

# The Lamplighter



## IN THE SYSTEM

### Edward U. Demmer Library Has a New Director

Janet Dixon is a familiar face in Three Lakes and has used the community's Edward U. Demmer Library since the early 1990's. Now, she has to "visit" the library even more often as the newly named director. Michelle Gobert, the previous director, resigned and moved on to become the director at the Crandon Public Library in December.

Janet was born in California and attended the University of California-Davis. After receiving a B.S. in Wildlife Biology, she met and married her husband David and they both decided that it would be better to raise their family in northern Wisconsin. So they moved to the Three Lakes area and had two sons who are now 21 and 24. Janet loves the community, and after many years as the Librarian at St. Mary's Hospital in Rhinelander and the Howard Young Medical Center in Minocqua, she is very happy to work in the public library environment.

Janet loves to travel and read. She enjoys road trips to the national parks and cruising the Caribbean in her spare

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time. She and her husband are restoring a vintage travel-trailer and enjoy camping in the many nearby campgrounds.

Janet wants to continue the tradition of the Demmer Library “being the center of the town’s activities” and recognizes the benefits of having high-speed Internet available for the community at her library. She is looking forward to the new challenges ahead for her library as technology becomes more and more prevalent in our daily lives.

***Congratulations, Janet!***

## **The Life and Times of Nettie Berthold**



Gil Sutherland, President of the Greenwood Public Library Board of Trustees, presents Nettie Berthold with a flower and gardening book for her 39 years of service to the Greenwood Public Library.

Nettie was recognized for her dedicated service to the Greenwood Public Library and community by the library’s Board of Trustees on January 22, 2009. Nettie has served both as a librarian and board member of the library from 1969 through 2008.

Nettie has seen many changes in her 39 years of service at the Greenwood Public Library. Here are a few of the changes:

- \* Wages - \$2.30 per hour for 1 day a week with extra for vertical file work.
- \* Circulation for the day was done by counting the book cards and alphabetizing them. This took approximately one hour.
- \* First computer was an Apple IIE with printer.
- \* QuLL program for interlibrary-loan.
- \* City of Greenwood became tax-exempt.
- \* Courier service began with 1 stop.
- \* T-1 line added.
- \* V-Cat and On-line Cataloging.

The Greenwood Public Library and its’ Board of Trustees appreciates Nettie’s dedication and service to the library and Greenwood community. It has been a pleasure working with you, Nettie! Enjoy your flower garden this spring!

*(Pat Braun, Director of the Greenwood Public Library)*

## CONTINUING EDUCATION



WVLS Presents...

### Technology Gadgets Open House

April 20 – 23, 2009 9:00 a.m. – 4:00 p.m.

WVLS Office – at the Marathon County Public Library, 300 N. First Street  
Wausau, WI 54403

#### Have you ever used a Kindle or an iPod?

Well, here is your chance to play with these and nine other tech gadgets.

They will be at the WVLS Office located in the Marathon County Public Library - Wausau on **April 20 - 23, 2009**. Tip sheets, snacks, and WVLS staff will be available to assist you as you explore these devices.

Thanks to the Wisconsin Public Library Consortium, we are able to bring this Gadgets Workshop to you for free.

Please register with Inese Christman by **April 15, 2009** for a date and time you would like to stop in and play.

Call Inese at: 715-261-7256

or e-mail [ichristman@wvls.lib.wi.us](mailto:ichristman@wvls.lib.wi.us)

#### WVLS Public Library Director's Retreat

The WVLS Public Library Directors will gather and share ideas on how libraries can change and adapt for the future. To start this conversation, Nathan Deprey, Director of the Osceola Public Library will share some of his edicts that we should "nail to our library's door". Mark your calendars now for **Thursday, May 14, 2009 from 9:00 am – 3:30 pm** at the Oak Island Park shelter, Wausau, WI. Be on the look-out for more information on this upcoming event. If you have items or questions you would like to have included in the agenda, please e-mail those to: [ichristman@wvls.lib.wi.us](mailto:ichristman@wvls.lib.wi.us) or call Inese at 715-261-7256 by **Friday, April 24, 2009**.

## WVLS Adolescent Literacy Workshop

Thursday, May 21, 2009 9:30 am – 3:30 pm

Rothschild Village Hall - Community Room, 211 Grand Avenue, Rothschild, WI 54474

Statewide assessments of reading achievement show that the proportion of students proficient in reading declines as they move from elementary and middle school to high school. In May 2008, the Division for Libraries, Technology, and Community Learning launched a multi-year initiative that will champion high-quality teen services and build momentum behind Wisconsin's drive to create the most literate, well-educated citizenry and workforce in the nation. See <http://dpi.wi.gov/pld/adolit.html> for more information. This workshop is part of that initiative. Public librarians are encouraged to invite school partners (middle and high school librarians, school district reading specialists, or administrators) to attend.

