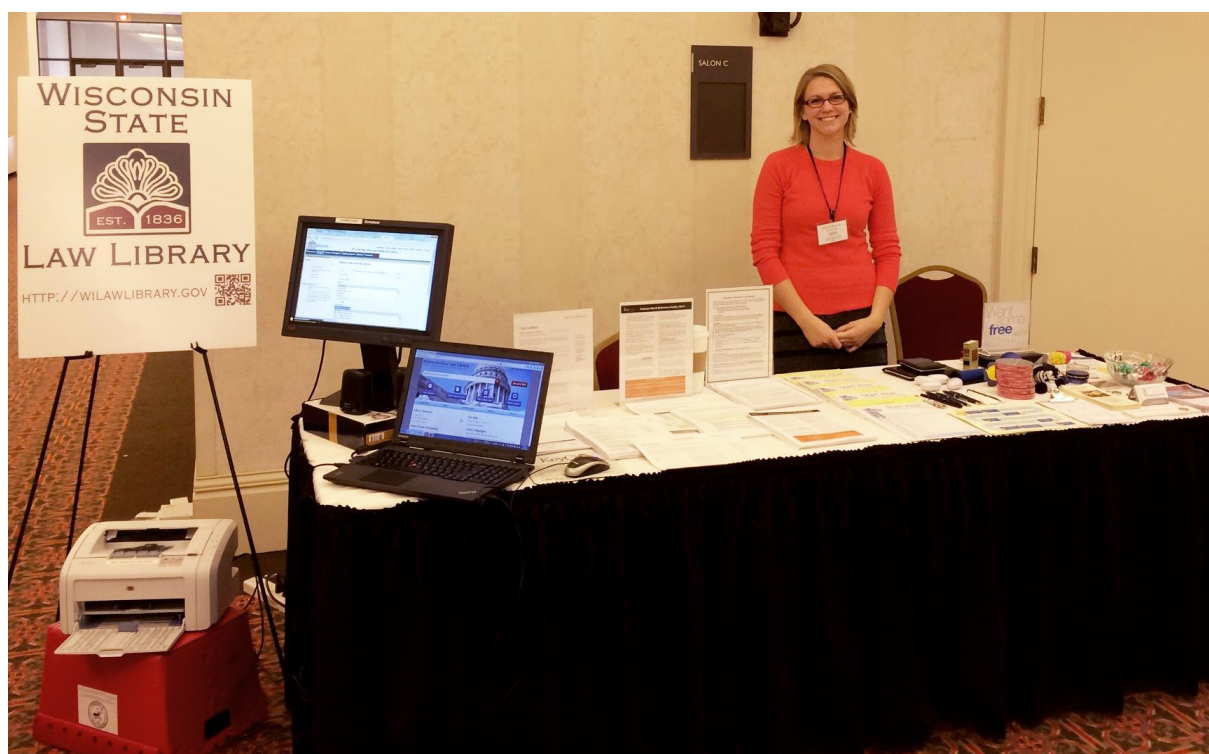


President's Message

[Lisa Winkler, Wisconsin State Law Library](#)



This past November I attended my first Annual Meeting of the Wisconsin Judicial Conference by staffing the State Law Library's booth and providing research consultations on demand. Over the decades "Judicial Ed" has grown into the premiere continuing legal education event for the Wisconsin Judiciary. In fact, 2014 marked its 50th anniversary. Chief Justice Shirley S. Abrahamson delivered the annual State of the Judiciary Address. Over 300 attendees funneled past our table, many of the judges stopping to browse our handouts or say hello, including Emily Gelling's father Hon. Phillip A. Koss!

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The LLAW Newsletter, official publication of the Law Librarians Association of Wisconsin, Inc., is published quarterly in Spring, Summer, Fall and Winter and distributed to all LLAW members. Dues renewal falls in June of each year. For membership information contact Katie Kvien, Chair of the Membership Committee, at kkvien@reinhartlaw.com. Address all inquiries or items of interest to the LLAW Newsletter Editor, Michelle Wollmann by e-mail at mwollmann@reinhartlaw.com.

