

Wild Wisconsin Winter Web Conference— 2017

Exhibit 9-b

Tuesday, January 24, 1 pm: Opening Keynote:
Sustainable Thinking For the Future of Libraries

Wednesday, Jan 25

9 am: Web Trends to Watch in 2017

9 am: Staying Well @Your Library

10:30 am: Absolutely Free (and Practically Unknown) Online Tools You Didn't Know You Needed

10:30 am: Teaching Patrons to Be Successful in the Library

1 pm: Dream Big, Learn Code

1 pm: Talking to Teens About Books

2:30 pm: The Idea Studio: More Than Just a Makerspace

2:30 pm: Planning & Evaluating Programs and Services for Youth

4 pm: People Have the Power

4 pm: Service Meets Design

Tech Trends

Staff Empowerment

Youth Services

Thursday, Jan 26

9 am: How to Do the Extra Mile (Even When You're Running on Empty)

10:30 am: Implementing Core Competencies Standards for Your Staff

10:30 am: Library Maintenance DIY

1 pm: On My Honor: Creating an Ethical Work Environment

1 pm: The Myth of a Work-Life Balance for a Small Library Director

2:30 pm: You Can Do It: Coaching and Disciplining Library Employees

2:30 pm: Dealing with Challenging Patrons: Safety and Security in Our Libraries

4 pm: Trigger Decks

Library Leadership

Small, But Mighty

Tuesday, January 24

Opening Keynote

1 pm: Sustainable Thinking For the Future of Libraries

Change is inevitable and threats are real, but what may need to change the most is how you think and talk about what your library is and why it exists. Libraries must take an active, visible role in building sustainable, resilient, and regenerative communities. Our future depends on it. We will explore how to infuse the core value of sustainability into everything we do, taking a "whole systems approach" to leading our libraries into the future and building our base of support among those we serve along the way. At this session you will learn more about "sustainable thinking" and how it can help you see opportunities to move your library forward, secure operating funds, and generate intense loyalty from those you serve.

After participating in this program, you'll be able to:

- Understand the importance of the mantra "Community First"
- Articulate the "why" behind the "what"
- Advance with confidence into the unknown future of your library

Rebekkah Smith Aldrich (MLS, LEED AP, CSBA) is a passionate advocate for public libraries because she knows that libraries can change the world. Rebekkah currently serves as the Coordinator for Library Sustainability at the Mid-Hudson Library System (NY) where she daily assists 66 public libraries in the areas of leadership, funding and facilities. Rebekkah is the sustainability columnist for Library Journal, the author of the Handbook for New Public Library Directors in New York State; co-author of the Handbook for Public Library Trustees in New York State and author of the forthcoming book Sustainable Thinking from ALA Editions. A founding member of the American Library Association's Sustainability Roundtable, Rebekkah is proud of her work to help pass the 2015 ALA Resolution on the Importance of Sustainable Libraries. Named a Library Journal Mover & Shaker, Rebekkah is a frequent national presenter on the topic of leading libraries forward in smart, practical and effective ways.

Wednesday, January 25

Staff Empowerment Track

9 am: Staying Well @ Your Library

Do you feel pressure to be perfect at work? Do you think about your work at midnight or have stressful dreams about a work situation? Do you feel like you are doing three different jobs each day and that the work will never stop? You're not alone.

This webinar will give you tips and stories about how you can help keep co-workers and yourself refreshed and engaged throughout good times and bad times at your library. Practical tips will help your co-workers and you prevent stressful situations and counteract burnout while continuing to be engaged with your customers and co-workers.

Maurice Coleman is the Technical Trainer at a Harford County Public Library in North Eastern Maryland. He has presented numerous virtual and face to face presentations around the country on social media, technology implementation, presentation and training skills. In addition to his work with libraries across the country, he hosts the long running library training and presentation podcast T is for Training at <http://tisfortraining.wordpress.com> and was named a Library Journal Mover and Shaker in 2010.

1 pm: Teaching Patrons to be Successful in the Library

Libraries reflect the communities we serve and like those communities we sometimes need to navigate disruptive and unsafe patron behaviors. Join the KCLS Community Conduct Coordinator as she shares how policies, procedures, and guidelines can empower staff and support a safe and welcoming environment for all. Participants will learn techniques for engaging staff in solutions, review facilities considerations, explore community and police partnership opportunities, and take away ideas for training and resources.

