

Wisconsin Association of Public Libraries

## **Annual Conference**

April 28-30

Blue Harbor Resort, Sheboygan

### **Conference Program**

Please note: This is only a draft of the conference programs and speakers and may contain errors. It is provided for convenience only. The final program booklet will be available at the conference.

#### **WEDNESDAY, APRIL 28th**

4:00 - 6:00 pm

- WAPL Board meeting  
SALON D

5:00 - 8:00 pm

- Registration  
Conference Center Lobby Area

8:30 - ? pm

- Early Bird Gathering  
Visit registration table for details.

#### **THURSDAY, APRIL 29th**

7:30 - 9:00 am

- Breakfast Buffet  
Lakeside Terrace

7:30 am - 4:00 pm

- Registration  
Conference Center Lobby Area

9:00 - 10:00 am Keynote address

- A Library "State of the Nation"  
Salon A

Information on national developments affecting libraries of all types, including the current financial crisis and its impact on library funding, prospects for recovery, federal legislative opportunities and challenges for libraries, technological trends that are impacting the way in which we do business, the Google book settlement and the rapid growth in e-books and hand held devices. Hear about the latest surveys and trend data, and what they tell us about the current state and future prospects for our libraries and us as librarians.

Speaker: Keith Michael Fiels, Executive Director, American Library Association

Sponsored by DPI

10:00 - 10:30am

- Break  
Lakeside Terrace

10:30 - 11:30am First Session

- Library Meeting Room Issues, Policies and the First Amendment  
Salon D  
How do public libraries accommodate requests from individuals and groups to use library meeting rooms? After DPI library consultant John DeBacher frames the issues, library director David Nimmer will share his meeting room experience. Claire Silverman, legal counsel for the League of Wisconsin Municipalities, will discuss preparing a meeting room policy that provides legal access to municipal meeting room space while helping library directors navigate through a range of requests. Sample policies will be available.

Speakers: Claire Silverman, Legal Counsel, League of Wisconsin Municipalities

David Nimmer, Library Director, WJ Niederkorn Library, Port Washington  
John DeBacher, Public Library Administration Consultant, Wisconsin Department of Public Instruction

Sponsored by IFRT

- Starting a Reader's Advisory Department @ Your Library  
Salon C  
How well do you serve your leisure readers at your library? Experienced Readers' Advisor and author, Becky Spratford is here to help. Learn how to start Readers' Advisory service at your library, get your patrons to take

notice and train your entire library staff how to support you. Becky will share her favorite resources, teach you her "Top Ten Rules of Basic RA Service" and show you how to serve readers in the library and on the web. After attending this program you will be able to go back to your library and immediately start to provide better service to all of your leisure readers without spending a cent!

Speaker: Becky Spratford, Readers' Advisor at Berwyn Public Library and Adjunct Faculty at Dominican University's Graduate School of Library and Information Science

Sponsored by READ

- I Wish Someone Had Told Me

Salon B

The perils and pitfalls of managing staff, materials, and money in a small library.

Speakers: Michelle Dennis, Director, Clinton Public Library  
John Thompson, Director, Indianhead Federated Library System

Sponsored by WISLR

- Fresh Connections

Salon G

Here's what can happen when library staff sit down at the community table, not to say "library, library, library," but to listen, learn and then say "economic development, child safety, literacy. How can we help?" This session will feature examples of how staff from libraries of all sizes have joined the community conversation, built important connections and experienced positive results for the community, the library and themselves.

Speakers: Beth Lokken, Youth Services Librarian, Door County Library, Sturgeon Bay

Jill Lininger, Youth Services Librarian, Racine Public Library

Lois Gilbert, Branch Manager, North and South Community Libraries, La Crosse

Marcia Sarnowski, Library Consultant, Winding Rivers Library System

Sponsored by YSS

- Libraries and E-books: A Peek at the Evolving Digital Future

Salon F

A panel discussion regarding the growing and evolving relationship of Libraries and digital forms of books. Will there be a confrontational or operational future?. Who pays for it?

