

Wild Wisconsin Winter Web Conference 2018

Speakers

Tuesday, January 23: Opening Keynote

Librarians and Bartenders: Why People Need Us

1 pm

Presented by: Carolyn Brewer



Just like there is no typical day for a bartender, there is no typical day for a public librarian. Sometimes we laugh, and sometimes we want to scream. Let's face it, the public can be hysterical, cynical, exhausting, and even uplifting at times. What keeps us encouraged each day? What motivates, inspires and helps us assist our customers and keep them happily coming back?

Carolyn Brewer is a librarian that has worked over 20 years in public and academic libraries. She is a library consultant and has visited over 100 libraries for training and staff development. She received her MLS from the University of North Texas and has served libraries in many roles. She began her career as a library page (shelver) and has been the Library Director for another community. She is frequently invited as a keynote and guest speaker around the US and has presented at several national conferences including PLA, ACRL, ALA, ARSL and Internet Librarian.

Wednesday, January 24: Best of the Web 2018 (Tech Trends)

9 am

Presented by: Richard Byrne, Author of *Free Technology for Teachers*

Maine

Every year, Richard reviews hundreds of apps and websites. While mainly designed for classroom use, these apps and sites can be used in public libraries, too. In this presentation he will share how he selects the best new apps and sites and then reveal the best of the year. Short demonstrations of some of the best apps and sites for all ages and content areas are included in this presentation. In other words, this presentation offers something for everyone.

Richard Byrne is best known for his award winning blog, FreeTech4Teachers.com, which he started while teaching high school Social Studies in Maine. Today, Richard's writing reaches more than 500,000 educators every month. His favorite thing to do is help teachers develop creative and practical classroom uses of technology. An energetic speaker, Richard has been invited to speak at events on six continents and would gladly go to Antarctica too.

Richard's work is focused on helping teachers and administrators use technology to improve the learning experiences of their students. His framework for using technology in education can be summed-up in three words; Discovery, Discussion, and Demonstration. That framework is used for explaining the purposes of the tools that he introduces during his presentations and workshops.

Richard is a five time winner of the Edublogs Award for Best Resource Sharing Blog. He was a member of one of the first classes of Google Certified Teachers eight years ago. He has been the recipient of the Merlot Classics award from Chancellor's Office of California State University. And he has been a finalist for ACTEM's educator of the year award. Tech & Learning Magazine named Richard one of their "people to watch" in their 30th Anniversary celebration (<http://techlearning.com/article/26660>).

Not Just for Kids: After Hours Programming for Adults (Small and Mighty)

9 am

Presented by: Amy Turgasen, Assistant Director

Altoona Public Library, (Altoona, IA)

Due to everyday life commitments, adults can't always make it to programming during regular business hours. Being more flexible with program times and branching out to alternate locations can boost attendance and be a lot of fun at the same time. This session looks at how to provide after-hours programming from start to finish for adults, while utilizing limited funds, staffing, and space, and how to prepare for the "what-ifs," including permission/liability forms.

Amy Turgasen is the Assistant Library Director at the Altoona Public Library in Altoona, Iowa. She started there 12 years ago after receiving her MLIS from the University of Iowa. Each day she does a little of everything, but she recently traded in her duties working with teens to help expand adult programming. At home, she is mom to two young, busy boys, secretly loves to play video games, have dance parties in the living room, and build giant towers of legos.

Sharpening the Bleeding Edge: Four Technologies that Librarians Should Watch (TechTrends)

10:30 am

Presented by: Jason Griffey, Director

Evenly Distributed LLC (Sewanee, TN)

Technology changes exponentially, and the things we'll see emerge over the next 5-10 years will radically change the way that we interact with information. Join Jason Griffey for his picks of four emerging technologies (services, gadgets, and protocols) that will have the biggest effect on the world over the next decade.

