



Indianhead Federated Library System

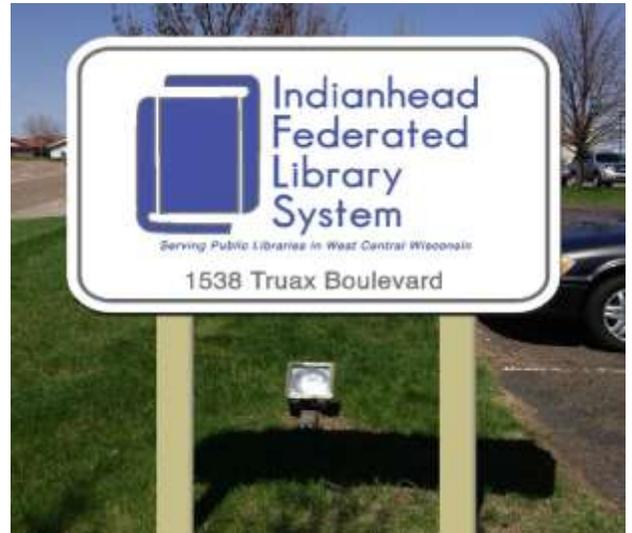
newsFLASHES

A Newsletter for library professionals in west-central Wisconsin.

August 2013

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(Check out our new sign when you visit us.)

newsFLASHES is emailed monthly. Deadline is by the 25th of month for upcoming issue.

Please send articles, subscription joins, and cancellations to Joanne: <mailto:gardner@ifls.lib.wi.us>

1. IFLS News

Welcome **Kelly McBride**! Kelly was hired as the Library Director at the **Osceola Public Library**.

We say goodbye to **Scott Vrieze**, Director of the **C.A. Friday Memorial Public Library in New Richmond**. Scott has accepted a position at **Wisconsin Indianhead Technical College**. Best wishes Scott!

Menomonie Public Library has been accepted to participate in the **Bremer Libraries, Literacy and Leadership (L3) Institute** this coming year. Organizations will participate in an intensive year of training and mentoring designed to expand their capacity for meeting the unique needs of rural communities. Recent research conducted by the Foundation indicates that a focus on libraries and literacy has the potential to have broad, positive impact on smaller communities. Congratulations **Ted Stark** and Menomonie Public Library on your successful application and acceptance!

Pepin Public Library awarded Jean Johnson as the winner of the Green Bay Packer Family Night Tickets. Everyone who checked out items during two weeks in July was eligible to put their name into a drawing for these tickets. These tickets were made possible through participation in the **“Leap Into Reading!”** promotion sponsored by the **Green Bay Packers, Edvest, and the Wisconsin Department of Public Instruction**.

2. Director's Desk

Library staff members and trustees have a variety of educational opportunities available to keep current with the latest in libraries as included in each issue of NewsFlashes. These opportunities provide an excellent opportunity for networking within the library community. While fiscal resources and extra time may be shrinking, continuing education helps keep library staff and their libraries relevant in this ever-changing world.



Library board members as advocates for libraries and their staff can help library staff by providing the financial resources and time for staff to attend these events. Board members are also welcome to attend workshops and conferences to learn more about libraries and library service.

Workshops and webinars are some of the many ways that IFLS helps our member libraries continue to be strong members of their communities. Look over this issue's CE offerings and join us!

3. Sharing the Library Story!



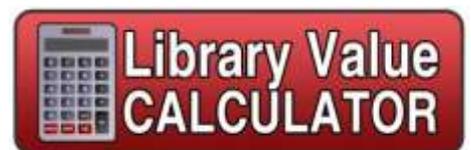
Angi Katterhagen of the Rice Lake Public Library sent an update from the booth at Farm Technology Days which was held in Barron County: "I signed a family up for library cards who visit every summer for a month from another Wisconsin community--they had stopped at your booth and were overwhelmed with EVERYTHING you can do with a MORE card. They are staying North but come into RL for laundry and other necessities. The kids were very excited about the free books!"

4. Library Value Calculators

How cool would that be to use one of those [library value calculators](#), add everything up for a year, and share how much money the library has saved the community – in books, videos, and events attended? For some libraries, this could be a really BIG number!

