WLA Members, Colleagues, Trustees and Friends,

This was a tremendous year for WLA! We are so grateful for the accomplishments of WLA staff, members and library advocates, who make their voices heard through relationship building activities like Library Legislative Day, who shared ideas at conferences, and who inspired others through professional mentoring and service work.

Some of the many accomplishments of our WLA 125th anniversary year include:

- communication through quarterly membership newsletters
- recognition of Wisconsin legislators as “Library Champions” who sponsored library legislative bills
- presentations featuring Wayne Wiegand, Charles Bunge and a “Portrait of a Legislative Success Story”
- educational infographics document illustrating the return on investment of libraries for WLA Legislative Day
- customized “Libraries Transform” posters, featuring state legislators
- new fundraising print and online brochures for the WLA Foundation and WLTF
- free registration for annual volunteer orientation
- new strategic partnerships with SRLAAW for library legislative work and DPI to determine the feasibility of a public library accreditation program

(continues on page 2)
New Pilot Program: Special Interest Groups
by: Plumer Lovelace, Executive Director

I am excited to share a new project that I think will have a major impact on how WLA defines and governs “units” in the future. Several months ago, the WLA Board authorized a project to research and evaluate how other associations managed what is commonly referred to as “Special Interest Groups” or SIGs. Jessica Hutchings, WLA Board member and WAAL Liaison, spearheaded the project.

The overall objective was to look for strategies to make it easier for WLA to establish new groups, with similar interests, within WLA. The WLA Board knew that many other U.S. associations established SIGs years ago. We embarked on this project to help bring WLA in alignment with other associations.

At the December 2016 meeting, the Board accepted the finished proposal submitted by Jessica and created guidelines for an existing unit to serve as a test group for this concept. Based on feedback from the test group, the new SIG concept will be officially introduced in 2018. Feel free to contact me for more information.

From page 1

- increase in WLA press release activity by 40%
- Library Student Taskforce to encourage a new generation of librarians

Thank you for your confidence in me. I am humbled by what I have learned while serving on the Board and encourage others to consider how WLA involvement can be a growth and a professional development opportunity.

The coming year promises to expand offerings and roll out new initiatives under the 2017 WLA leadership of President Jean Anderson and Vice President/President Elect Marge Loch-Wouters. WLA is in good hands!

Warmest wishes,
Pamela K. Westby
2016 Wisconsin Library Association Board President
L E Phillips Memorial Public Library Director, Eau Claire
My List of 10 Commandments

By Elizabeth Timmins

I am so thrilled with being honored as Wisconsin Librarian of the Year. I am cognizant of representing diligent and service-faithful librarians from all over our wonderful state. I am especially gratified because I work at a small rural library with limited resources. I feel acknowledged that we are making a difference. And I feel boosted to keep going with my work! Libraries are phenomenal places to be, grow, learn and teach.

One thing I am always aware of is the possibility of "burn out" in our profession. I loved the summer reading theme for 2016 which encompassed being healthy (physically and mentally). I wish for good health for all as we go about our daily tasks. When we are "giving of" ourselves all the time, it is important not to "give up" on ourselves. In Q magazine, 30th birthday issue, 2016, Bono shared a list of "10 Commandments." Since he is my alter ego (ha ha!), I created my own list of 10 Commandments to share as part of my acceptance speech. I hope you enjoy them.

I have a habit of continuous improvement so there is a corollary that I missed for commandment number 5 (take your vacation). But at the very least, “be in nature” whenever you can.

I believe in our ability to be “equalizers” through our libraries. I believe we offer social justice, and provide answers to the big problems of poverty and illiteracy. So even when we feel fatigued, remember that some people in our communities need libraries – some of them need us desperately. We are part of a wonderful and awe-inspiring tradition of information sharing and receptacles of knowledge. We expose people to new ideas and support their dreams for a better quality of life. Our work is extraordinary. The benefits may not be readily apparent, but have faith in the gift you are to our society!
Coming August 2017!