Melissa Munn is the Community Conduct Coordinator for the King County Library System. After receiving a degree in Criminology, she worked for ten years performing social work in the juvenile justice system, foster care system, and with homeless young adults on the streets of Seattle and King County. She began working in libraries in 2012.

4 pm: People Have the Power

How many of us want to work in a library where goals are clear and politics are nonexistent? Libraries committed to promoting organizational health and crafting an easy-to-understand plan can succeed in this. These institutions spark innovation, provide exceptional customer service, and furnish a capacity to constantly recognize staff accomplishments. Specifically, healthy libraries promote empowerment on all levels. If employees are trusted then they will actively move the institution forward. The ingredients are simple - trust and a dedication to improving personal leadership. Learn how becoming a healthy organization starts with trust and empowerment!

Kevin King is the Head of Branch and IT Services at the Kalamazoo (MI) Public Library. He has presented all over the country on many topics including leadership, innovation, customer service, and recognition. Kevin has served on multiple ALA, PLA, YALSA, LLAMA and state level committees. Currently he co-writes the "Forward Thinking" column in the Public Libraries (PLA) journal. In 2013, Kevin co-founded the leadership blog Library Lost & Found (www.librarylostfound.com<<http://www.librarylostfound.com>>). You can follow him on Twitter at @kzookev.

Tech Track

9 am: Web Trends to Watch in 2017

The website design field is still rapidly changing as new technologies and design ideas are created to make websites more beautiful, functional, and user-friendly. This presentation takes you through the newest web design trends and lets you know what to incorporate, what to watch for, and what to ignore.

David Lee King is the Digital Services Director at Topeka & Shawnee County Public Library, where he plans, implements, and experiments with emerging technology trends. He speaks internationally about emerging trends, website management, digital experience, and social media, and has been published in many library-related journals. David is a Library Journal Mover and Shaker. His newest book is Face2Face: Using Facebook, Twitter, and Other Social Media Tools to Create Great Customer Connections. David blogs at <http://www.davidleeking.com>.

10:30 am: Absolutely Free (and Practically Unknown) Online Tools You Didn't Know You Needed

Have you ever found a tool or service that made you go “AH-HA!”? Are there online gems that have made you wonder how you lived without them? Are you having trouble finding tools that work the way you want them to? The Web is filled with tools vying for your attention, but some of the best lie waiting under the radar. Come learn about tools you can use to improve your work or home life, or share with your friends and colleagues.

Laura Solomon, MCIW, MLS is the Library Services Manager for the Ohio Public Library Information Network and the former Web Applications Manager for the Cleveland Public Library. She has been doing web development and design for over fifteen years, in both public libraries and as an independent consultant. She specializes in developing with Drupal. She is a 2010 Library Journal Mover & Shaker. She's written two books about social media, specifically for libraries. As a former children's librarian, she enjoys bringing the “fun of technology” to audiences and in giving libraries the tools they need to better serve the virtual customer.

1 pm: Cream Big, Learn Code

Teaching our communities how to code is essential for their future. Learning to code allows individuals to interact and compete in a highly digital society. This webinar will help you learn about the importance of code literacy and the valuable skills it teaches, as well as how to talk about the value of coding to your boss, your stakeholders, and your community! We will also show you many ways to bring coding programs into your libraries and communities with the resources that WisCode Literati offers.

Holly Storck-Post is a youth services librarian at the Madison (WI) Public Library. She loves bilingual storytime, art/maker/STEAM programming, and reading teen books. She is a joint chief for [Storytime Underground](#), part of the administrative team of the [Library as Incubator Project](#), and a founding member of [WisCode Literati](#). Holly blogs about her adventures at adventuresofachildrenslibrarian.com, and you can find her on Twitter at [@hollystorckpost](https://twitter.com/hollystorckpost).

2:30 pm: The Idea Studio: More Than Just a Makerspace

In May of 2016, the Fond du Lac Public Library opened The Idea Studio, a multi-function creative community space that combines art, technology, music-making and much more.

Come hear Jon-Mark Bolthouse, full-time library director and part-time McGyver Librarian, talk about the journey to bring the Idea Studio to life. He will highlight the process and the necessary community involvement, and give an overview of all the equipment and programs available. Jon-Mark will also talk about what has worked and what hasn't over the past six months.

Jon-Mark is currently the director at the Fond du Lac Public Library. Known as one of the two "McGyver Guys," library technology has always been a passion.