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President's Message *(continued from page 1)*

Considering the crammed program agenda, I had only a few moments with any given visitor to engage him or her. I would throw out open-ended hooks like "What was the last research you had to do?" or "What kind of research do you find yourself doing most often?" Such questions ferreted out essential details about their information needs and user preferences. From there I could tailor the conversation, suggesting library services that might actually get remembered after the conference ended. I would choose a handout from the table and actively present it; almost everyone took something this way. The handout provided our contact information as well as a physical reminder that the library is around to help.

As a new outreach librarian, this experience opened my eyes to the importance of effective advocacy. We are legal information specialists, knowledgeable in information organization, management, preservation and evaluation. We monitor changing user habits and expectations. We embrace emerging technologies while evolving our services to better meet our patrons' needs. We write articles for legal and library publications, participate on local and national committees, and find time for professional development and networking. We offer a breadth of expertise, technological savvy, and a helper inclination. That's a lot! We have a lot to offer! But even with all of these competing interests and responsibilities, it is vital to the future of our profession that we add one more: marketing (or in library lingo, outreach).

Marketing our services ensures that people will not only know what is available, but will know the value. Promotion is most effective when your message resonates in some unique way with that individual. How have you promoted your library's services this past month? Maybe that quip you had in the elevator about why a librarian is better than Google illustrated your point more meaningfully than the little gimmicky promo item budgeted specifically for the outreach team. My point is to be mindful of how and when we promote our skills, functions, and value-added services. Are you using words librarians understand, or terms our users understand? Do you have a marketing plan? Do you reach out to a target audience? How do you know if you reached them? Have you made it easy for them to reach you?

Make your professional New Year's resolution to carve out time to think about your library's image and how it is perceived by your users. Shoot for the moon and think about how your library is perceived by non-users to identify areas for improvement. Then go one step farther and come up with five reasons why what the library offers matters. Thinking through all these aspects now will give you ready ammunition when you need an articulate elevator speech: a succinct, powerful answer for the next time someone asks what's happening in the library. Your reply will not simply be an update; it will include significance. We already know we have superior services to offer our users, but do they know it? Share your outreach stories or marketing questions with our LLAW community by posting to the listserv or LLAW's social media accounts, or by contacting our Social Media Chair Sarah Frets: sbfrets@michaelbest.com.

Member News

Jane Crandall, Axley Brynelson, has won the Wisconsin Law Journal's 2014 [Unsung Heroes Award](#) for her behind-the-scenes efforts and steadfast dedication to the legal profession.

Bev Butula, Davis & Kuelthau, wrote an article on google short cuts featured in the December 3rd issue of the Wisconsin Bar's *Inside Tracks*. [Google – Search Enhancements Hidden Right in Your Search Box](#)

Sunil Rao, UW-Law Library, has published a book review, *On Constitutional Disobedience*, featured in the International Journal of Legal Information. 42 Int'l J. Legal Info. 161 (2014).

Kris Turner, UW-Law Library, wrote the article, [Link Rot and Lawyers: Preserving Online Citations](#), featured in the Wisconsin Bar's *Inside Tracks* January 7th issue.

Laura Olsen's October 15th article in the Wisconsin Bar's *Inside Tracks* received the most hits the month it was published and it now ranks number four in the Year in Review.

<http://www.wisbar.org/NewsPublications/InsideTrack/Pages/Article.aspx?Volume=6&Issue=24&ArticleID=23760>

Guess Who?

Congratulations to **Laura Olsen** for being the first person to correctly guess **Steve Weber** as last quarter's Guess Who?

1. Performed in London's New Year's Day Parade
2. Collect bobbleheads of Supreme Court Justices
3. Dressed up as Scooby-Doo and greeted moviegoers when Warner Brothers released its live-action movie.

Nominations Sought for the LLAW Distinguished Service Award

Mary J. Koshollek, Godfrey & Kahn

The Law Librarians Association of Wisconsin will honor LLAW members who have made outstanding contributions to the organization and to the profession of law librarianship. LLAW members or their employers are encouraged to submit nominations.

A form is included in this edition of *LLAW Briefs* and also appears on the LLAW website at <http://www.aallnet.org/chapter/llaw/membership/grants.html>.

Judging criteria are as follows and also can be found on the form:

Achievement in a particular area of law librarianship, service to LLAW, and/or the legal community, or contributions to the professional literature. Particular attention should be given to local involvement and LLAW contributions. The following broad criteria will be considered in the selection process. Nominees may excel in one or more areas.