9:00 am – 9:30 am	Registration and Refreshments
9:30 am – 10:45 am	Adolescent Literacy - Christy Mulligan
11:00 am – Noon	The Teen Brain: a Work in Progress - Nan Brien
Noon – 12:45 pm	Lunch (\$7.00 Box Lunch)
12:45 pm – 3:30 pm	Teen Programming - Christy Mulligan

### Christy Mulligan on Adolescent Literacy and Teen Programming



Christy Mulligan is a certified trainer of the Young Adult Library Services Association (YALSA) with experience working with teens in rural, suburban and urban libraries since 2003. Interests include programming that connects teens with reading, technology and gaming, collections and readers advisory, and youth participation through teen advisory groups and volunteer internship programs.

Between 2003 and 2005, Christy developed and implemented a strategy for teen services in rural Wisconsin, securing and using grant funds to develop teen collections, programs, and a teen advisory group for 10 public libraries in Polk county. She served on YALSA's Best Books for Young Adults committee in 2008 and has taught courses in Young Adult Literature and Library Services for Teens at the Univ. of WI – Madison since 2004. She works in Teen Central at the Hennepin County Library.

### Nan Brien on Adolescent Brain Development



Before Nan retired as the Associate Director of the Wisconsin Council on Children and Families, she was instrumental in directing the Council's activities as the lead state agency for the national "I Am Your Child" campaign. This campaign promotes safe, healthy, and nurturing experiences and environments that foster optimal early childhood brain development for each and every child.

In collaboration with the Departments of Health and Family Services, Public Instruction, and Workforce Development, Brien has conducted train-the-trainer programs for agency personnel throughout the state. Brien has an undergraduate degree in biology and a master's degree in immunology.

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To register: send this completed form along with check for \$7.00 for lunch to Wisconsin Valley Library Service: Beth Sillars, WVLS; 300 N. First Street, Wausau, WI 54403.

NAME: \_\_\_\_\_ LIBRARY: \_\_\_\_\_

TELEPHONE: \_\_\_\_\_ E-MAIL: \_\_\_\_\_ AMOUNT ENCLOSED: \$ \_\_\_\_\_

**Registration Deadline: Monday, May 18, 2009**

Workshop sponsored by the Wisconsin Valley Library Service and DLTCL. Continuing Education contact hours = 5 hours. If you have questions or need special accommodations, contact Beth Sillars at [sillars@wvls.lib.wi.us](mailto:sillars@wvls.lib.wi.us) or call 715-261-7255.

## YOUTH MATTERS

### Photos from the WVLS Summer Library Program Workshop in March



**Be Creative**



**Dee Bohn of the MCPL-Rothschild Library having fun**

**Sonja Ackerman of the Wausau School District**



**Dee Bohn and Janice Nelson of the MCPL-Rothschild Library are being creative**

*(Pictures contributed by Beth Sillars)*

## FROM HITHER & YON

### To Tweet or Not To Tweet?

The next time someone tells you “I don’t get Twitter, it seems kinda stoopid to me. What’s it all about?” You will have this as an answer...

Twitter is a short message routing service - messages are limited to a maximum of 140 characters. This length restriction makes “tweets” (as Twitter messages are called) equivalent to cell phone “texts” but with a difference: Text messages are essentially one-to-one whereas

tweets are essentially one-to-many.

Now you may contend that Twitter's one-to-many makes it equivalent to a blogging service (some call it micro-blogging), but not so. The core of social networking is that there's a commons, a shared area, wherein people communicate. Normal e-mail has no commons. Blogs have a localized commons and there's usually a specific focus to the hierarchical discussion, the post's topic, and editorial control over the thread. Twitter has a global commons and there's no restriction (other than on length) to what is posted and no enforced hierarchy.

All of these forms of communications are almost like a poor man's e-mail. Here's the way to view these different forms of communications: e-mail is like person-to-person phone calls while blogs are like lectures with follow-up questions and discussions. But social media, such as Twitter, are like a cocktail party.

So why Twitter? According to a blog entry on Compete.com in February, Twitter ranks as the third largest social network with 6 million users and 55 million monthly visitors (Facebook is number one and MySpace is number two).

Here are some ideas on how you can use Twitter:

- Twitness – which involves a few hundred Twitterers watching something such as the Academy Awards show, and tweeting about the show with all sorts of funny remarks about the clothes, etc. It turns something solitary like TV watching into an interactive experience.
- Breaking News – when a major news event happens, often a Twitterer will be there and share their experience faster than the cops can cardone off the spot.
- Communications - a great way to broadcast a quick message to other co-workers working out in the field without having to contact them each individually.
- Feedback – an instantaneous way to respond to a question or comment versus using e-mail.
- Crowd-sourcing and Informal Polling – you can poll people who are your Twitter followers about a question you have or conduct an informal survey.
- Public Address System – you can use Twitter to announce the start of something or to promote a product or service to your followers.