Youth Services Track

1 pm: Talking to Teens About Books

Ever wonder how to talk to teen readers? Readers' advisory expert Jessica Moyer will guide you through the basics of readers' advisory for teens and introduce attendees to suggested titles in a variety of genres. This session will give great tips for teen and adult librarians, or anyone that wants to know more about working with teens.

Jessica Moyer is an assistant professor librarian in the Reference and Instructional Services department at the University of Illinois Library, and an instructor at the Graduate School of Library and Information Science at the University of Illinois. Previously she was an assistant professor in the School of Information Studies at the University of Wisconsin Milwaukee. An active member of ALA, Moyer has served as a member of the editorial boards for Reference and User Services Quarterly and Booklist's Reference Books Bulletin. Moyer regularly speaks and conducts workshops on audiobooks, ebooks and ebook readers, readers' advisory for all ages, and working with teen readers.

2:30 pm: Planning & Evaluating Programs & Services for Youth

Do you find yourself scrambling to get events on the calendar every time the program cycle deadline rolls around? Do you wish you could capture the success and impact of your programs beyond occasional patron comments and presenter anecdotes? Programs and other major services for youth are cornerstones of libraries serving the public. Yet our high attendance and packed schedules can leave little time for dedicated

planning and evaluation--both of which are integral to offering the most responsive, transformative programs for your community. This webinar will explore strategies and methods for making meaningful planning and thoughtful evaluation a seamless part of current and future programs and services for the youth in your library community.

Amy Koester is Youth & Family Program Supervisor at Skokie (IL) Public Library, where she coordinates all aspects of programs for children birth through grade 5 and their families. She shares programming ideas and musings online as the Show Me Librarian (<http://showmelibrarian.blogspot.com>), and she is a board member of the Association for Library Service to Children.

4 pm: Service Meets Design: How the Boston Public Library Designed Their New Children's Library to Provide Modern-Day Services for Kids

Library renovations aren't just about the physical transformation of a space, they can also be an opportunity to renew and refresh programming and services. Learn how the Boston Public Library shaped the final design features of its new Children's Library to not only provide a whimsical and welcoming environment for children and families, but also to foster greater public engagement through programing, interactive features, and spatial details.

Laura Koenig has worked with children and teens in public libraries for nine years. She is currently the Team Leader for Central Library Children's Services at the Boston Public Library, where she oversees a growing children's department that serves children and families from Boston and beyond. Laura was an integral part of the design team responsible for the award-winning renovation of the Children's and Teen Rooms at the Boston Public Library's Central Library which re-opened early in 2015. Laura has presented at local and national library conferences and regularly moderates panels on children's and young adult literature at the Boston Book Festival. Laura attended Carleton College and the Simmons School of Library and Information Science.

Thursday, January 26

Kick Starter

9 am: How to Do the Extra Mile (When You're Running on Empty)

For most librarians, no one asks you to go the extra mile - you just DO, because that's what you're known for. You've got passion, dedication and an unwavering resolve to set the standard of excellence in your organization. But what if you're close to running on empty? Even superstars have battle scars and need to re-charge their batteries. Learn the six secrets to getting your mojo back in this inspirational webinar.

Brenda Viola has worked in the field of Communications for over 30 years as a journalist, news anchor and as an award-winning Public Information Officer for a first-ring suburb of Philadelphia. She has coached thousands of professionals to "Master the Media" and effectively speak - whether at a podium, in a meeting, or in front of the TV cameras. In recent years, her training has evolved to include motivational speaking, with a special emphasis on the challenges faced by employees and how to reconnect with the joy of public service. She is a resident of Sarasota, FL.

Library Leadership

10:30 am: Implementing Core Competencies Standards for Your Library Staff

Come hear how one library has successfully implemented a staff competency training. Penny Talbert, Executive Director of the Ephrata Public Library, will review the steps she and her staff used to implement an 11-week training program designed so that everyone on staff could learn to help patrons with any library service competently and confidently.

Penny Talbert is the Executive Director of the Ephrata Public Library. Previous to that, she served the Library as the Young Adult Librarian, the Public Program Manager and the Manager of Collection Development and Acquisitions. She serves on the board of numerous community nonprofits, including the Chamber of Commerce and Downtown Ephrata, Inc.

1 pm: On My Honor: Creating an Ethical Work Environment

What does it mean to work in an ethical way – both for yourself as a library manager and for

those you manage? Join Marge Loch-Wouters as she examines needs vs. wants in library leadership, empowering employees to lead more ethical work lives, the push-pull of servant-leader and leader-first paradigms within an institution, and practical ways to create a positive, ethical work environment.

