MAC Newsletter

Preserving the Documents of the Past and Making Them Accessible to the Future!

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Vince Lombardi Trophy at the Packers Hall of Fame.

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MAC and Cheese: So Satisfying

There is a joke in Packers Country. If you counted all the people who *claimed* to have been present at the 1967 "Ice Bowl" NFL championship game (where the Packers beat the Cowboys in blizzard conditions), there would have been more than a million people in attendance. It's the Woodstock of the Northwoods.

Anita Doering, left, and Deb Anderson think the Fall Symposium scored a touchdown.

Someday, the same thing will probably be said about the 2013 MAC Fall Symposium.

"I was there," some old-timers will brag, "when MAC packed eight experts into one-and-a-half days to discuss strategic improvements to archival websites and web-based services." Others, no doubt, will claim to have tasted the fabled "kneecap" pastries of northeastern Wisconsin offered at the Thursday lunch. And there no doubt will be hundreds upon hundreds who will tell of the time MAC and the University of Wisconsin (UW)–Milwaukee School of Information Studies held a reception at storied Lambeau Field, home to the world-famous Green Bay Packers. "Heck yeah, I toured the stadium," they'll reminisce, "and just a half-hour later I was drinking a Leinenkugel with a tray piled high with bratwurst and fried cheese curds as I stood right next to four shining championship trophies in the Packers Hall of Fame."

Let them brag; those who were really there know who they are—and they have the Cheesehead coaster to prove it.

The 2013 Fall Symposium was indeed a great success, as a solid program and great local arrangements came together with some glorious autumn weather. Held in the Hyatt on Main at the KI Convention Center in Green Bay, the meeting provided both the MAC and the cheese. Suzanne Chapman of the University of Michigan Library's User Experience Department began the program with detailed information regarding testing, analyzing, and improving public-facing library and archival websites. Brave volunteers allowed attendees to critique their sites in one of several exercises that got conversations flowing. Eric Larson of the University of Minnesota and independent developer Ben Brumfield also got technical with specific presentations on adaptive web design and crowdsourced transcription projects, respectively.

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MAC News—Adriana Cuervo, Assistant Editor, Rutgers University

MAC and Cheese

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On Friday, reference and interpretation were on the docket, as Sharon Leon of George Mason University Skyped with Erik Moore of the University of Minnesota to show the possibilities of the Omeka digital exhibit platform. Lori Byrd Phillips and Jennifer Noffze then told tales of *Wikipedia* and how it has been used by the Children's Museum of Indianapolis to promote and share collections. Finally, Erik Moore returned to discuss the University of Minnesota's scan-on-demand and scan "in-demand" programs, which have filled its institutional repository with easily accessible and wonderfully useful archival materials documenting the university. Throughout the program, Wisconsin Historical Society director of information technology Paul Hedges helped connect the dots, reminding the group that the user should always be foremost in our thoughts as we refine the digital presence of our archives.

And, of course, squeezed into the program was a reception that featured tailgate-inspired food and drink, served in room upon room of Packers history. Many of the Symposium attendees took part in a tour of Lambeau and learned, among other things, how the Packers keep their unique sod/turf blend so green during the northern autumn (the secret: grow lights on wheels).

Archivists at the Green Bay Symposium worked in groups to offer constructive criticism of fellow attendees' websites.

Left to right: Matt Schaefer, Karen Mason, Daria Labinsky, and Amy Cooper Cary strike the Heisman pose at the Fall Symposium reception inside the Packers Hall of Fame.

Joshua Ranger and Deb Anderson served as Symposium cochairs and, with help from Erin Dix, were happy to welcome MACers to the not-yet-frozen tundra of Green Bay. Their success with the event was due in large part to the many regional sponsors who were proud to welcome MAC back to Wisconsin. MAC is grateful to supportive Wisconsin companies, such as Johnson Controls, Northwestern Mutual, and Northern Micrographics. Other sponsors included the libraries and archives of the Wisconsin Historical Society, UW–Oshkosh, UW–Green Bay, UW–Milwaukee, and Michigan Technological University, as well as the UW–Madison School of Information and Library Studies. Special appreciation goes to the Wisconsin Historical Society for additional support for our speakers. And, of course, the UW–Milwaukee School of Information Studies helped make the reception one for MAC's own "Hall of Fame."