Wisconsin Library Association’s
Leadership Development Institute

Vision & Mission
- The Wisconsin Library Association (WLA), is committed to developing educational programs and volunteer opportunities to help shape tomorrow’s leaders. WLA values the long-term benefits to both the association and to its member libraries in greatly expanding the number of seasoned leaders within the Wisconsin library community.

Program Design
- Leadership Development Institute was designed by and for librarians (3 years in development)
- Program design based on research and best practices
- Program Components
  - 5 overarching leadership competencies with leaner outcomes
  - Leadership style assessment completed for each attendee
  - 2 ½ day interactive and highly immersive learning event
  - 7-8 Cohort Groups participate in each program
  - Instructors from within and outside of the library industry
  - Focus on decision making, ethics, values, and integrity
  - Financial support for attendees from small libraries
  - Upon completion of program participants become part of an electronic community to help continue personal and professional growth
Message from Incoming President, Jean Anderson

Happy January! I’m looking forward to an amazing year serving you as your Wisconsin Library Association President.

I’m the Continuing Education & Multitype Consultant for the South Central Library System and will be celebrating my 10-year anniversary on February 1, 2017. Prior to that, I was the Adult Services Librarian for the Sun Prairie Public Library and Collection Management Librarian for the Great River Regional Library System in St. Cloud, Minnesota. I was a corporate librarian at CUNA Mutual and worked at academic libraries in both circulation and technical services.

I received my Masters in Library and Information Science from the University of Missouri – Columbia in 1996. Last year was my 20th anniversary of being a professional librarian and yet it feels like I’m just getting started.

When I reflect on why I became a librarian, it comes down to being of service to my community. During my library career, my community has changed from students, to colleagues, to patrons and now to library staff. Throughout these changes, I have always believed that the foundation of providing service is connecting with my community and creating positive relationships. Being an active member of WLA is a great way for me to develop relationships statewide and to be of service to not only my immediate library community but the Wisconsin library community as a whole. It is an honor to be President of the Wisconsin Library Association for 2017.
Now Accepting Nominations!

SSCS Paralibrarian of the Year

Winner Receives:
Complimentary Registration to
Wisconsin Library Association Support
Staff & Circulation Section (SSCS) Conference
(2017 Annual Conference is in May in Fort Atkinson)

Complimentary Registration to
Wisconsin Library Association
Annual Conference
(2017 Annual Conference is in October in Wisconsin Dells)

Profile in the SSCS Newsletter

The Ideal Nominee has:
- Demonstrated Excellence in Job Performance
- Enabled their Library to Better Serve Patrons
- Promoted Literacy and/or Library Services
- Shown Commitment to Free Access of Information to All
- Improved Communication and the Breaking Down of Barriers between Support Staff and Professional Librarians

Nominate Your Library Superstar by Feb. 28, 2017!

Submissions can be emailed to Kelly Terkeurst, 2017 SSCS Chair, at kterkeurst@fortlibrary.org or Nic Ashman, 2017 SSCS Past Chair, at nashman@cvtc.edu

New WLA Student Task Force

By: Katrina Linde-Moriarty
WLA Student Task Force Chair

The WLA Student Task Force is a group of students studying in the library and information iSchools at UW-Madison and UW-Milwaukee focused on increasing active student participation in the Wisconsin Library Association. Our objective is to create a stronger partnership between the two information schools in Wisconsin as well as with library and information professionals within the field to stimulate intellectual and professional development. In the next year, we are looking for support from members of WLA and across the two universities to further our activities and promote visibility for the organization. Additionally, we hope to become more involved with the annual WLA conference. Please keep an eye open for our future events. We look forward to moving the profession forward with you all in the coming year. We want to hear from you! Contact us at: wla-student-taskforce@googlegroups.com

2017 Upcoming Events:
Books for Bingo Fundraiser - late February/early March 2017
Afternoon Student Conference w/ Meet and Greet - early April 2017
Register Now For 2017 Library Legislative Day

By: Nick Dimassis, Library Director
Beloit Public Library
Chair - Library Legislative Day Subcommittee

Greetings,
Make this your first New Year's Resolution--and check it off the list before the year even begins! We expect a big crowd and a great program, so register now!