Why do this? I can think of a few reasons, including:

- It puts a positive spin on library budget discussions
- It's a nice way to share what the library does
- It changes the conversation from an internal library one (i.e., how many books were checked out) to a community-facing, "why should I care" one
- It's a handy way to share the value of a library without having to explain why all those circulation statistics and customer count numbers matter



Access David Lee King's social web/emerging trends/libraries at:

[http://www.davidleeking.com/2013/07/24/save-your-community-money-and-announce-it/?utm_source=feedburner&utm_medium=email&utm_campaign=Feed:+davidleeking+\(David+Lee+King\)#.Ufkbh1go7IV](http://www.davidleeking.com/2013/07/24/save-your-community-money-and-announce-it/?utm_source=feedburner&utm_medium=email&utm_campaign=Feed:+davidleeking+(David+Lee+King)#.Ufkbh1go7IV)

5. Preliminary 2012 Wisconsin Public Library Data Released

Preliminary 2012 Wisconsin public library statistics, arranged in a spreadsheet at the public library level, are now available at http://pld.dpi.wi.gov/pld_dm-lib-stat. These statistics are based on information submitted on the 2012 Public Library Annual Reports. For the first time, the statistics include Uses of Downloadable Content (total uses of downloadable e-books, e-audio, and e-video). Library directors are asked to review their library's data and report errors or corrections to libraryreport@dpi.wi.gov.

Final Wisconsin data will be made available after review and acceptance of Wisconsin's 2012 public library data submission by IMLS (probably late August); however, the preliminary data may be useful for planning and comparison purposes, as well as for preliminary budget preparation. Other preliminary spreadsheets with data compiled at the county, system, and state level, will be available later in July.

Links to previous years' data can also be found on the DPI website at pld.dpi.wi.gov/pld_dm-lib-stat.

(Channel Weekly, Vol. 15, No. 34 – July 11, 2013)

6. Reading and Socializing in an e-World

Summer is for slowing down, soaking up sun and generally relaxing with a good book. Or should we say “a good device”? Technology has changed the way we enjoy some of the most basic pleasures like reading and communicating with friends. Take stock of the people around you and you're likely to see a majority of them looking at and interacting with a tablet or smartphone. This month, we look at some of the ways that libraries fit in that picture, lending ebooks and connecting with their communities through social media.

Key Resources:

- **The Ebook Unbound**: new experiments with ebooks and ereaders are redefining the experience of reading.
- **Nook Lending in Naperville**: Find out how pre-loaded ereaders answered this library's ebook challenges.
- **Library Social Media Use**: Learn how to maximize your library's online presence. (archived webinar)
- **Localize, Mobilize, and Spotlight Your Library Services and Outreach**: Make your library more discoverable on the Web. (archived webinar)

(OCLC WebJunction - July 2013 Crossroads)



iPad Magic; photo by Robyn Jay on Flickr

7. Assumptions We Make About People

Katie Morsch, director of Our Neighbor's Place, a homeless shelter and reference and referral center in River Falls, passed on a fascinating article about assumptions we might make about people who are obviously living in poverty or are homeless, especially if they have a smart phone.

She says many of the volunteers who work in the shelter are perplexed that someone who can't pay rent is still paying for an expensive data plan. This article really addresses this—please take a peek when you have time: <http://mashable.com/2013/06/25/homeless-man-and-blackberry/>

8. Affordable Care Act Resources for Library Staff

With the enrollment for the Affordable Care Act beginning on Oct. 1, the **Institute of Museum and Library Services (IMLS)** and the **American Library Association (ALA)** announce new resources available to libraries.

An IMLS cooperative agreement with OCLC's WebJunction will result in online educational webinars, tip sheets and other resources to help library staff members respond to increased patron information needs related to the Health Insurance Marketplace. These resources include:

- Sign-up opportunity for anyone interested in receiving project activity updates, new online resources, webinar registrations and archived webinar recordings from WebJunction;
- FAQs for library staff with more information about WebJunction resources and the Health Insurance Marketplace;
- The link to the primary U.S. government online tool for delivering information to Americans about their healthcare options;
- Info widgets for library websites, which will lead users directly to U.S. government info, available in English and in Spanish.