Speakers: James Backus, President of Board of Trustees – Wisconsin Valley Library Service

Kathy Pletcher, Assistant Provost – Media University of Wisconsin – Green Bay

Linda Bendix, Director, Frank L. Weyenberg Library of Mequon Thiensville

Eric Link, General Manager, Best Buy, Appleton

Christopher Stape, Public Services Librarian, Frank L. Weyenberg Library of Mequon Thiensville

Sponsored by WLTF

- BadgerLink: Building a Better Program

Salon E

The BadgerLink staff have been striving to expand content and extend the program's reach. Towards this end, the BadgerLink program had a productive year. We greatly expanded content, conducted in-person trainings around the state, revised posters and other materials, created the BadgerLunch webinar series, as well as created and aired radio ads. But, we still hope to make BadgerLink more accessible to all Wisconsin residents. We are turning our attention to the BadgerLink website, one path to access these resources. We would like to hear the public library community's thoughts on what would be most useful. Please bring your thoughts and ideas to share with us in this community discussion. Your insights will be very helpful as we plan to revise and improve the website.

Speakers: David Sleasman, Team Leader for Resource Sharing Technology

Lisa Reale, BadgerLink Coordinator, Reference and Loan Library

Sponsored by DPI

11:45 am - 1:30 pm Luncheon Address

- Welcome

Tony Evers, State Superintendent of Public Instruction

- How the Media Shape the News

Joel McNally, Journalist, Columnist, Milwaukee

Topical presentation about bias in the media, how shrinking news staffs are affecting the news we receive and how cable news and the internet are blurring the lines between news and opinion.

1:30 - 2:30 pm Second Session

- Notable Books Marathon

Salon D

This year's annual Notable Books Marathon will include panelists' top picks in Memoirs, Historical Fiction, Thrillers and Noir Mysteries.

Speakers: Gerard Saylor, Library Director at LD Fargo Public Library, Lake Mills

Cecilia Wiltzius, Library Director at Karl Junginger Memorial Library, Waterloo

Jane Jorgenson, Librarian at Madison Public Library

Rhonda Puntney, Youth Services/Special Needs Consultant, Lakeshores Library System

Sponsored by READ

- Managing the Library's Money

Salon C

A library director and library trustee training session focused on money management for libraries during these tough economic times.

Speaker: Krista Ross, Director, Southwest Wisconsin Library System

Sponsored by WLTF

- Youth Services Swap

Salon B

Need a little pep in your programs? Need a little action in your activities? Need a little creativity in your crafts? Then come to this program and meet other librarians who will share their ideas with you! In this informal session, members of the panel will share activities, crafts, songs and more that were used in successful, creative programming for preschool to middle school. You are also invited to bring your own ideas to swap (and 50 copies of your activity). The Youth Services Swap is your chance to mingle with others in the field while you gain some fresh ideas to take back and try at your library!

Speakers: Cindy Tuschy, Assistant Librarian, Gillett Public Library

Patricia Hewitt-McNichols, Head of Youth Services, Neenah Public Library

Martha Moore, Assistant Librarian Youth Services, Neenah Public Library

Ida Nemec, Director, Plum Lake Public Library, Sayner

Kim Robson, Children's Services Librarian, Marshfield Public Library  
Laura Skalitzky, Library Assistant, Marshall Public Library  
Cassie Payne, Youth Services, Elisha B Smith Library, Menasha

Sponsored by YSS & WISLR

- Turning Your Annual Report into Gold  
Salon G

The Wisconsin Public Library State Annual Report is chock full of useful statistical and financial information that you can turn into a gold mine of information for officials in your municipality, to illustrate your library's importance to the community and assist you in your efforts to advocate for additional funding and support.

Speaker: Cheryl Becker, Public Library Administration Consultant, South Central Library System

Sponsored by WISLR

- WI Job Centers and Libraries: Locally-Driven Partnerships  
Salon F

Do you know where your nearest Wisconsin Job Center is located? Are there local customer service needs that you could possibly jointly address with your local workforce development professionals? This session will provide a summary overview of the WI Job Center system as well as briefly discuss various tools and techniques relating to internet job searches, resume assistance, employment workshops and a work ready credential program known as the National Career Readiness Certificate.

