



*The*

# LAMPLIGHTER

*a monthly electronic newsletter of the  
Wisconsin Valley Library Service*

October 2007      Volume XLIV, Number 10

## DIRECTOR EMERITA'S MEMO

I'm here again. What happened? Didn't last month's column report that I was retiring? What's going on?

Well, just as I was full-swing into cleaning out all the important stuff accumulated after 35 years with the same employer, I was reminded that, I was still employed until the end of the month and, since the deadline for the October column fell within the time that I was still employed, I was expected to file another column – so, now you know...

### ARE LIBRARIANS TOTALLY OBSOLETE?

"...As libraries' relevance comes into question, they face an existential crisis at a time they are perhaps needed the most. Despite their perceived obsolescence in the digital age, both libraries – and librarians – are irreplaceable for many reasons, 33, in fact." Will Sherman, at <http://www.degreetutor.com/library/adult-continued-education/librarians-needed> ... lists 33 reasons why libraries and librarians are still needed. You'll want to read the complete article but here are a few of the most obvious reasons... (1) Not everything is available on the Internet... (3) The Internet isn't free... (8) Digitization is going to take a while. A long while... (12) Library attendance isn't falling – it's just more virtual now... (19) The Internet isn't DIY... (23) The Internet is a mess. Sherman concludes by saying, "Society is not ready to abandon the library, and it probably won't ever be...a lot of information is online. But a lot is still on paper...Today, more than ever, libraries and librarians are extremely important for the preservation and improvement of our culture.

### QUOTES THAT MAKE MY HEART SING

- "I'm of a fearsome mind to throw my arms around every living librarian who crosses my path, on behalf of the souls they never knew they saved." – *Barbara Kingsolver, novelist*
- "You can't have good education without good libraries, and you can't have good libraries without good staff." – *ALA*
- "What is more important in a library than anything else is the fact that it exists." – *Archibald Macleish - U.S. poet*
- "Outside of a dog, a book is a man's best friend. Inside of a dog, it's too dark to read." – *Groucho Marx*
- "What can I say? Librarians rule!" – *Regis Philbin (Who Wants to Be a Millionaire? 2.17.00)*

*Heather Eldred*

## IN THE SYSTEM

### A SEASON OF CHANGE IN WVLS!

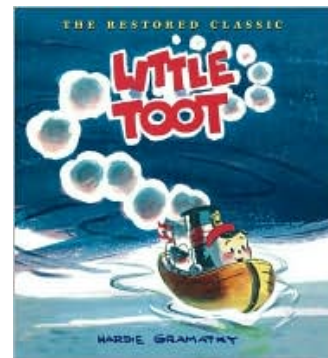
- **Sepnafski named as new WVLS Director**  
Following a nationwide search and screen process, on Saturday, September 15<sup>th</sup>, the WVLS Board of Trustees offered the position of WVLS Director to Marla Sepnafski. Marla has been WVLS' Administrative Assistant/Assistant Director for many years. She officially began her duties on October 1<sup>st</sup>.
- **WVLS confers Director Emerita title on retiring Director, Heather Eldred**  
The WVLS Board stated that this title was being conferred "in recognition of Eldred's 35 years of outstanding service and leadership to the system." In addition to the honor intended by this title, it will enable Eldred to continue to make use of the WVLS professional collection and the photocopier; to get technical help from the WVLS staff (when time permits) and to be included on the WVLS staff list as Director Emerita and Consultant.
- **MCPL announces new Director**  
Mary Bethke retired as Marathon County Public Library's Director at the end of August. The MCPL Board appointed Phyllis Christensen as the new MCPL Director effective August 27<sup>th</sup>. Congratulations, Phyllis!
- **Thorp Public Library has new Director**  
Julie Beloungy is the new Director at Thorp. Julie comes most recently from the Chicago area. Welcome to the WVLS library community, Julie!
- **Rhineland District Library Director plans to retire in 2008**  
Kris Adams Wendt has announced her retirement as Director of the Rhineland District Library effective mid-2008.

## YOUTH MATTERS

### LITTLE TOOT 100<sup>th</sup> BIRTHDAY CELEBRATION

The classic book, *Little Toot*, is being celebrated this year because it is the 100<sup>th</sup> birthday of the author/illustrator Hardie Gramatky.

To celebrate, libraries might like to host a *Little Toot* watercolor contest! To enter, contestants must create an illustration featuring a tugboat using watercolor paints/markers/crayons. Library staff will choose one entry to submit in each of two age categories: 5 years old and under and 6-10 years old. Entries will be judged according to originality and creativity. The final product must be the child's own original work.