Library Legislative Day is Tuesday, February 21, 2017, at the Madison Concourse Hotel, 8:30 AM - 3:30 PM

You can register online or complete the attached form and submit to the WLA office.

Program Agenda (subject to change)
8:30 AM - 9:00 AM (Registration & Continental Breakfast)
9:00 AM - 10:30 AM (Briefing Session & Library Champions Awards)
11:00 AM - 12:00 AM (Morning Appointments*)
12:00 PM - 1:30 PM (Lunch-on-your-own)
1:30 PM - 3:30 PM (Afternoon Appointments*)

*As always, the appointments will be scheduled for attendees by the Legislative Day Committee!

WLA looks forward to achieving some ambitious legislative goals over the next few years, and it needs to start now. It's all about building relationships with your legislators.

"Many people think politics is all money. The reality is that relationships and constituent activity are the true drivers of legislative change. Fortunately, relationship building is what libraries do best — at Legislative Day and all year round." — Steven Conway, Government Relations Advisor WLA

We have limited rooms being held at the Madison Concourse Hotel. The room rate is $145 plus tax (14.5%). Reservations can be made by calling the hotel directly at 800.356.8293. Please identify yourself as part of the WLA Library Legislative Day 2017 when making your reservation. Cut-off date for block rooms is midnight, January 23, 2017.
Association of Wisconsin Special Librarians (AWSL)

By Carrie Doyle, Liaison to WLA Board
Head of Acquisitions and Serials, University of Wisconsin Law Library

Membership in the Association of Wisconsin Special Librarians (AWSL) is open to all WLA members who are special librarians or who have an interest in special libraries. Anyone who provides access to, or research in, a specialized collection of materials or information is considered a special librarian. This could include librarians working in a church, museum, prison, hospital, corporation, law firm, university, foundation, newspaper, laboratory, government office or other organizations. The definition is broad for a reason – special librarians are everywhere.

Current AWSL members perform a wide variety of services, from providing hard-to-find documents to corporations and law firms, to helping researchers manage their data, to cataloging state agency reports and documents to heading the Content Department for a company that provides resources to teachers.

During its history, AWSL has offered special librarians a voice in the greater Wisconsin library community and the opportunity to share ideas and fellowship with others. The Special Libraries Round Table (a precursor to AWSL) met for the first time at the 1984 Annual Conference. That conference established a pattern which includes tours of special libraries in the area (for example, the tour of the American Geographical Society Library during the most recent conference in Milwaukee) and presentations which reflect the interests of special librarians. AWSL members presented three programs during the 2016 Annual Conference on topics ranging from designing children’s story time programs around STEM topics, to ways librarians can help researchers satisfy data management requirements, to designing and implementing a digital repository. Tours and programming at WLA’s Annual Conference provide opportunities for informal contact with other special librarians and with librarians and library supporters of all types.

Over the past few years, AWSL has also hosted summer tours of special libraries. To date, we have toured the Forest Products Laboratory Library, the Kohler Art Museum Library, the Arthur H. Robinson Map Library and the UW-Madison Chemistry Library. The tours provide insight into a variety of specialized collections and often end with socializing and discussion of the cool stuff we just saw. AWSL is interested in exploring special libraries away from the UW-Madison campus in the future and will happily take suggestions.

Informal contact with other special librarians, and with potential special librarians, is also offered through the socials AWSL sponsors throughout the year. There is generally a social during the annual conference, after the summer tour and, again, in the fall when we meet with library school students from SLIS, the iSchool at UW-Madison. Representatives from AWSL visit the annual SLIS orientation to engage with students and invite them to the fall social and encourage them to apply for the AWSL grant to attend the WLA annual conference.