Jason is a [Fellow at the Berkman Klein Center for Internet & Society at Harvard University](#), a librarian, technologist, and consultant. He works with libraries to make their interactions with technology smoother, and creates things that give new abilities to libraries, museums, and other civic/non-profit organizations. He is the Director of both the [LibraryBox Project \(http://librarybox.us\)](#) and [Measure the Future \(http://measurethefuture.net\)](#), and has written and presented internationally on the overlap between technology, society, and libraries. More about Jason can be found at [http://jasongriffey.net](#).

Developing Dynamic Leadership For Your Library (Library Leadership)

9:30 am

Presented by: Gavin Woltjer, Director

Billings Public Library (Billings, MT)

This program explores five areas of dynamic library leadership: accountability and expectations; failure; initiative and creativity; library narrative; and communication. Through the combination of these five areas, participants will begin to better understand the type of leadership their library needs in order to best serve their patrons. As libraries continue to evolve, leadership needs to evolve in order to meet the needs of patrons and staff.

Gavin J. Woltjer is the Library Director for the Billings Public Library in Billings, MT. He is passionate about developing research and leadership skills for the next generation of leaders. Before coming to the Billings Public Library, Woltjer was the Dean of Library Services and University Archivist for Oklahoma Wesleyan University. Woltjer holds a MLIS from the University of Oklahoma, MAs in Political Rhetoric and Literature from the University of South Dakota, and recently completed the Library Leadership in the Digital Age program at the Harvard Graduate School of Education. His research interests include: library leadership; librarians as public historian; and methods used to sustain cultural economies.

The Wild Introvert: Why Quieter People Are Excellent Leaders (Library Leadership)

1 pm

**Presented by: Susan Quinn, Director
Ocean City County Library (Ocean City, NJ)**

Libraries are full of quieter people who have the potential to be excellent leaders in their organizations. This webinar will provide an overview of successful leaders, past and present, who were introverts but also had the wild idea that they could succeed in their chosen professions. Learn how the introvert's ability to stay calm, organized, determined and focused can lead both them and their teams to success and transformation - and to the top of the organization chart.

Susan Quinn is Library Director for the Ocean County Library (NJ). She has a B.A. in English from Gettysburg College, M.L.I.S. from Rutgers University, and is a New Jersey Certified Public Manager. In 2013, the Ocean County Advisory Commission on the Status of Women honored Quinn and the Ocean County Library as Advocate of the Year. Quinn currently serves on the New Jersey State Librarian's Library Services and Technology Act (LSTA) Advisory Committee, Ocean County Military Support Committee, Ocean County Commission on Child Safety and Awareness, and is a member of the Omicron Chapter of Beta Phi Mu, the international honor society in library and information science. Prior to becoming a librarian, Quinn worked in New York City including 11 years in the advertising sales department of ESPN, Inc. She lives quietly down the Jersey shore with her rescued Maine Coon cat.

Practical Privacy for Libraries (Small and Mighty)

1 pm

**Presented by: Jessamyn West, Librarian Technologist
Randolph Technical Career Center (Randolph, VT)**

Jessamyn West has been giving short privacy talks that are focused on data and practicality. Patrons and librarians come away with a practical "to do" list and an understanding of how to look at their own privacy needs and turn them into constructive actions. She'll do a sprint through the talk and then talk about the talk, giving librarians advice on how to tailor their own similar presentation to the needs of their specific communities.

Jessamyn West is a librarian and community technologist. She writes a column for Computers in Libraries magazine and is the author of the book, Without a Net: Librarians Bridging the Digital Divide. A born outreach librarian, she teaches a course entitled "Tools for Community Advocacy" for the University of Hawaii's Library School. She is a research fellow at Harvard University Library Innovation Lab for 2016-2017, and serves on the Advisory Board to the Wikimedia Foundation. She works with small libraries and businesses in Central Vermont to help them use technology to solve problems.

Ethics in the 21st Century Library (Library Leadership)

2:30 pm

**Presented by: Sarah Houghton, Director
San Rafael Public Library (San Rafael, CA)**

As the world goes increasingly digital, the climate surrounding information politics becomes increasingly convoluted. Libraries are caught in the heart of these tangled issues. When was the last time you looked at the ethical statements of our profession? When you sign contracts and revise policies are you keeping those ethics in mind? As you develop programs and policies are you thinking about how to fold in the ethics of freedom of information and privacy? If not, now's a great time to start!