Since the Twitter mechanism is so simple and open, people have developed their own uses for it. So why not try it out and Tweet, Tweet.

*(“BackSpin”, by Mark Gibbs and PC Magazine- “Nine Ways to Twitter” by John C. Dvorak)*

## Kindling Interest At Mequon Library

The Frank L. Weyenberg Public Library of Mequon-Thiensville has opened a new chapter in the continuing digitization of public libraries in Wisconsin by being the first to offer the option of checking out Amazon's Kindle 2 or, a wireless reading device that can hold the digital versions of about 1,500 books.

The Kindle 2 weighs about 10 ounces, measures 8 inches by 5.3 inches, is a third of an inch thick and costs about \$360.00. It was donated to the library by an anonymous patron, library Director Linda Bendix said.

The Weyenberg Library, at 11345 N. Cedarberg Road in Mequon, is the first in Wisconsin to offer the Kindle to its patrons, Bendix said.

"Some libraries outside of Wisconsin are circulating it," Bendix said, "and it has proved very popular with their patrons, both for the ease of use and because the user has access to multiple books at the same time."

Bendix said some libraries "bundle" books with the Kindle, so that one device will be loaded with magazines and newspapers, another with reference works and another with a particular genre, such as mysteries.

It's too early to tell whether the Mequon library will go that route, she said. But the library's single Kindle already has proved extraordinarily popular, with a waiting list of 25 people formed in one week.

A new bestselling book normally has a waiting list of about 10 people, she said. The Kindle can be checked out for a week at a time, but only by patrons of the Weyenberg Library.



"We are monitoring the reaction. Some patrons are checking it out for the novelty. We're waiting to see if there is sustained demand," Bendix said.

The Kindle has a 6-inch screen and allows the reader to change the size of the text. It also comes with a text-to-audio feature so readers essentially can have the book read to them. "It opens the door for providing services to library patrons with special needs," Bendix said.

"The Kindle has the potential to save money for the library because it often costs \$10.00 or less to load a book onto it, whereas a hardcover often can cost the library up to \$30.00 and sometimes more," Bendix said.

"When the Kindle started to appear in libraries a year ago, Amazon said the practice was a violation of its terms of service. Amazon has since relaxed that option," Bendix said. "We did our homework and have received written verification from Amazon that they have no problems with circulating the devices," she said.

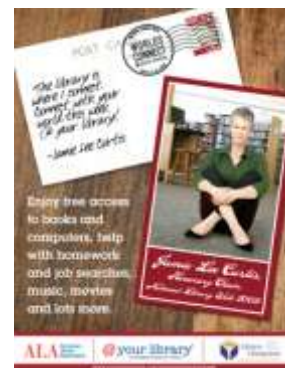
*(Dan Benson, Milwaukee Journal-Sentinel, March 22, 2009)*

## INFO TO GO

### National Library Week - Celebrate April 12-18, 2009

Join in the celebration of this year's theme - "Worlds Connect @ your library". Jamie Lee Curtis, well known actress and bestselling author, is the Honorary Chair of this year's celebration. To spread the word and help your community celebrate, the American Library Association offers sample press releases, mp3 messages, and other promotional items at this website:

<http://www.ala.org/ala/aboutala/offices/pio/natlibraryweek/nlw.cfm>.



### “Exceeding Customer Expectations”

Kirk Kazanjian has written a very entertaining and insightful book about how the Enterprise Rent-a-Car company became so successful. *Exceeding Customer Expectations* is a book that offers a realistic view of the steps to take to not only satisfy customers, but to “wow” them.

Kazanjian, a bestselling business book author, explains how Enterprise actively seeks out unsatisfied customers and quickly turns them into fans, how they hire smart people and train them from the ground up, how to thrive during tough economic times, as well as how to cultivate a fun and friendly workplace where teamwork rules.

If you want to improve your library's customer service, this book is a great place to start. This book is available for check-out by contacting Inese Christman at the WVLS office (715-261-7256).

*(Inese Christman, WVLS-PR & CE Coordinator)*

### Workshop Invitation!

The Northern Waters Library Service (NWLS) is offering an informative workshop on “Working Effectively in Small Groups” featuring Peter Hamon, retired director of the South Central Library System on April 30, 2009 at the NWLS office in Ashland.

This workshop will discuss how to be an effective library director when working with small groups, whether as a participant or the leader. It will also cover topics on how to meet the challenges in getting members to attend meetings, how to create an environment that is comfortable for all members, and how to compromise when the group has very different needs and expectations.

For more information and to register, contact Linda Stobbe by April 27, 2009 at: NWLS, 3200 E. Lakeshore Dr., Ashland, WI 54806. Phone 800-228-5684 or e-mail her at:

[lstobbe@nwls.lib.wi.us](mailto:lstobbe@nwls.lib.wi.us).