Speaker: Bea Jay Panke, Policy Analyst, Department of Workforce Development

Sponsored by DPI & OSRT

- What's New Under the Dome/ Building a Common Agenda  
Salon E

What's New Under the Dome. Rick Grobschmidt will provide an update of the Division for Libraries Technology and Community learning 2009-2011 budget as well as a preview of what to expect for the next biennium.

Building a Common Agenda. For the past year, the members of the WLA Library Development & Legislation committee have been working to revamp the approach we take to promoting our legislative agenda, using the ideas of library consultant Patricia Cavill as our guide. Cavill encourages librarians to find common ground with their decision-makers and to develop an

overlapping agenda. Paul Nelson and Caroline Oldershaw will discuss the development and implementation of this process for WLA. Your feedback and questions are encouraged!

Speakers: Rick Grobschmidt, Assistant Superintendent, Division for Libraries, Technology & Community Learning  
Paul Nelson, Chair, WLA LD&L & Adjunct Professor, UW SLIS  
Caroline Oldershaw, Member, Library Development & Legislation Committee

Sponsored by DPI and LD&L

2:30 - 2:45 pm

- Break  
Lakeside Terrace 2:45 - 3:45 pm Third Session

- A Healthy Dose of Information  
Salon D  
In 2009 the Wisconsin LSTA grant category "Health Information and Awareness" debuted. Three library systems were awarded grants of varying sizes to expand access to quality health information resources available to the public by providing electronic tools and training public librarians to direct people to the best health resources. Come learn about their projects, and how you might duplicate them in your library or system. You might also get ideas for submitting your own grant application in this category next time!

Speakers: Cheryl Becker, Public Library Administration Consultant, South Central Library System  
Linda Stobbe, Office Manager, Northern Waters Library Service  
Nancy Fletcher, Special Needs/PR Consultant, Waukesha County Federated Library System  
Marcia Sarnowski, Library Consultant, Winding Rivers Library System

Sponsored by WAPL

- Resume Review Workshop  
Salon C  
Looking for your first job in the Library and Information Science field or a new job? Have an individual consultation with one of our experienced resume reviewers to make your resume the best it can be!

Speakers: Peg Burlington, Library Director, Waupaca Area Public Library  
Trinitie Wilke, Library Director, Marion Public Library

Sponsored by NMRT

- Turning Your Library's History Into a Public Relations Asset

Salon B

This program will provide tips on ways to take advantage of your library's history in promoting your library. It will tell you how to conduct a library history assessment and then convert the results into actions that result in greater visibility and appreciation for the library. It will include ideas for celebrating library anniversaries. Interweaved into the presentation will be information about efforts to promote library history by the Wisconsin Library Heritage Center.

Speaker: Larry T. Nix, Chair, Wisconsin Library Heritage Center Steering Committee

Sponsored by WAPL

- How to Start a Friends of the Library Group

Salon G

A panel discussion guiding people interested in starting a Friends group at their library or revitalizing the one they already have. The panel has made real-life experiences to share so you don't have to reinvent the wheel (or the flat tire).

Speakers: Heather Eldred, WLA Past-President, Director Emerita of Wisconsin Valley Library System

Krista Ross, Director, Southwest Wisconsin Library System

Mary Dunn, Director, Tomahawk Public Library

James Backus, Past-President WLTF and 2010 WVLS Board Chairman

Audrey Ascher, Past-President of WLTF

Sponsored by WLTF

- Keeping Fun in Fundraising

Salon F

A panel presentation of successful and fun events to benefit libraries in the small community.

Speakers: Norma Jean LeMoine, Director, Rock Springs Public Library,

Diana Skalitzky, Director, Marshall Community Library

Karyn Schmidt, Librarian, Ettrick Public Library

Karen Bernau, Director, Knutson Memorial Library, Coon Valley

Sponsored by WISLR



- A Look at Interlibrary Loan in Wisconsin's Public Libraries

Salon E

Martha Berninger and Bob Shaw will do an overview of how interlibrary loan is done in Wisconsin's seventeen library systems (WISCAT vs. OCLC, centralized vs. decentralized processing, patron-initiated requesting, etc.). There will be representatives from a WISCAT system (Charles Clemence) and an OCLC system (Beth Price) to provide details on how interlibrary loan is done in their respective systems.