American Library Association (ALA) President Barbara Stripling and IMLS Director Susan Hildreth issued the following joint statement:

“Providing resources that help librarians answer patron requests for health insurance information furthers the long-standing commitment of both IMLS and ALA to make information more widely available to the public. We are delighted to help connect libraries to these resources so they can provide timely information to their customers.”

“While libraries provide information in a way that best suits their own communities, IMLS and ALA stand ready to help all libraries prepare for the anticipated increased demand for health-related information.”

About the American Library Association

The American Library Association is the oldest and largest library association in the world, with approximately 58,000 members in academic, public, school, government, and special libraries. The mission of the American Library Association is to provide leadership for the development, promotion and improvement of library and information services and the profession of librarianship in order to enhance learning and ensure access to information for all.

Contact:

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202-628-8410
jwright@alawash.org
American Library Association



Learn about the Health
Insurance Marketplace &
your new coverage options.

GET ANSWERS NOW

9. Romance's Big Night – The RITA Awards

Think Oscar night for Romance writers and the romance genre - lots of sparkle and golden statues. The Romance Writers of America (RWA) presents the statues (RITA), necklaces (Golden Heart), and plaques at an awards ceremony held at the end of their annual conference each July. RWA awards the RITA for published romance fiction novels; the Golden Heart for unpublished romance fiction manuscripts; service awards for volunteer services to RWA and the romance genre; plus awards are given annually to one special bookseller, librarian, and industry professional who demonstrate notable support of romance authors and the romance genre. The RWA website at www.rwa.org has

a list of all their winners. For a great layout of RITA finalists with book covers and the winner is...check out the RT Book Reviews blog entry at <http://www.rtbookreviews.com/rt-daily-blog/rwa-announces-2013-rita-award-winners>



Of note, Karen Templeton & Kresley Cole won their third RITA in a single category which adds them to the RWA Hall of Fame. <http://www.rwa.org/p/cm/ld/fid=555>

One of the highest honors RWA bestows is the RWA Nora Roberts Lifetime Achievement Award which is presented to a living author in recognition of significant contributions to the romance genre. The 2013 recipient was Mary Jo Putney, a best-selling author with more than 29 books published since 1987. Her stories are noted for their psychological depth and unusual subject matter, and Putney is a nine-time finalist for the RITA Award, has won two RITAs, and is on the RWA Honor Roll for best-selling authors.

The RWA Vivian Stephens Industry Award was presented to Bette-Lee Fox who is celebrating her 41st year with *Library Journal*. She is the Managing Editor of LJ plus she edits LJ's Video Reviews, the romance column (a staple of the magazine since 1994), and e-original romance reviews, which post weekly as LJ Xpress Reviews.

If you are looking for award winning romance, you can also check out the RT Reviewers Choice Awards which are presented each year at the spring RT convention <http://www.rtbookreviews.com/rt-awards/nominees-and-winners>

Check out all the award winners to find a hot read to cool your summer.

10. Grants Fund New Library for Elk Mound

Elk Mound village officials plan to turn an abandoned laundromat into a new library, thanks in large part to a \$130,000 grant from the Otto Bremer Foundation.

The village recently secured the grant from the foundation, which owns the majority of Bremer Bank. The village secured other grants from Xcel Energy, Dunn Electric Cooperative, RCU and Independence State Bank.

Andy Peterson, Elk Mound village president, said the project will provide residents with a library that will serve as a community hub. The project also will improve the village's appearance.

"We have spent the past two years planning and working to raise funds," Peterson said. "The building may not look the best, but it has a deep history in the village, and it has been my primary goal as village president to revive it back to a useful space, both functionally and visually."

Village officials expect the new library will open in the next three to four months.

The village bought the former laundromat in April for \$10,000. The project will cost an estimated \$193,150, which will cover the purchase of the building and needed upgrades.

The village currently partners with the Menomonie Public Library to offer what officials call a “Red Box” library located in the Village Hall, where residents can pick up and drop off items they order online via the Menomonie library’s website.