## WEBSITES OF INTEREST

### Take a Tour of Healthfinder - <http://www.healthfinder.gov/tutorial/default.asp#librarian>

Help your patrons find and utilize the reliable health information and tools found on the <http://www.healthfinder.gov/> website. This site developed by the National Health Information Center is a wealth of credible and easy to use consumer health information.

*(American Libraries Direct, March 25, 2009)*

### 17<sup>th</sup> National Legal Research Teach-in - <http://aallnet.org/sis/ripssis/TeachIn/2009/index.html>

The American Association of Law Libraries has released the 2009 version of its Legal Research Teach-in Kit. This kit includes games, handouts, research guides, exercises and PowerPoint presentations on a variety of legal research topics.

*(American Libraries Direct, March 25, 2009)*

### American Recovery & Reinvestment Act in Wisconsin - <http://www.recovery.wisconsin.gov/>

Wisconsin is moving federal recovery funds to create jobs for hardworking people in the state while ensuring that the use of funds is open, transparent and accountable. This site offers links to applying for grants, searching for information about the recovery programs, employment information, tax incentives, and links to other agencies.

*(WLA Blog, March 29, 2009)*

## CALENDAR OF EVENTS

### APRIL

April is: National Poetry Month, for more details:

<http://www.poets.org/page.php/prmID/41>

- Apr 2** **WVLS V-Cat Council Meeting** – Marathon County Public Library, 9:30 a.m.
- Apr 3** **College of DuPage Online Workshop** - “Diversity Beyond the Obvious” 11:30 a.m. – 12:30 p.m. Register with Inese Christman for Login Information or to reserve the DVD at: [ichristman@wvls.lib.wi.us](mailto:ichristman@wvls.lib.wi.us)
- Apr 10** **WVLS Office Closed**
- Apr 12-18** National Library Week
- Apr 16** **College of DuPage Online Workshop** - “An Ounce of Prevention: Health Reference Basics” 11:30 a.m. – 12:30 p.m. Register with Inese Christman for Login Information or to reserve the DVD at [ichristman@wvls.lib.wi.us](mailto:ichristman@wvls.lib.wi.us)
- Apr 18** **WVLS Executive Committee Meeting** – Marathon County Public Library, 9:30 a.m.
- Apr 20-23** **WVLS Gadgets Open House**, WVLS Office, Wausau. (see flyer in this issue for more details)
- Apr 30** **WVLS - LAC Meeting**, Nicolet Area Technical College, Rhinelander, 9:00 a.m.

National Library Week Celebrate April 12-18, 2009  
Worlds connect @ your library

## MAY

May is Preservation Month, for more details go to:

<http://www.preservationnation.org/take-action/preservation-month/>

May 6-8 Wisconsin Association of Public Libraries Annual Conference, Wisconsin Dells. Details at:

<http://www.wla.lib.wi.us/wapl/conferences/2009/index.htm>

May 10 Mother's Day.

May 11-12 ALA National Library Legislative Day. Details at:

<http://www.ala.org/ala/aboutala/offices/wo/washevents/nlld/nlld2009.cfm>

**May 14 WVLS Public Library Directors Retreat**, Oak Island Park, Wausau

**May 16 WVLS Board of Trustees Meeting** - Marathon County Public Library, 9:30 a.m.

**May 21 WVLS Workshop on Adolescent Literacy**, Rothschild Village Hall, 9:00 a.m.

**May 25 Memorial Day Observed – WVLS Office Closed**

## JUNE

June is Dairy Month, for more details go to:

<http://www.nationaldairycouncil.org/nationaldairycouncil>

**Jun 4 WVLS V-Cat Council Meeting**, Minocqua, 9:30 a.m.

Jun 14 Flag Day.

Jun 21 Father's Day.

Jun 21 First Day of Summer.

**Jun 26 WVLS Collection Development Committee Meeting**, WVLS Office, 9:30 a.m.

**Jun 27 WVLS Executive Committee Meeting**, Marathon County Public Library, 9:30 a.m.

## QUOTE OF THE MONTH

*"It is not true that we have only one life to live; if we can read, we can live as many lives and as many kinds of lives as we wish."*

- S. I. Hayakawa



**The LAMPLIGHTER** is a monthly newsletter of the Wisconsin Valley Library Service.

300 N. First Street, Wausau, WI 54403. Back issues are available at:

<http://wvls.lib.wi.us/Newsletter/newsindex.htm>

(Note: Web links in past issues are not checked for currency and may no longer work.)

EDITOR: Inese Christman  
[ichristman@wvls.lib.wi.us](mailto:ichristman@wvls.lib.wi.us)  
Phone: 715/261-7256  
FAX: 715/261-7259

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