The libraries that are Grand Prize winners in each age category will each receive a framed giclée print of an illustration from the book, *Little Toot*, for the library and a copy of the newly restored classic edition of *Little Toot* autographed by Linda Gramatky, to give to the child whose artwork has won. Three libraries chosen as runners-up in each age category will each receive two autographed copies of *Little Toot* – one copy for the library and one copy for the child whose artwork has won.

Each participating library will receive an email message with a printable certificate that can be given to all of the children who entered the library's contest.

Deadline for entries is **November 1<sup>st</sup>**; winners will be notified by November 8<sup>th</sup>. For more information about the contest, visit <http://www.littletoot.org>

## **THE EARLY BIRD CATCHES THE READING BUG!**

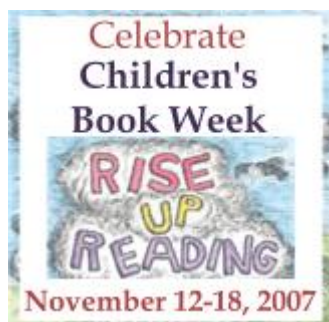
Summer of 2007 is done but the 2008 Summer Reading Program is crawling steadily nearer, and if you want to "Catch the Reading Bug," the chase starts now. This is a great time to net a swarm of friendly creepy crawly critters so they have plenty of time to hone their acts for the Summer of 2008.

Take a look at the buggiest Libraryland Site on the Web -- LibraryPalooza -- and catch fonts and flies, books and bugs, stencils to crawl your wall, a six-legged mascot and his ANTics, a fly-munching frog (big and green) and FREE bug things that are really keen.

There are t-shirt iron-ons and puppets for your fingers, a 38 page bug strange--but--true factoid display kit and instructions with photos, songs to sing and songs to play, and a Bug Fest! Extravaganza -- we'll show you the way.

You can get the official kids' and teens' fonts for use in your printed materials and even more fonts, dingbats, and fun banners than there are ants at a picnic.

It's all there for the taking as you read this, and more buzz is being added as each new idea hatches at <http://www.LibraryPalooza.net>  
(Stephanie Stokes, [stephanie@librarypalooza.net](mailto:stephanie@librarypalooza.net), via the pubyac listserv, 9/19/07)



## **CELEBRATE CHILDREN'S BOOK WEEK**

Since 1919, educators, librarians, booksellers, and families have celebrated Children's Book Week during the week before Thanksgiving. Sponsored by the Children's Book Council, CBW celebrates the written word by introducing young people to books, authors and illustrators and by encouraging young people and their caregivers to discover the complexity of a world beyond their own experience through books. The CBW web site (<http://www.cbcbooks.org/cbw/celebrate>) has an extensive list of online resources that may be copied for classroom, library or personal use. Take a look!

NOTE: The date for CBW 2008 has moved to the month of May! The dates for 2008 will be May 12 – 18. Go to [http://www.cbcbooks.org/cbw/index\\_2.html](http://www.cbcbooks.org/cbw/index_2.html) for a complete list of upcoming dates.

## **WHERE IN WISCONSIN IS JESSICA DOYLE? KICKS OFF FIFTH YEAR**

The Wisconsin Department of Tourism and First Lady Jessica Doyle launched the fifth year of the online student game *Where in Wisconsin is Jessica Doyle?* on September 14<sup>th</sup> when the first clues were posted.

Clues focusing on a mystery city's history, geography, and culture are posted online at <http://whereisjessica.wi.gov> Students in grades four through eight submit online answers to be entered into a weekly drawing. Clues are posted on Fridays and students have until the following Thursday to submit an answer.

"Students can play the game as part of their classroom studies or on their own. It's a great chance for them to conduct research while learning more about their home state," Mrs. Doyle said.

Two prize winners are randomly selected each week. Additionally, two grand-prizes are awarded each semester. Prizes include passes and gift certificates to Wisconsin destinations.

The 2006-2007 school year ended with more than 36,000 total entries as students logged on each week to learn more about Wisconsin's fascinating cities and towns.

To plan a Wisconsin getaway to one of the mystery cities, visit the Department of Tourism's Web Site, <http://www.travelwisconsin.com>, or call 1-800-432-TRIP. For information about *Where in Wisconsin is Jessica Doyle?*, visit the web site mentioned above.