AWSL offers special librarians a voice in the greater Wisconsin library community. It presents programs on a variety of topics of use and interest to special librarians and to other librarians. It offers the opportunity to see many different special libraries and to meet formally and informally with librarians and library supporters. AWSL publishes a newsletter twice a year, which features member librarians and libraries in addition to highlighting upcoming events and past accomplishments. AWSL is positioned for future growth and development in its mission to support special librarians.
By: Valerie Malzacher,
WLA Foundation Board President

As I complete my term as your WLA Foundation Board President, I want to take a moment to thank everyone in all our Wisconsin libraries for the work you do every day to improve our communities and institutions through excellent library service. What a privilege it has been to get to know so many of you at our annual conferences and events!

This past year was a good one for the Foundation. In addition to our traditional fundraising efforts at the fall conference, including our silent auction and a fun-filled team trivia event, we kicked off our first successful summer fundraiser in August. An event in the summer helps to bridge the long time between the spring and fall conferences and is a great way to bring librarians and library supporters together to raise funds in support of the Foundation’s mission. It is the Board’s goal to continue hosting a summer event, so stay tuned and get involved. Funds raised will help to grow our endowment so that we can develop a steady source of income to fund large and meaningful projects to bring even greater benefits to the communities that we serve.

The Foundation Board is in good hands in 2017 as Linda Pierschalla, Director of the Cedarburg Public Library, assumes the presidency. Incoming Board members are Janet Padway, Senior Assistant Director of Libraries at UW-Milwaukee, and Alex Ramsey, Architect with Engberg Anderson in Milwaukee. They are joining continuing board members Jen Gerber, Nikki Busch, John Mark Bolthouse, Terry Dawson and Alton Multhauf. What a great team! I hope you will join me in supporting their fundraising efforts throughout this coming year.

The Foundation’s mission is to support the role of Wisconsin libraries as essential institutions and to help raise the visibility of Wisconsin libraries in the communities that we serve.
2016 WLA Fall Conference Wrap-Up

By: Brett Rohlwing, 2016 Conference Chair

The 2016 WLA Fall Conference was a gathering for the ages! It was the first time in an all-new venue – the Potawatomi Hotel and Casino in Milwaukee – and jam-packed with exciting speakers, inspiring programs and fun after-hours activities.

First and foremost, it was a celebration of 125 years of the WLA. We honored this milestone throughout the conference, especially at the 125th Anniversary Reception on Wednesday evening. The WLA membership passed two resolutions noting this historic event, offered by Peter Gilbert of Lawrence University and the 125 Anniversary Planning Task Force, respectively. We all enjoyed seeing old friends, nibbling on appetizers and sharing a few drinks. There was birthday cake too, of course!

The Wednesday and Thursday Keynote speeches were top-notch. Milwaukee-based entertainer John McGivern, host of PBS’ Around the Corner, gave the keynote on Wednesday. He was nothing short of hilarious, helping us all wake up with his unique brand of homespun humor. Thursday brought us the filmmakers Dawn Logsdon and Lucie Faulknor, whose upcoming documentary, Free for All: Inside the Public Library will, if the clips they brought are any indication, be a huge hit!

Also, during the keynote programs, we were honored to have special guests from the city and state stop in to express their congratulations on the WLA’s milestone and show their support for libraries. Milwaukee Mayor Tom Barrett and State Superintendent of Schools Tony Evers both offered warm remarks on Wednesday, and Wisconsin Lieutenant Governor Rebecca Kleefisch gave an inspiring speech on Thursday. Thank you all for taking the time to visit our conference!

The wide variety of sessions and speakers offered had something for everyone and every kind of library. We were fortunate to have Jennifer Morales as our guest for our “One Conference One Book” event, author of Meet Me Halfway: Milwaukee Stories. Jane Hamilton was our featured guest for the President’s Luncheon, where she signed copies of her latest book, The Excellent Lombards. The sessions covered everything from management topics, building and facility maintenance, children’s reading programs and so much more!

Evening activities included the SLIS and SOIS Reunions, the latter of which celebrated its 50th Anniversary in style at the Harley-Davidson Museum. Milwaukee Public Library invited guests over to its grand Central Library on Thursday evening for tours, activities, appetizers and drinks.