Speakers:

Bob Shaw, ILL Services Librarian, WILS

Martha Berringer, WISCAT Interlibrary Loan Supervisor, Reference and Loan Library

Charles Clemence, Resource Consultant, Winding Rivers Library System

Beth Price, ILL Librarian, Madison Public Library

Sponsored by RSRT

4:00 - 4:45 pm WAPL Membership General Session

- Challenge and Opportunity: Update on WLA Restructuring

Salon A

Get the latest scoop on proposed changes to WLA unit structure and viability requirements. What will this mean for your membership or leadership experience? The program will answer members' questions about a proposal under discussion and development throughout 2010 for presentation to the membership at the Annual Business Meeting, scheduled for Thursday, November 4 at the WLA Conference in Wisconsin Dells.

Speakers: Jim Trojanowski, Director, Northern Waters Library Service, WAPL Representative to the WLA Board

Lisa Strand, Executive Director, Wisconsin Library Association

Sponsored by: WLA

5:00 - 6:00 pm Unit Business Meetings

- Outreach Services - Salon D
- READ Section - Salon C
- Wisconsin Small Libraries Roundtable - Salon B
- New Members Roundtable - New Members Social

## Tapas and Wine Bar - Seabird Restaurant

Welcome new librarians and not-so new librarians! Gather together with your friends in the profession and meet new ones. Join us for an evening of drinks, snacks, conversation and camaraderie.

Sponsored by NMRT

- Wisconsin Library Trustees & Friends - Salon G

- Youth Services Section Social "Business Card Speed Meet and Greet"  
Salon F

Join the Youth Services Board and other librarians around the state for idea sharing: Speed Dating Style! Participants will move around the room and meet one-on-one for two minutes at a time to share ideas and then swap partners. Share your successes and failures. Share your wisdom and experience. Share your ideas and more as a youth services librarian. Make sure to bring your business cards for networking!

Sponsored by YSS

8:00 - 10:00 pm Reception

- Mead Public Library

Sponsored by the Friends of Mead Public Library and the Mead Public Library Foundation

Shuttle Bus Service will be provided by Discovery Coach Lines beginning at 8 p.m. at the Blue Harbor Resort Entrance. The last bus will leave Mead Public Library at 10:15 p.m.

## **FRIDAY, APRIL 30th**

7:30 - 9:00 am

- Hot Breakfast Buffet

Lakeside Terrace 7:30 - 10:00 am

- Registration

Conference Center Lobby Area

9:00 - 10:15 am Fourth Session

- Federal Stimulus Library Grants: BadgerNet Fiber and Rural Development Grants

*Salon A*

## Building the Future: Libraries and the BadgerNet Fiber Grant

Eighty percent (80%) of Wisconsin public libraries will be getting fiber broadband connectivity from a \$28.7 million federal stimulus grant. The grant, submitted by the state Department of Administration with assistance from the DPI's library division, will bring fiber to libraries on the BadgerNet network that still have limited, copper circuits. Bob Bocher will review details of the grant, including the benefits of fiber and how the fiber installation process will happen.

Speaker: Bob Bocher, Technology Consultant, DLTCL

- Oral History Preservation and Access for Small to Mid-Sized Libraries  
Salon D

Oral histories have long been a popular among historical institutions and school groups for documenting communities, events and individual lives. New digital technologies have provided unique challenges and opportunities for libraries wanting to collect, preserve and provide access to these potentially rich resources. Ranger will discuss these issues while providing advice specific to small and mid-sized libraries on how to organize, preserve and provide access to born-digital audio recordings. Ranger will draw on his experience with UW Oshkosh's recent Black Thursday Oral History Project that documented a 1968 protest at Oshkosh of African-American students.