## GRANT UPDATE

### LENSKI GRANTS AVAILABLE

Lois Lenski, the 1946 Newbery medalist for *Strawberry Girl*, had a life-long concern that all children have access to good books. In pursuit of this goal, she established a foundation to provide grants to public and school libraries serving disadvantaged populations. The Lois Lenski Covey Foundation, Inc., annually awards grants of \$500 to \$5,000 to libraries with real need and limited book budgets. Successful applications have proposed purchases to update their collections generally or to expand their holdings in specific areas. A 2-page grant application is available from the Lois Lenski Covey Foundation, Inc., Attn: Joel D. Sharrow, Moses & Singer, LLP, The Chrysler Building, 405 Lexington Avenue, New York, NY, 10174-1299, or contact the WLA office ([strand@scls.lib.wi.us](mailto:strand@scls.lib.wi.us)) and one can be faxed to you. Deadline for completed applications is **October 15, 2007**.  
(WLA eNewsletter, 9/17/07)

### *Created Equal*

#### WE THE PEOPLE BOOKSHELF GRANTS

Offered by the American Library Association's (ALA) Public Program Office and the National Endowment for the Humanities, the We the People Bookshelf grant program provides a collection of theme-based classic books for young readers to public and school libraries. This year's theme is "created equal" and includes 17 classic books, as well as four titles in Spanish translation. Some of the books focus on the life and writings of Abraham Lincoln, whose 200<sup>th</sup> birthday will be celebrated during the programming period. Also included is a "history in a box" resource kit on Lincoln which contains 30 primary documents, teaching strategies, interactive CD-ROMs, DVDs, and more. Information, including book titles and the online application, is available at <http://www.ala.org/wethepeople> Applications will be accepted through **January 25, 2008**.

(edited from *Library Hotline*, 9/24/07)

## ON COMMAND

*Play more. Learn more. Fear less!*

### PROJECT PLAY

Stef Morrill, Assistant Director of the South Central Library System, announced a new online program called Project Play. This is a free, online, self-discovery program that encourages the exploration of Web 2.0 tools and new technologies. The Project is a collaboration of South Central Library System,

Outagamie Waupaca Library System and Winnefox Library System. It is based on the very successful Learning 2.0 Program created by Helen Blowers of the Public Library of Charlotte and Mecklenburg County, under their Creative Commons license which allows others to duplicate the program. The program will expose staff to emerging technologies that they are hearing about and which many of their patrons are already using.

Anyone outside of the South Central, Outagamie Waupaca and Winnefox libraries can participate by using the projects on this site; however they are not eligible to register or to receive incentives. For more information about this program, visit the Project Play site at <http://projectplay.owlsweb.info> (*Monday Memo*, newsletter of the Arrowhead Library System; 9/11/07)

## **BLOGGING AND YOUR LIBRARY**

Blogs have become popular, but are they useful tools for your library? There is definitely a significant group of people who would quickly say that they are. So, what is a blog? Blog is short for Weblog and is a web site that contains brief entries arranged in reverse chronological order. Evan Williams says that "the blog concept is about three things: frequency, brevity and personality."

Blogs can range from being quite simple to sophisticated web sites with lots of bells and whistles. Blogs can be updated as frequently or as seldom as the creator chooses. Many blogs encourage interactivity between the creator and the readers by providing an opportunity for readers to post comments about entries.

Blogs have become so popular because they are much easier to publish than web pages. Blogging software makes it as easy to publish as writing a note. It does not require any knowledge of HTML, linking pages, or uploading files. It is easy to sign up for a blog account and publish the first entry. Blogging software can eliminate most of the drudgery of maintaining a web site.

Is a blog right for your audience and the message that you want to convey? Those would be factors to consider when deciding whether or not to create a blog for your library. A blog can be used in the same way as a web site except blogging software is used or a blog can be used to reach a specific audience. It is also important to identify the purpose of the blog. Possibilities include using it to promote awareness of library services, promote new resources, promote library programs, encourage interactivity with the audience, etc. These decisions will help in choosing the right blogging software for your library.

There are several free software programs on the Net which are popular. There is also more sophisticated software that can be purchased. It is also possible to use a remote blogging service to host the blog. There are a great variety of features available in blogging software. The best way to learn more about blogs and their features is to set up blogs in two or three services and try blogging. That will be a quick way to see what features they have and to determine what features are of value for your situation. Sites to look at for free blogging software include:

<http://www.bloglines.com/>  
<https://www.blogger.com/start>  
<http://www.livejournal.com/>  
<http://wordpress.com/>

Blogs are already being used in a variety of ways in libraries across the country. Blogs are very effective for getting library news out to folks. The news can be updated easily and frequently. Blogs commonly promote library events and programs. An RSS feed can also be setup on your blog so that people can be alerted to what's happening in the library. Having special content as a part of the blog will help it to stand out as a place people want to go. Examples include a library quote of the day (or week), a weekly interesting fact about the community, interesting questions and answers or an idea that you may have.