The partnership will continue and the Menomonie library will provide a staff person to operate the Elk Mound library and about 3,000 check-out items, said Ted Stark, Menomonie Public Library director. The library also will have public-access computers and wireless Internet.

In addition to providing residents with books, the new building would give Elk Mound a hospitable community meeting place, Stark said.

“I think it could become a real hub for bringing the community together,” Stark said.

Lue Her, a program officer with the Otto Bremer Foundation who supervised the grant process, said officials overseeing the foundation like to support communities such as Elk Mound that are home to Bremer Bank locations. “The foundation has a long history of supporting libraries in its communities,” Her said.

(Eau Claire Leader Telegram – July 29, 2012)

Swedien can be reached at 715-833-9214, 800-236-7077 or jon.swedien@ecpc.com.

11. Workshops and Webinars

IFLS-SPONSORED CE OPPORTUNITIES:

The IFLS website Continuing Education section includes past IFLS webinar recordings, handouts from workshops, and other CE opportunities.

<http://www.ifls.lib.wi.us/Default.aspx?tabid=136> .



Reference and Online Searching Tips and Swap

Do you ever get stumped by reference questions, or feel like you wish you had a few more tricks up your sleeve when helping patrons use the online catalog? Let’s pool our knowledge, and tap into the skills of IFLS staffers Lori Roholt and Maureen Welch at this hands-on, discussion-centered workshop. Bring your stumpers or thorny problems and we’ll try to solve them together!

- Tuesday, August 20, 2013 (9:30-11:30 am) Amery Public Library
- Thursday, August 22, 2013 (1:00-3:00 pm) Menomonie Public Library
- Tuesday, August 27, 2013 (10:00-12:00 Noon) Ladysmith – Rusk County Community Library

Register by August 16 here: <http://tinyurl.com/n8y9v5j>

Tips for Serving People on the Autism Spectrum with Judy Endow

We have been learning a lot about autism in the past few years, but sometimes it is still difficult to figure out the best way to interact with people on the autism spectrum when they are in our library. Judy Endow is a Licensed Social Worker, prolific author, international speaker and autism expert who is on the spectrum herself. Join us to gain a deeper understanding of autism and some practical and compassionate tips for serving members of the public who have autism. *Sponsored by a grant from the Library Services and Technology Act from the Institute of Museum and Library Services.*

- Tuesday, September 10, 2013 (1:00-3:30 pm) Avalon Hotel, 1009 West Park Avenue, Chippewa Falls

Register by September 3 here: <http://tinyurl.com/lbdv3ls>

Please Note: There will also be a resource fair and presentation by Judy Endow for the public from 5:30-8 pm that evening. The topic: The Hidden Curriculum of Getting and Keeping a Job. For more information, including registration information, please see the flyer:

<http://www.ifls.lib.wi.us/LinkClick.aspx?fileticket=uO7uhFqWExk%3d&tabid=136>.

Technology Trends with Sarah Houghton – Webinar

Technology has been evolving more and more rapidly over the last two decades. Come hear a veteran trend-spotter and technology librarian highlight some of the most important trends, innovations, and changes to keep your eye on. Sarah Houghton, the director of the San Rafael Public Library and author of the blog Librarian in Black, will help us make sense of it all! Sponsored by IFLS, NFLS and WVLS.

- Thursday, September 12, 2013 (1:00-2:00 pm)

Register here: <https://www3.gotomeeting.com/register/967431198>

ADDITIONAL CE OPPORTUNITIES:

School of Library and Information Studies University of Wisconsin-Madison

<http://www.slis.wisc.edu/continueed.htm>

Fall 2013 Online Courses

Basic Public Library Administration
September 16 – December 6

<http://www.slis.wisc.edu/continueed-BasicPLAdmin.htm>

NEW: Advanced Public Library Administration
September 16 – December 6

<http://www.slis.wisc.edu/continueed-AdvPLAdmin.htm>

Public and Community Library Services
September 16 – December 6

<http://www.slis.wisc.edu/continueed-PublicCommServ.htm>

NEW: Digital Literacy for Youth

September 16 – October 25

<http://www.slis.wisc.edu/continueed-DigLit.htm>

RDA: What you need to know, Part of our Next Gen Cataloging series!