Sarah Houghton is the Director of the San Rafael Public Library in California and the author of LibrarianInBlack.net.

Strategic Planning When You Can't Afford a Consultant (Small and Mighty)

2:30 pm

**Presented by: Michele Stricker, Deputy State Librarian
New Jersey State Library (Trenton, NJ)**

So you have to develop a strategic plan for your library, but you cannot afford to hire a consultant? Let Michele Stricker, Deputy State Librarian for Lifelong Learning at the NJ State Library, provide you with the basic practices and resources for creating a practical framework for your strategic plan. Walk away with useful tips and techniques that you can apply to your own library.

Michele Stricker is the Deputy State Librarian for Lifelong Learning at the New Jersey State Library where she is responsible for library trustee and director continuing education, strategic planning, and preservation and disaster preparedness. In addition to an MLIS from Rutgers University, Ms. Stricker has an MFA in Museum Studies from Syracuse University, and an MA in Art History from the University of Pennsylvania. She received her certification in Preservation Management from the Rutgers School of Professional Development, and previously taught the Preservation course in Library & Archival Materials for the Rutgers Graduate School of Communication & Information.

Tech Notes from the Field (Tech Trends)

4 pm

**Presented by: Craig Ellefson, Computer Technician
South Central Library System (Madison, WI)**

Craig Ellefson has seen a lot in his 18 years of providing tech support to the 54 libraries in the South Central Library System. He's logged thousands of miles on the road to help libraries fight dust bunnies, untangle crazy cabling, recover from flooding, and much more. This fun, fast-paced presentation will give you practical technology tips that you and your staff can do at your library.

Craig Ellefson has been a PC Tech for over 20 years, 18 of those with the South Central Library System. In addition to the regular PC Tech duties, Craig works with the SCLS Digitization Kit and Maker Kits including Spheros, 3D printing and scanning, Virtual Reality and Mindstorms. A few things that Craig has learned along the way include not putting your hand in an unfinished electrical box and checking upholstered chairs for wet spots before sitting in them. Outside of the PC Tech world, Craig is an avid photographer and bird watcher.

Managing a Vibrant Volunteer Program (Library Leadership)

4 pm

**Presented by: Meredith Lowe, Outreach Specialist
University of Wisconsin - Madison iSchool (Madison, WI)**

Tap into the expertise, enthusiasm, and energy of your local residents to make your public library a welcoming presence in your community. In this presentation, we talk about the rewards and challenges of recruiting, training, and managing library volunteers. Details about job descriptions, application forms, and training manuals will be shared, as well as what elements make up a successful volunteer policy.

Meredith Lowe is an Outreach Specialist at the University of Wisconsin – Madison iSchool. She has been working in library continuing education since 2009, and has worked in public, academic, and special libraries both as an employee and as a volunteer.

Thursday, January 25:

Kick Starter: How to Become a Great Speaker: A Step By Step Guide

9 am

Presented by: Simone Kirk, Branch Manager

Star City Branch Library (Star City, AR)

Kick start your day with some great tips to become a great speaker. Blow some fresh air into your presentation. Learn how to be a better advocate for your library and quit sweating over your next speech, presentation, or official public appearance. Discover why it's important as a presenter to make your audience feel at ease. Trained by Toastmasters International, Simone will share wisdom, dos, and don'ts.

Growing up to be a certified bookseller in Germany, Simone Kirk never gave libraries much thought, since reading books, and having to give them back, seemed pretty cruel to this passionate reader. After moving to Arkansas in 2004, she became the Branch Manager at the Star City Branch Library, which changed everything: Simone fell in love with libraries, and decided to put her knowledge of book selling and customer service training to work. Due to personal connections to Toastmaster's International, she also fell in love with the process of public speaking and is happy to share these skills with her library community.