Library blogs frequently include new books at the library and lists of best-selling books. There is frequently the opportunity for people to comment on those titles allowing local people to share their reviews of the books.

A great library blog requires inspiration, motivation, and dedication. Blogs can be very effective tools for reaching online audiences, so give it a try.

This article is based on the article at <http://www.infotoday.com/MLS/nov03/fichter.shtml> by Darlene Fichter. Another source of information about blogs is at [http://en.wikipedia.org/wiki/Blog\\_hosting\\_service](http://en.wikipedia.org/wiki/Blog_hosting_service) To see a library blog in the WVLS area, go to <http://www.demmerlibrary.org>

-- Linda Orcutt, WVLS Technology Consultant

## INFO TO GO

### *Celebrate!*

#### **NATIONAL FRIENDS OF LIBRARIES WEEK**

Friends of Libraries groups now have their very own national week of celebration! Friends of Libraries U.S.A. (FOLUSA) is coordinating the second annual national Friends of Libraries Week October 21-27, 2007. During this week, celebrate the accomplishments and efforts of Friends. Use the time to creatively promote your group in the community, to raise awareness, and to promote membership. This is also an excellent opportunity for your library and Board of Trustees to recognize the Friends for their help and support of the library.

For sample promotional materials and products to make your celebration a success, visit the FOLUSA web site at <http://www.folusa.org/sharing/national-friends-week.php>



#### **WHAT DO YOU & YOUR PATRONS KNOW ABOUT DTV?**

What do you know about the 2009 transition from analog to digital television (DTV)? It's a big deal, and getting bigger every day closer to February 17, 2009. On this day, standard broadcast television signals in the United States will end and TV sets that rely on an antenna will no longer receive signals. As with all consumer and government issues, many patrons will be coming into the library looking for information and assistance with the DTV transition.

In light of that, the ALA Washington office has created a DTV flier, which provides basic, helpful information about the DTV transitions. Libraries are encouraged to print out copies of this flier (<http://www.ala.org/ala/washoff/woissues/techintteele/dtv/DTV-Flier.pdf>) and post it widely in order to spread the word.

(edited from *District Dispatch: News for Librarians and Friends of Libraries from the ALA Washington Office*; 9/25/07)

## 2006 PUBLIC LIBRARY STATISTICS NOW AVAILABLE

The Department of Public Instruction's Public Library Development Team (PLDT) annually collects statistics from Wisconsin's 388 public libraries and 17 public library systems. Excel and PDF files of the latest statistics are now available at <http://dpi.wi.gov/pld/dm-lib-stat.html>

The files include over 115 data elements grouped by general categories.

Information is provided on public library collections, services, staffing, funding, and nonresident use. The data are available in four different files:

- State totals by System
- County totals by County
- Public Library statistics for each of the individual 388 libraries sorted by population
- Public Library statistics grouped by County by System
- 

The web site includes statistics back to 1996. If you have any questions on the statistical information in the above files, contact Al Zimmerman, Public Library System Administration, at 608/266-3939 or [alan.zimmerman@dpi.state.wi.us](mailto:alan.zimmerman@dpi.state.wi.us)

## REGISTER FOR FREE CIVICS AND CITIZENSHIP TOOLKIT

Public libraries can register for a free Civics and Citizenship Toolkit, which contains educational materials that will help permanent residents learn more about the United States and prepare for the naturalization process. The toolkit is an initiative of the Task Force on new Americans, a federal partnership that includes the Institute of Museum and Library Services, the U.S. Citizenship and Immigration Services, the U.S. Post Office and the Government Printing Office.

The toolkit is designed as a self-study resource for immigrants or an instruction tool for volunteers and adult educators to use in a classroom setting. It includes *Welcome to the United States*, a comprehensive guide for new permanent residents; *The Citizen's Almanac*, a collection of America's most cherished speeches, poems, anthems and documents; and the *Civics and Citizenship Multimedia Presentation*, a film series for immigrants.