Speaker: Joshua Ranger, University Archivist, Polk Library - University of Wisconsin Oshkosh

Sponsored by WIGLHR

- One Conference, One Read Book Discussion  
Salon C

Join Greendale Public Library's Gary Niebuhr in a discussion of *A Gate at the Stairs* by Lorrie Moore. The *New York Times* selected this book as one of 2009's best, and *Publisher's Weekly* gave it a starred review. From *Publishers Weekly*: Moore (*Anagrams*) knits together the shadow of 9/11 and a young girl's bumpy coming-of-age in this luminous, heart-wrenchingly wry novel—the author's first in 15 years. Tassie Keltjin, 20, a smalltown girl weathering a clumsy college year in the Athens of the Midwest, is taken on as prospective nanny by brittle Sarah Brink, the proprietor of a pricey restaurant who is desperate to adopt a baby despite her dodgy past. Subsequent adventures in prospective motherhood involve a pregnant girl with scarcely a tooth in her head and a white birth mother abandoned by her African-American boyfriend—both encounters expose class and racial prejudice to an increasingly less naïve Tassie. In a parallel tale, Tassie lands a lover, enigmatic Reynaldo, who tries to keep certain parts of his life a

secret from Tassie. Moore's graceful prose considers serious emotional and political issues with low-key clarity and poignancy, while generous flashes of wit—Tessie the sexual innocent using her roommate's vibrator to stir her chocolate milk—endow this stellar novel with great heart. (Sept.) Copyright © Reed Business Information, a division of Reed Elsevier Inc. All rights reserved.

Leader: Gary Warren Niebuhr, Library Director at Greendale Public Library

Sponsored by: READ

- Promoting the Value of Summer Reading in Your Community

Salon B

Librarians know all about the value of summer reading, but how can you best convey that message to the community? Join us for a panel discussion of children's librarians around the state as they discuss ways that they have marketed their summer reading programs to their communities. Come prepared to share some of your own ideas as well.

Speakers: Cindy Beyer, Children's Librarian, WJ Niederkorn Library, Port Washington

Rhonda K. Puntney, Youth Services and Special Needs Consultant, Lakeshores Library System

Kristin Pekoll, Young Adult Librarian, West Bend Community Memorial Library

Michelle Dennis, Director, Clinton Public Library

Sponsored by YSS

- A Whirlwind Tour of South African Libraries

Salon G

South Africa has peacefully changed from a governmental system based upon racial division and minority control to a true democracy. What challenges does the country face today, 16 years after the end of Apartheid, and what is the role of libraries in helping face these challenges? In October, 2009, Jim Trojanowski visited libraries in and around Johannesburg and Cape Town through the People to People program. In this program he'll discuss his observations about the country and its libraries.

Speaker: Jim Trojanowski, Director, Northern Waters Library System

Sponsored by WAPL

- The Other Computer Language – Español!

## Salon F

When considering what services to offer to Spanish speakers in your community, we always think of ESL classes, materials and fun programs like Día de los Niños. Learn how you can partner with other community agencies to offer computer classes in Spanish at your library.

Speaker: René Bue, Outreach Services Coordinator – Hedberg Public Library, Janesville

Sponsored by OSRT

- Go Gadget Go! Cool Hardware for You and Your Library

## Salon E

Droid! Kindle! Nook! Zune! You've heard about them, read about them, but how often do you get a chance to play with one? South Central Library System's Jean Anderson and Jon Mark Bolthouse will have on hand a wide collection of the devices, appliances and gadgets your patrons are bringing into your library today and in the future. This is a hands-on session, along with time for you to show off your favorites as well!

Speakers: Jon Mark Bolthouse, Technology Projects Manager, South Central Library System  
Jean Anderson, Continuing Education/Multitype Coordinator, South Central Library System

Sponsored by MATS

10:15 - 10:30am Break - Lakeside Terrace

10:30 - 11:45 am Fifth Session

- Recognizing and Responding to Harassment in the Workplace

## Salon D

Harassment in the work place can take many forms, leads to a hostile work environment and must be taken very seriously by any employer. Using court cases and examples, Mr. Korom will help participants identify harassment and know what steps to take as an employer. He will also address harassment of an employee by a member of the public. Mr. Korom advises both public and private sector clients on all aspects of labor and employment law.