Marge Loch-Wouters, retired most recently from her position as Youth Services manager at La Crosse Public Library, is a consultant, adjunct lecturer at UW-Madison SLIS, active in state and national library association work and 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/>.

2:30 pm: You Can Do It: Coaching and Disciplining Library Employees

Supervisors, managers, and team leaders all spend a lot of time working with other people—coaching them, managing them, leading them, and sometimes disciplining them. This webinar will give you a fresh perspective on people management whether you're a new supervisor, want to understand how coaching and discipline work, or are facing a tricky situation with an employee. Learn how your awesome coaching skills can help people learn new abilities or address poor performance. If coaching isn't working, or the employee's performance leaves much to be desired, discipline may be in order. Find out how progressive discipline works as an escalating range of responses to employee performance problems. The coaching-discipline dual approach to managing the people who work for you can be successful in both union and non-union workplaces. In addition to learning the benefits of these approaches, also learn how to approach the sometimes unpleasant conversations, insubordination, bullying, and other workplace difficulties. It's hard—but you can do it!

Sarah is the Director at the San Rafael Public Library and is best known for her blog, Librarian in Black. She was named a 2009 Library Journal Mover & Shaker as a Trendspotter. She speaks internationally at online and realspace events for libraries and other institutions. Sarah received her MLIS from the University of Illinois-Urbana Champaign and an MA in Irish Literature from Washington State University.

Small, But Mighty!

10:30 am: Library Maintenance DIY

Keeping the doors open and enough staff to run a small library is a big task in itself. Maintaining a nice looking library on top of that can be difficult for even the most organized library directors. Curt Beyler works with small branches in his county library system, and he understands the challenge libraries face without a dedicated maintenance person on staff. From lighting to all-purpose cleaners to sidewalk salt, learn some tips and tricks that can be useful to maintaining a clean and fresh library - no matter what size the staff.

Curt Beyler has been the head of maintenance at the Brown County Library since 2008, where he keeps both urban and rural libraries looking their best.

1 pm: The Myth of a Work-Life Balance for a Small Library Director

Join Cindy's quest to prove that no one can have it all, especially not as the director of a small library. We CAN do it all; we prove that every day. But do we do it all perfectly and on-time with a smile on our faces each and every one of those days? Hell no. Give up on perfect. Give up on on-time. Live with the guilt of missing either a meeting or a family dinner. But keep that smile on your face. Explore ideas around delegation, collaboration and living with a job done well-enough.

Librarianship is Cindy Fesemyer's second career, following 14 years in nonprofit administration and community organizing. Upon her 2012 graduation from UW-Madison SLIS, Cindy was pleased as punch to accept the position of Library Director at the Columbus Public Library in Wisconsin. Turns out community engagement is much more fun and effective as a public librarian, so she's never looking back.

2:30 pm: Dealing with Challenging Patrons: Safety and Security in Our Libraries

Listen to a webinar with one of the leading national experts on library safety and security. Dr. Steve Albrecht has trained thousands of library employees on the do's and don'ts of handling difficult patrons, transients, crooks, Internet hogs, and others who want to disrupt the library environment. His popular program offers practical, realistic tools which will make your facility a better, safer place to work. Enjoy Steve's real-life experiences as a law enforcement officer, mixed with his use of humor, knowledge of workplace behavior, security measures, and how to activate your "high-risk" customer service skills. This is a fast-paced, entertaining, and empowering webinar program, designed specifically for library staffers.

Dr. Steve Albrecht has taught library safety and security workshops since 2000. His ALA book, Library Security, was published in 2015. He is nationally known for his efforts in workplace violence prevention and helping organizations deal with difficult or challenging customers. He holds a doctorate in Business Administration, an MA in Security Management, a BS in Psychology, and a BA in English. He worked for the San Diego Police Department for 15 years,

in both patrol and investigations. He has written 17 books on business, security and law enforcement subjects.

4 pm: Trigger Decks

It's Back!

The conference will conclude with Trigger Decks, mini-presentations on a variety of topics, presented by 5 different people. These short spiels should "trigger" ideas for the audience members. Sounds easy, right? Wrong. The presenters will be at the mercy of a moderator who might, or might not, add in bonus slides, take away slides and create star-wipe transitions.

But what will these random slides be? Where will they appear? How will the presenter incorporate these sudden changes into their talk? We'll find out. Audience members will then vote for the Trigger Decks Champion.