Public libraries may register for a free kit at <http://www.citizenshiptoolkit.gov>  
(*JMLS Press Release, 9/18/07*)

## FROM HITHER & YON

### HENNEPIN COUNTY'S IMPRESSIVE MYSPACE PRESENCE

"... In response to teens' love of online social networking, Hennepin County (Minn.) Library has created a neat, clean, and logically laid out MySpace page (<http://www.myspace.com/hennepincountylibrary>) complete with fun, vibrant colors. The friends section includes a healthy mixture of library patrons, indie rock bands, and young adult authors like John Green and Meg Cabot. Visitors can view lists of new books and DVDs, and connect to the Ask a Librarian service.

The library also offers tips on its Extranet for Librarians page (<http://hclib.org/extranet/hclmyspace.cfm>) on how to create a MySpace page and include a search box for the library catalog."  
(*ILoveLibraries.org* as seen in *American Libraries Direct, 9/27/07*)

*New!*

## **MICHIGAN LIBRARIES WIKI**

The Michigan Libraries Consortium has launched a wiki at <http://www.mlcnet.org/wiki> as an online resource for librarians in the state. The Michigan Libraries Wiki shares information on what services libraries are offering, ranging from coffee shop services to MySpace pages and digitization projects, as well as sample library policies, consultant lists, and RFP resources. The wiki is open for librarians, library friends, trustees and others to add content to its pages.

*(Michigan Library Consortium, 9/18/07, as seen in American Libraries Direct, 9/20/07)*

## **EATING HABITS DISCLOSE YOUR AGE!**

1. First of all, pick the number of times a week that you would like to go out to eat. (The number should be more than once but less than ten.)
2. Multiply this number by 2.
3. Add 5.
4. Multiply it by 50.
5. If you have already had your birthday this year, add 1,757. If you haven't had your birthday, add 1,756.
6. Now subtract the four digit year that you were born.

You should have a three digit number.

The first digit of this was your original number.

The next two numbers are ...

YOUR AGE! (Oh YES, it is!!!)

This is the only year (2007) this puzzle will ever work, so spread it around while it lasts!

## **WEB SITES OF INTEREST** *(tourist traps on the information superhighway!)*

### **Clean Burning Wood Stoves and Fireplaces** <http://www.epa.gov/woodstoves/>

"This site offers information to help you choose an EPA certified stove ... or another cleaner burning hearth appliance (e.g., gas or pellet stove) and use it efficiently and safely." Discusses stove and fireplace types, safe installation and wood-burning practices, impacts of wood smoke on human health and the environment, cleaner burning fireplace options, and related topics. Also includes a guide for implementing a wood stove change-out campaign. From the U.S. Environmental Protection Agency (EPA).

*(LII New This Week, 9/20/07; Copyright 2007 by Librarians' Internet Index, <http://lii.org>)*

### **Gotta Read 'Em All!** <http://www.mentalfloss.com/blogs/archives/7866>

Interesting discussion on the Mental Floss blog about what authors inspired you to read their entire body of work. It would make a good exhibit and discussion at your library.

*(Neat New Stuff I Found This Week, <http://marylaine.com/neatnew.html>; 9/28/07; Copyright, Marylaine Block, 1999-2007)*

### **My Wonderful World** <http://www.mywonderfulworld.org/>

National Geographic has been keeping tabs on the geographic literacy of Americans young and old for decades. Some of their findings are a bit depressing, but they've always believed in well-thought outreach programs, and this website is just one such program. This site is intended for young people, but anyone will benefit from the numerous interactive activities, quizzes, and such offered here. Visitors

can start by taking the National Geographic Roper Survey, and then take a look through the “Games & Cool Stuff” area. Here, they can take a look through the world of map “mashups”, learn about wayfaring, and even take an aural trip around the globe. Additionally, there are sections designed specifically for parents, educators, and teens. Overall, it’s a delight and for those yet unconverted to the importance of geography, this site will likely win over a new cadre of budding geographers.  
(From *The Scout Report*, Copyright Internet Scout Project 1994-2007; <http://scout.wisc.edu/>; 9/14/07)

### **New Seven Wonders of the World** <http://www.new7wonders.com/>

The Great Wall of China, Rome’s Coliseum, India’s Taj Mahal and three architectural marvels from Latin America were among the new Seven Wonders of the World chosen in a global poll released on July 7, 2007. Jordan’s Petra was the seventh winner. Peru’s Machu Picchu, Brazil’s Statue of Christ Redeemer and Mexico’s Chichen Itza pyramid also made the cut. About 100 million votes were cast by the Internet and cell phone text messages, said New7Wonders, the nonprofit organization that conducted the poll.  
(RefDesk’s *Site-Of-The-Day*, 7/8/07)