Is There an App for That? Working With Young People in the Digital Age (Youth Services)

10:30 am

Presented by: Erin Walsh, Speaker and Trainer

Mind Positive Parenting (Minneapolis, MN)

Social networking, video games and smartphones are game changers for youth and families. Young people today spend an average of 53 hours a week with entertainment media, more than any other activity but sleeping. Digital technologies simultaneously unleash incredible opportunities and pose a new set of challenges for youth and youth serving professionals alike.

In this interactive and energizing webinar, Erin Walsh will use brain science, stories, and humor to explain how technology is changing the ways that young people grow up, socialize, and make decisions. While librarians have also taken the lead in nurturing information and digital literacies, the lines between information and social platforms are increasingly permeable. Erin will help librarians understand the key ingredients for thriving in the digital age and provide practical tools and strategies that help youth build on their strengths.

Erin Walsh, M.A. is a dynamic, knowledgeable speaker who has addressed a wide range of audiences on topics related to brain development and raising resilient young people in the digital age. Erin was instrumental to the development of the MediaWise movement and enjoyed working with her father, Dr. David Walsh, for 10 years at the National Institute on Media and the Family before creating Mind Positive Parenting together in 2010.

Part-Time Employees – Big Time Impact (Customer Service)

10:30 am

Presented by: Rachel Arndt, Coordinator of General Reference and Customer Service

Milwaukee Public Library (Milwaukee, WI)

Part-time employees are a key part of our library staff. Understand the challenges of part-time positions and the motivations of part-time workers. Learn recruitment and training strategies, keys to job satisfaction, and what to do when part-timers move up or move on.

Rachel Arndt is the Coordinator of General Reference and Customer Service at Milwaukee Public Library, supervising the circulation and reference units which include many of MPL's part-time staff. Some of her duties consist of chairing MPL's Customer Service Committee, training new reference staff, and developing public service policy and procedure. Rachel began her library career as a part-time reference librarian and is a graduate of UW-Milwaukee's iSchool

Huge Impact, Low Cost (Youth Services)

1 pm

**Presented by: Jen Lemke, Library Media Specialist
Roselle Park High School (Roselle Park, NJ)**

At a time when budgets are shrinking, it's valuable to host high-interest, high-impact events for little to no money. With tools like Pinterest, we are presented with alternative options! From game shows to fandom parties, karaoke to gingerbread houses, life-sized games or teaching life skills like baking and sewing, creative strategies combined with popular interests can lead to a huge success at your library. We will cover some innovative ideas for you and your library.

Jen Lemke is the new School Library Media Specialist at Roselle Park High School in New Jersey. Prior to this Jen worked as a Reference and Teen librarian at the Millburn Free Public Library and the Glen Rock Public Library, where she was an active member of the BCCLS Youth Services Committee and the NJ Statewide Summer Reading Committee. She received her BA in English and her MLIS from Rutgers University. You can follow her ever expanding Pinterest boards at <https://www.pinterest.com/jenniferclemke>.

Building Respect Inside the Library Walls (Customer Service)

1 pm

**Marge Loch-Wouters, Founder
Loch-Works Consulting, (LaCrescent, MN)**

While library staff often provide excellent patron service, we sometimes fail to turn those service principles inward toward colleagues. Obstacles to internal respect often include focusing on differences (in age, education, cultural backgrounds, life choices and styles, and personalities) rather than offering support. We'll explore strategies and solutions for all staff levels that result in building a respectful workplace where every worker is valued and feels welcomed.

Marge Loch-Wouters works as a consultant and adjunct lecturer at UW-Madison iSchool after a forty year career as a children's librarian and manager. She is active in state and national library association work (she is the 2018 President of the Wisconsin Library Association) and teaches and lectures widely on innovative youth services. She was honored as the 2010 Wisconsin Librarian of the year. She tweets at @lochwouters and blogs at Tiny Tips for Library Fun <http://tinytipsforlibraryfun.blogspot.com/>

Above and Beyond: Developing a Culture of Organizational Citizenship (Customer Service)

2:30 pm

**Presented by: Rachel Rubin, Director of Library and Information Services
Capital University (Columbus, OH)**

A healthy and effective workplace often stems from strong leadership. For supervisors, it's important to develop a team of individuals who work well together, do what needs to be done, and help each other succeed. Join us for a dynamic session to learn what it means to develop a healthy organizational culture, with an introduction to the concept of organizational citizenship behavior and its relevance to public libraries. You'll learn techniques to build and support a team that is willing and able to go above and beyond, and to help your library succeed.