Speaker: James Korom, Attorney, von Briesen and Roper, SC

Sponsored by P2C2

- WISCAT: Moving Forward, Working Smarter

Salon F

The Reference and Loan Library staff have been thinking long and hard about our approach to WISCAT. We are looking at each component—the union catalog, virtual catalog, software, staffing, community support—and how we can improve service and efficiency. At this webinar we will share plans and update the community on our progress. These ideas include some significant changes to past practice—many of these ideas have been discussed over the last few years. We would very much appreciate the opportunity to share these with you and hear your input and questions.

Speaker: David Sleasman, Team Leader for Resource Sharing Technology, Reference and Loan Library

Sponsored by DPI

- Digitizing Local History: You Can Do It. We Can Help.

Salon B

Initially the process of planning a digitization project for an LSTA grant-funded project may seem a little daunting. However, the benefits of preserving this material and making it far more accessible help your community and open new possibilities for discovery and use. Don't be intimidated! Help is available. As an experienced and cost-effective purveyor of digitization services in support of such projects, the University of Wisconsin Digital Collections Center staff can put you at ease. UWDC staff assist, advise and guide you through your project. Come join the UWDC and LSTA staff as they review the process and explain their services. And, as part of this session, get a peak at the how UWDC is using social networking and web technology to make local collections into a global information resource. Bring your questions and project ideas!

Speakers: Sally Drew, Director, Reference and Loan Library  
Vicki Tobias, Digital Services Librarian, UW Memorial Library

Sponsored by DPI

- Summer Programs Made Easier With Teens and Tweens

Salon G

Learn how to recruit and train young volunteers, maintain a steady, reliable work schedule, and get the most from children as young as 11 and older. The speakers have years of experience working with young volunteers who manage reading clubs, shelve children's material and help with crafts. How to fix or avoid problems will also be covered.

Speakers: Pat Laughlin, Director, Hales Corner Library  
Elizabeth Fox, Children's Librarian, Hales Corner Library  
Kristin Pekoll, Young Adult Librarian, West Bend Community Memorial Library  
Stacey Burkart, Head of Youth Services, Verona Public Library  
Katrina Collins, Children's Librarian, Aram Public Library, Delevan  
Linda Schuster, Youth Services Librarian, T.B. Scott Free Library, Merrill

Sponsored by YSS

- Primary Sources in Libraries: Coordinating Documents, Records and Other Unique Resources

Salon C

This session will consist of two presentations about the need for more public awareness of unique historical materials in Wisconsin public libraries, followed by a discussion about some possibilities for libraries to contribute information about their unique historical collections so that others would be aware of their existence and extent. A second and related focus will be on the state of institutional records that document public libraries themselves. Attendees are encouraged to bring examples, contribute to the discussions and collaborate in future projects.

Speakers: Thomas Walker, Associate Professor, UW-Milwaukee School of Information Studies

Joyce M. Latham, Assistant Professor, UW-Milwaukee School of Information Studies

Sponsored by LRRT

- Book Talking Humor

Salon E

Come join us and relax as adult humorous fiction and nonfiction are booktalked by Lois Gilbert, Branch Manager at La Crosse Public Library. Join us, win valuable prizes and get into the act. Prepare to explore adult fiction from funny to biting to hysterical and adult nonfiction from silly memoirs to disastrous self-help books to workplace wit. Costumes welcome!

Speaker: Lois Gilbert, Branch Manager, La Crosse Public Library

Sponsored by OSRT

- USDA Rural Development Grants for Libraries

DLTCL and Wisconsin's USDA Rural Development Office are collaborating to

get information out to public librarians about the American Recovery and Reinvestment Act (ARRA) funding available in 2010 for libraries in rural communities, with a population under 20,000. The funding is typically distributed in the form of a combination low interest loan (80%) and grant (20%). Construction projects can receive up to \$200,000. Brian Deaner will present an overview of the program, with time for questions, and will include contact information for libraries interested in applying.

Speaker: Brian Deaner, Business and Community Program Specialist, USDA Rural Development

12:00 – 1:30 pm Luncheon Address

- Saving Our Common Wealth

Salon A

John Gurda, Writer, Historian, Milwaukee

In a time of shrinking budgets and continuing service cuts, Wisconsin needs to revitalize an older model of public enterprise. The speaker will provide a historical context for our current crisis and offer an alternative vision based on successes of the past.

Sponsored by WAPL