And finally, of course, the venue itself was a star attraction. Attendees enjoyed the copious amenities of the Potawatomi Hotel and Casino, with its comfortable rooms, high-class restaurants and exciting casino floor. Win or lose, you couldn't help but have a great time!

I know I did – not only at the conference, but throughout this past year as Chair of the Conference Planning Committee. I wish to thank my Conference Planning Committee, the Wisconsin Library Association, and my home, the Milwaukee Public Library for this amazing opportunity. I look forward to next year’s Fall Conference, October 17-20, 2017 at the Kalahari Resort and Convention Center in the Dells! See you there!
Reel to Real with Jerry Apps

To celebrate his 125th Wisconsin library visit (at Rock Springs Public Library in late 2016), celebrated rural storyteller Jerry Apps is kicking off a new, virtual way to bring his stories to even more Wisconsin library audiences. Through a partnership with the Wisconsin Historical Society Press and the Wisconsin Library Association, Wisconsin Public Television is expanding their popular Reel to Real library program in 2017 to include a unique live Question & Answer segment option for libraries who host a Reel to Real screening that features a Jerry Apps documentary. Immediately following the showing of a documentary, Apps will Skype in live to take questions for up to 20 minutes from the library audience. This unique add-on to Reel to Real programming allows audience members to interact directly and personally with one of Wisconsin’s most beloved and best-selling authors and to ask questions related to the documentary, Apps’s many books or farm life.

Libraries can select from the nationally-acclaimed Wisconsin Public Television documentaries that feature Jerry Apps, which include: A Farm Story with Jerry Apps (companion to his Society Press book Old Farm: A History), A Farm Winter with Jerry Apps (companion to his Society Press book The Quiet Season: Remembering Country Winters), and The Land with Jerry Apps (companion to his 2017 Society Press book Never Curse the Rain: A Farm Boy’s Reflections on Water).

The Reel to Real program works with public and academic libraries across the state to combine the power of documentary cinema with community dialogue and action. Reel to Real helps libraries host public screenings of critically-acclaimed PBS documentaries. Reel to Real events are designed to bridge the gap between viewing a film and creating community dialogue and action.

Once a program is scheduled, participating libraries receive a Reel to Real kit that contains a DVD of the film, a PDF flyer for use in promoting the event and information about how to host the author Skype Q&A event. To schedule a Reel to Real program with a virtual Jerry Apps appearance, complete the application form on the WPT Reel to Real website.
Now is the time to share your thoughts for the Public Library System Redesign

We know there's a lot of communication related to PLSR out there. Steering Committee agendas, workgoup meeting announcements, reminders and more. But, here are two time sensitive opportunities for you to get involved and provide input to help shape the models being developed to improve services to public libraries.

Offer feedback on PLSR service model drafts
Did you miss the public unveiling of PLSR workgroups' drafts of their new approaches to collaborative services in Wisconsin at WLA? Or maybe you took a look, but wanted to give it some thought before commenting? All of the visual presentations, along with short explanations, either in text, video, or audio form, are now available on their PLSR Workgroup pages.

The workgroups truly need questions and feedback from the library community, and not just public libraries, to help them decide what might need to be changed and what else they need to explain and explore to craft successful service models. You can use the Contact form to send feedback to a specific workgroup or share general feedback. Your feedback is always welcome.

Be Part of the PLSR Survey Panel
As the workgroups continue to develop their models, they will need to gather opinions and thoughts from the library community in a systematic way. We'll be using the PLSR Survey Panel for this purpose. If you join the panel, you'll receive surveys from the workgroups and project managers. You can respond to all of them or only respond to some. It'll be up to you! It's a great way to be part of the process and the workgroups will appreciate your input. You can also unsubscribe from the panel at any time. Sign up with this simple form.

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Get the full experience of being a WLA member...volunteer!

Becoming a volunteer allows library professionals to develop leadership skills, create professional development opportunities, expand career networks and learn more about your association. It also plays an important role in advancing the mission of the Association and benefiting libraries throughout the state. If you are interested in volunteering, send your message to wla@wisconsinlibraries.org; include in the subject line, “WLA Volunteer.” Thanks for your continued support.