### **What Do Those Error Codes Mean?**

[http://www.helpwithpcs.com/courses/html/html\\_http\\_status\\_codes.htm](http://www.helpwithpcs.com/courses/html/html_http_status_codes.htm)

We’ve all tried to open up a web page and received an error such as “404 Page Not Found” or “500 Internal Server Error.” For those of us unfamiliar with such conventions, this can be frustrating. Is this a user error or a server error? Should you try again later or call your Internet service provider? This site provides shortcuts for deciphering those codes. (*TechSoup by the Cup*, 9/21/07)

## **CALENDAR OF EVENTS**

October 10 – **Horizon Reports Training Session** – Marathon County Public Library – for details, visit the WVLS web site at <http://wvls.lib.wi.us/Workshops/workshop.html>

October 11 – **Horizon Reports Training Session** – Marathon County Public Library – for details, visit the WVLS web site at <http://wvls.lib.wi.us/Workshops/workshop.html>

October 11 – “Death to Jargon” by Karen Schneider – an OPAL online workshop sponsored by the Outagamie Waupaca Library System – registration is free – click on OPAL Auditorium at the appointed time. For a complete list of upcoming OPAL online programs, with links into the online rooms where they will be held, visit <http://www.opal-online.org/progschno.htm>

October 12-13 – “The Business of Children’s Publishing” Conference – Hedberg Library, Carthage College – for details and registration form, go to <http://www.carthage.edu/childliterature/childlitconf.html>

October 13 – **WVLS Executive Committee meeting** – Marathon County Public Library – 9:30 a.m.

October 14-20 – YALSA’s 2007 TEEN READ WEEK – theme: LOL @ your library – for more information, visit the TRW web site at <http://www.ala.org/teenread> or YALSA’s wiki at <http://wikis.ala.org/yalsa>

October 16 – **State Kick-Off for 2008 SLP** – see details in the September issue of *The Lamplighter*.

October 16-19 – **WLA Annual Conference** – theme: “Libraries: Here and Now” – Regency Suites and KI Convention Center, Green Bay (<http://www.wla.lib.wi.us/conferences/2007/general/index.htm>).

October 21-27 – NATIONAL FRIENDS OF LIBRARIES WEEK - see article above for more information and learn more at <http://www.folusa.org/sharing/national-friends-week.php>

October 31 – Happy Halloween! For some Halloween Hangman fun, visit <http://dedge.com/flash/hangman> and click on the play button.

November 4 – Daylight Saving Time ends. On August 8, 2005 President George W. Bush signed the Energy Policy Act of 2005. This Act changed the time change dates for Daylight Saving Time in the U.S. Beginning in 2007, DST begins on the second Sunday in March and ends the first Sunday in November. The Secretary of Energy will report the impact of this change to Congress. Congress retains the right to resume the 2005 DST schedule once the Department of Energy study is complete. (<http://webexhibits.org/daylightsaving/b.html>)

November 12-18 – NATIONAL CHILDREN'S BOOK WEEK – see article above for more information, or visit the CBW web site at <http://www.cbcbooks.org/cbw/celebrate>

November 17 – **WVLS Board of Trustees meeting** – Marathon County Public Library – 9:30 a.m.

December 6 – **WVLS V-Cat Council meeting** – Antigo Public Library – 9:30 a.m.

December 7 – *The Golden Compass* hits theaters. Based on Philip Pullman's first book in *His Dark Materials* trilogy; stars Nicole Kidman, Daniel Craig and Dakota Blue Richards.

December 15 – **WVLS Executive Committee meeting** – Marathon County Public Library – 9:30 a.m.

March 25-29 – **12<sup>th</sup> National Public Library Association Conference**, Minneapolis Convention Center. The PLA National Conference is the premier professional development event for public library staff, trustees, Friends, library vendors and others with an interest in public libraries. Bookmark <http://www.placonference.org> and check back often for updated information on registration, conference programming, special events, travel, and insider tips on everything Minneapolis has to offer.

## QUOTE OF THE MONTH

***“Turn strangers into friends.  
Turn friends into customers.  
And then ... do the most important job:  
Turn your customers into salespeople.”***

-- Seth Godin, in "Flipping the Funnel;" *Small Is the New Big*; 2006  
(Marylaine Block's *Ex Libris: a weekly e-zine for librarians*; 9/14/07)



***The Lamplighter*** is a monthly electronic newsletter of the Wisconsin Valley Library Service. Contributions are welcome!

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.

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