- Outstanding leadership in LLAW, at meetings, and in committee work.*
- Special and notable service to the chapter, such as participation in special projects.*
- Participation in seminars, teaching courses, and public speaking activities.*
- Publication and editorial contributions to professional literature.*
- Innovations at the worksite.*
- Mentoring activities which encourage others in the profession.*
- Extracurricular activities which provide the profession and/or LLAW with commendable publicity and acclaim.*
- Other achievements indicating noteworthy dedication to the profession of law librarianship/information science.*

Incomplete or late applications will not be considered. Documentation is also a helpful "plus" when submitting a nomination.

Remember that the LLAW archives and newsletter are available as helpful resources should you wish to include documentation on your candidate. Access to the LLAW archives can be arranged by contacting Elana Olson elana.olson@marquette.edu.

Alternatively, or in addition, the *LLAW Briefs*, <http://www.aallnet.org/chapter/llaw/publications/briefs/index.html>, can provide valuable background on the activities of LLAW members.

Please submit all nominations to Mary Koshollek by March 13th, 2015 or contact her at mkoshollek@gklaw.com should you have questions.

Help us to celebrate our members and nominate your talented colleagues today!



LLAW Distinguished Service Award Nomination Form

Nominee:

(List all names if it is a joint project)

Please attach a statement detailing the contribution of your nominee(s) using the criteria below, including all relevant service, activities and positions held in LLAW, or bibliographic information for any work product.

We encourage you to be as complete in your nomination as possible. Remember that the LLAW archives area is available as an information resource in documenting a nomination as is the *LLAW Briefs*. The following criteria will also be used to select the recipient.

Achievement in a particular area of law librarianship, service to LLAW, and/or the legal community, or contributions to the professional literature. Particular attention should be given to local involvement and LLAW contributions. The following broad criteria will be considered in the selection process. Nominees may excel in one or more areas.

- *Outstanding leadership in LLAW, at meetings, and in committee work.*
- *Special and notable service to the chapter, such as participation in special projects.*
- *Participation in seminars, teaching courses, and public speaking activities.*
- *Publication and editorial contributions to professional literature.*
- *Innovations at the worksite.*
- *Mentoring activities which encourage others in the profession.*
- *Extracurricular activities which provide the profession and/or LLAW with commendable publicity and acclaim.*
- *Other achievements indicating noteworthy dedication to the profession of law librarianship/information science.*

Incomplete or late applications will not be considered.

Mail, fax or e-mail this form with all necessary attachments by 4:30 p.m., March 13th of 2015 to:

Mary J. Koshollek
Godfrey & Kahn, s.c.
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Milwaukee, WI 53202
(414)287-9496
(414)273-5198 fax
mkoshollek@kglaw.com
10468071.1

Learn! Lead! Grow! Share!

Megan A. O'Brien, Marquette

Are you interested in attending an upcoming conference, workshop or seminar? Do you need financial support to be able to do so? LLAW can help! LLAW Professional Development Grants may be used for registration fees, hotel expenses, and travel costs to and from an event.

[Applications for professional development grants are available online.](#) Questions? Please feel free to email the Grants Chair, [Megan A. O'Brien](#)

AALL Announcements

Save the Dates for the AALL Management Institute: March 26-28

The 2015 AALL Management Institute will be held at the Palomar Hotel in Chicago. The management institute will provide participants the opportunity to build management skills, collaborate with colleagues from different types of libraries, learn in a small group setting, and develop techniques to manage with confidence. More information will be available soon!

LLAW Meeting Minutes and Reports

Meeting minutes are available in PDF by clicking the links below.

- [2014-2015 Second Quarterly Board of Directors Meeting, November 4, 2014, Godfrey & Kahn Law Offices Teleconference, Madison and Milwaukee, WI](#)
- [2014-2015 Second Quarterly Business Meeting, November 12, 2014, Champps Americana Restaurant, Brookfield, WI](#)

Events Calendar

2015
<u>Future AALL Annual Meetings</u> July 18-21, 2015 Philadelphia, PA July 16-19, 2016 Chicago, IL
<u>Future SLA Meetings</u> June 14-16, 2015 Boston, MA

**The deadline for submitting
articles for the next**

LLAW BRIEFS
is
March 1, 2015

Submit articles to
mwoollmann@reinhardtllaw.com