September 23 - November 1

<http://www.slis.wisc.edu/continueed-FallRDA.htm>

NEW: Cataloging Basics

September 30 – November 24

<http://www.slis.wisc.edu/continueed-CatBasics.htm>

Introduction to XML and Linked Data, Part of our Next Gen Cataloging series!

September 30 – November 22

<http://www.slis.wisc.edu/continueed-XML.htm>

What's New in Children's Books?

October 7 - November 1

<http://www.slis.wisc.edu/continueed-WNCB.htm>

"There's a Policy for That!": Public Policies for Public Libraries

October 14 – November 15

<http://www.slis.wisc.edu/continueed-PubPolicies.htm>

NEW: Website Redesign for Libraries

October 14 - November 22

<http://www.slis.wisc.edu/continueed-WebRedesign.htm>

NEW: American Indians @ Your Library: Improving Collections and Exploring Outreach

October 28 – November 22

<http://www.slis.wisc.edu/continueed-AmericanIndians.htm>

NEW: The Makerspace Mindset

October 28-December 13

<http://www.slis.wisc.edu/continueed-Makerspace.htm>

Don't Just Tell Me – Show Me: Using Pinterest and Tumblr in Libraries

November 4-17

<http://www.slis.wisc.edu/PinterestTumblr.htm>

Next Gen Cataloging: Are you ready? These classes are part of a series intended to bring people up to date on new cataloging practices. Classes will be offered on a rotating basis, with at least one class each semester.

Introduction to XML and Linked Data, Fall 2013

RDA: What You Need to Know, Fall 2013

Basics of Metadata, TBD

Questions? Contact Anna Palmer, ahpalmer@wisc.edu or Meredith Lowe, mclowe@wisc.edu

Welcome to the website for the 2013 WLA Conference!
Hyatt on Main and KI Convention Center, Green Bay, Wisconsin
October 22-25, 2013



The moment we have all been waiting for:
Register for the 2013 Play.Create.Innovate - WLA Annual Conference by clicking [HERE!](#) or download the [PDF](#).

That's right, register today!
Check out the '[Program at a Glance](#)' to get an idea of all the great stuff coming to the October conference!

This year's theme is **Play, Create, Innovate**, and the [conference committee](#) is hard at work to create a conference unlike any other.

In keeping with the theme, innovation will be around every corner, with changes coming to many of the conference mainstays. We're not just innovating for innovation sake, though: we hope that the changes will create an enjoyable, memorable and educational experience for all attendees! So, keep an open mind, and stay tuned to this page for more information.

You can also keep up with what's happening...
...on Facebook: <http://www.facebook.com/WisconsinLibraries>
...on Twitter: <https://twitter.com/WisconsinLibs>
...on Flickr: <http://www.flickr.com/groups/2143102@N21/>

Please feel free to send questions to play.create.innovate@gmail.com.

We have a fantastic line-up of [Keynote Speakers](#) and an incredible [Author Luncheon Series!](#) Programming will be arranged in topical tracks with inspiring programs lined up by our talented [Program Track Curators](#). And additional [Special Events](#) will keep you entertained throughout the week. Check out the [Conference At A Glance](#) for a preview of what we have planned for you.

[Registration is open!](#) Save the dates and plan on enjoying an exciting week of playing, learning, and innovating with your Wisconsin library colleagues in beautiful Green Bay. We look forward to seeing you all there!

12. Mark Your Calendar

Tuesday, August 20	9:30 am - Reference and Online Searching Tips and Swap – Amery Public Library
Thursday, August 22	1:00 pm – Reference and Online Searching Tips and Swap – Menomonie Public Library
Tuesday, August 27	10:00 am – Reference and Online Searching Tips and Swap – Rusk County Community Library – Ladysmith
Wednesday, August 28	10:00 am IFLS Executive Committee Meeting – Amery Public Library
Tuesday, September 10	1:00 pm Workshop: Tips for Serving People On the Autism Spectrum with Judy Endow – Chippewa Falls Public Library
Thursday, September 12	1:00 pm Webinar: Technology Trends with Sarah Houghton

For more calendar information visit <http://www.ifls.lib.wi.us>