Rachel Rubin is the director of library and information services at Capital University in Columbus, Ohio. She was the director of the Bexley (OH) Public Library for seven years, and previously worked for both the Worthington (OH) Public Libraries and the Columbus Metropolitan Library. She has a B.A. from Carleton College, an MLIS from Kent State University, and a Ph.D. from Simmons College in Managerial Leadership in the Information Professions. She lives in Bexley, Ohio with her husband, three cats, one dog, and eight bicycles.

Building Family Engagement Systems Within and Across Library Services (Youth Services)

2:30 pm

Presented by: M. Elena Lopez and Margaret Caspe

Global Family Research Project

Libraries provide families a welcoming environment in which to learn, connect with other parents, and find community resources that promote family well-being. This presentation highlights a framework for how libraries might reimagine family and community engagement services to improve family outcomes and children's development. The session will also provide innovative examples of how libraries – both big and small from diverse geographic regions – are putting the framework into practice.

M. Elena Lopez, PhD, is co-director of Global Family Research Project and Margaret Caspe, PhD, is the organization's director of research and professional learning. They both have extensive experience developing strategies to support family, school, and community engagement in schools, early childhood programs, and libraries. They are co-authors of a variety of reports and article including Ideabook: Libraries for Families and Engaging Families in Public Libraries (Public Library Quarterly).

Closing Session: Trials and Triumphs for a Public Library Facilities Manager

4 pm

Presented by: Curt Beyler, Facilities Manager

Brown County Library (Green Bay, WI)

He's not at the circ desk, or researching questions. He doesn't develop the collection or do technology training. Yet, the role of a facilities manager at the third largest library in Wisconsin is just as important, and just as crazy, at times. Last year, Curt dazzled his audience with library maintenance tips and tips. He's back! For this program, hear some of his most unique stories in library maintenance, how he keeps a positive attitude when dealing with squirrels, and why he loves his job.

Curt Beyler has been the Facilities Manager for the Brown County Library for the last 10 years, where he manages the maintenance of 9 urban and rural libraries. Before working in the library, he was a home builder and did facilities management for a commercial developer. When he's not working, he enjoys bike riding (usually to work), playing frisbee, snowboarding, listening to music and spending time with his wife and three children.

Wild Wisconsin Winter Web Conference: At-a-Glance

Time	Tuesday, January 23	Wednesday, January 24	Thursday, January 25
9 am—10 am		Best of the Web: 2018	Kick Starter: How to Become a Great Speaker: A Step-by-Step Guide
		Not Just For Kids: After Hours Programming for Adults	
10:30 am—11:30 am		Sharpening the Bleeding Edge: Four Technologies Librarians Should Watch	Part-time Employees, Big Time Impact
		Developing Dynamic Leadership for Your Library	Is There an App for That?: Working With Young People in the Digital Age
11:30—1 pm		Break	Break
1 pm—2 pm	Opening Keynote: Librarians and Bartenders— Why People Need Us	Practical Privacy for Libraries	Building Respect Inside the Library Walls
		The Wild Introvert: Why Quiet People Are Excellent Leaders	Huge Impact, Low Cost
2:30 pm—3:30 pm		Strategic Planning When You Can't Afford a Consultant	Above & Beyond: Developing a Culture of Organizational Citizenship
		Ethics in the 21st Century Library	Building Family Engagement Systems Within and Across Library Services
4 pm—5 pm		Tech Notes from the Field	Closing Session: Trials and Triumphs for a Public Library Facilities Manager
		Managing a Vibrant Volunteer Program	

TRACKS

- Tech Trends
- Customer Service
- Small and Mighty
- Library Leadership
- Youth Services