 cents per hour. Metered parking is free after 5:00 p.m.



## Downtown Appleton Detail



# REGISTRATION FORM

## Libraries: Making a World of Difference

April 29-30, 1999 Paper Valley Hotel & Conference Center, Appleton, WI

*Please register only one person per form.*

Name (as preferred on name tag) \_\_\_\_\_

Library or Firm (30 character limit) \_\_\_\_\_

Address \_\_\_\_\_

Work Phone \_\_\_\_\_ Work Fax \_\_\_\_\_

- Please check here if you require special meals or special accommodations to fully participate. Attach a written description of your needs. For service for TDD users, please use the Wisconsin Relay System at 1-800-947-3529.

<i>Conference Fee:</i>	<b>Members</b>	<b>Non-members</b>	
<input type="checkbox"/> Full conference	\$40	\$50	
<input type="checkbox"/> Thursday only	\$30	\$40	
<input type="checkbox"/> Friday only	\$25	\$35	\$ _____
			<b>Fee Subtotal</b>

Personal members of WLA or other state library associations  
are eligible to pay the "Member Rate."

***Please Choose Your Meal Entrees:***

Thursday luncheon	<input type="checkbox"/>	Hot Chicken Sandwich \$9.50	
	<input type="checkbox"/>	Flaky Ham & Swiss Croissant \$9.50	
	<input type="checkbox"/>	Vegetable Wrap \$9.75	
Thursday dinner	<input type="checkbox"/>	Hunters Plate (filet mignon & chicken breast) \$19.50	
	<input type="checkbox"/>	Haddock \$14.95	
	<input type="checkbox"/>	Fettucini with Sun-Dried Tomatoes \$14.50	
Friday luncheon	<input type="checkbox"/>	Grilled Sesame Chicken \$10.95	\$ _____
	<input type="checkbox"/>	Red Snapper \$10.95	<b>Meal Subtotal</b>
	<input type="checkbox"/>	Penne Pasta with Basil Pesto Sauce \$9.75	

Please return this form with payment (to cover registration fee and meals) to the Wisconsin Library Association, 5250 East Terrace Drive, Suite A-1, Madison, WI 53718-8345. Phone 608-245-3640, Fax 608-245-3646. Must be postmarked by April 16, 1999. No refunds will be issued after April 16, 1999.

\$ \_\_\_\_\_  
**Total**

To guarantee rooms at the Paper Valley Hotel & Conference Center at the conference rate (\$84 single or double), please call 800-242-3499 or 920-733-8000 before 3/29/99.

Other hotel choices approximately 3 miles from downtown: Best Western (\$74 - \$98), 920-731-4141; Super 8 (\$45-\$59), 920-731-0880; RoadStar (\$35-\$45), 920-731-5271.