

# Calendar of Events

March 28 - April 1:

PLA Public Library Association National Conference  
Charlotte, NC

April 10, 10:00 a.m. - 5:00 p.m.:

Arizona Book Festival, Margaret Hance Deck Park  
Phoenix, AZ

April 13-14:

AzLA Executive Board Meeting and Regional Forum  
Lake Havasu City, AZ

May 9, 10, 11: Gates Library Initiative Workshops  
Tucson, Phoenix, and Flagstaff

## **MARICOPA**

The '**Arthur**' program was held January 29th and has served to increase the number of children attending our Saturday programs. People from the Ak-Chin reservation were especially impressed.

On February 10, the Maricopa kindergarten classes visited the library for a round of stories before moving on to the post office to mail their valentines. Maricopa Elementary school has many new teachers this year. Many are teaching for the first time, and were very impressed by the stories, saying they had no idea public libraries presented stories in this manner!

Maricopa is still bar-coding but fast approaching the 'finish' line. We have only parts of videos, audios, Reference, and our Arizona Collection to finish.

We are meeting with local citizens to acquire their talents for holding some special programs for children at the library. Activities will include a marble tournament, a mother/ daughter tea, and a roping instruction.

Mike Lucie has completed his community service and has joined us as a volunteer on Saturday mornings.

## **ORACLE**

The Oracle Public Library is planning a **book sale** on April 15, 2000, to coincide with the Oaks Festival. All of the volunteers' time is being spent on putting the books into the computer. And we have questions and more questions to ask each other - Do we really need this book? Should this book be in YA or in Junior?? It seems that this is a very busy time for us!

## **SUPERIOR**

The **Pinal County Library Federation** meeting was hosted by Superior Public Library on March 10, at 10:00 a.m. All were welcome and it was great to see everyone.

Superior Public Library will be hosting the "**Be Comfortable in Flannel**" Make 'n Take Workshop on March 17th. Sign in and coffee from 9-9:30 a.m. The workshop ends at 4:00 p.m.

Enjoy a fast-paced program filled with stories, songs and activities, geared toward the preschool age child. Gail and Trisha will teach methods for converting children's books into puppet plays, playlets, flannel and prop stories. A handout with over 50 pages of ready-to-use patterns and a packet of materials will be provided.

In the afternoon enjoy networking with colleagues as you make stories to take back to your

library. You'll never look at a book the same again! Trisha and Gail are great presenters.

Please bring: scissors, white glue, colored pencils, markers or crayons, and straight pins. Register now and don't miss out on this FREE training opportunity! Call Josie at 520-689-2327 to register.

We hope to submit an entry in the **Superior Mountain Festival Parade** on March 18. We will use the theme for our summer reading program, "Read From Sea to Shining Sea." The festival will be on March 17-19. There will be a carnival, food booths, lots of entertainment, a soap box derby, a kite festival, and mining competitions. Come join the festivities!

In April we are planning a great week for **National Library Week**. Josie will be doing visits at the schools to encourage children to participate in the summer reading program. We will be having Easter stories in the park and an Easter bonnet parade. An Internet introduction and demonstration will be given to parents here at the library so that they and their children will "Connect @ the Library" during National Library Week!

## *APACHE JUNCTION*

Our main phone number has changed. You can now reach us at (480) 474-8555. The fax number has stayed the same. It is (480) 983-4540.

March 18 - We will have the **Folklorico Dancers** here to entertain in the Library Park at 12:30. There is no admission charge but you must bring your own blanket or chair to sit on.

March 21 - "**Gunfight at the OK Corral**" will be presented by John H. Ziegler at 6:00 p.m. in the Community Center (adjacent to the library). This program is being funded by a grant from the Arizona Humanities Council.

March 22 - There will be 2 book discussion meetings. The last AHC sponsored book discussion with Cathy Della Penta will be held at 2 p.m. Today's book is **Encounters with the Archdruid**. The YA book discussion will take place at 4 p.m. They will discuss **Ella Enchanted**.

April 10 - Great Arizona Puppet Theater will kick off National Library Week with a 10:30 a.m. performance of "**Jack and the Beanstalk**".

Storytimes for toddlers and preschoolers continue on Wednesdays through April 12. Drop-in storytimes continue on Friday mornings through April 14.

Happy Easter!

## *ARIZONA CITY*

March 4 - **Annual Rummage, Bake & Book Sale**, 8:00 a.m. - 2:00 p.m. at the Community Center.

**Genealogy Meeting** - 7:00 p.m., 2nd Monday of each month.

**GED Class** - Every Tuesday and Thursday at 6:00 p.m.

**Bridge Class** - Thursday 9:00 a.m.

Wednesday afternoons at 3:00 p.m. - Children come from the Day Care Center for 1 hour.

## *COOLIDGE*

The Coolidge Public Library had two very special visitors on Saturday, February 12th. The **Berenstain Bear Cubs** entertained an audience of over 100 as they performed a skit read by Eloy's Library Director Rus Ketcham. Patty Freeman, Florence Community Library Director, and Sandra Mendoza of the Coolidge Public Library also entertained with flannel board stories, trivia questions and puppet shows. Thank you to Jan Custis who video taped the shows. We'll soon be seeing them on Channel 19.

The Friends of the Library held the **2nd Annual Ice Cream Social/Membership Drive** and had a wonderful turn out. Staff and Friends members Ana

Morrow and Betty Gill made five freezers of homemade vanilla and chocolate ice cream. Other members brought cakes, cookies, and brownies. Many residents of Coolidge enjoyed this treat and seven new members were added. Along with this good note, the manager of Coolidge's Safeway store presented the Friends group with a check of \$500.00 on February 28th. All proceeds from fundraisers the store joins in this year will go to two organizations within the community, the library being one of them.

The library built a float once again to be a part of this year's **Coolidge Cotton Days Festival** held March 3-5. The theme this year was "Enjoy That Cotton Fresh Feeling."

Upcoming Programs:

**National Craft Month** - Patrons will be able to place homemade craft items on display in the library for others to view during the month of March.

The library offers classes on **Basic Internet, Microsoft Word, and How to Use Hotmail**. Registration is required for these classes.

Do you have computer questions??? Terry Dorsett of Central Arizona College will be giving an informative program on **General Computer Topics** March 15 at 6:30 p.m. FREE to the public.

The month of January was an exciting and busy one for us! I accompanied Patty Freeman from Florence, and Sandra Mendoza and Jan Custis from Coolidge, to eleven libraries throughout the county with the "Arthur" program. The program was a resounding success, pulling in a total of 1,118 people, 226 of whom had never visited the library before. The children were thrilled with Patty and Sandra's stories and songs, and were very excited to meet "Arthur" in person. Jan captured the whole event on video, which will be broadcast on Channel 19, our local access station. I'd like to thank Patty, Sandra, and Jan for their "co-sponsorship" of the program; it wouldn't have come into existence or been possible without them!

My highest priority now and in the coming months is getting out to the libraries for training and help with cataloging and bar-coding. Several of the smaller libraries are operating with very little help, so Ellen and I will be traveling together to provide training and help them come online with the new system as soon as possible.

Once again I'd like to reiterate that if anyone needs training or has questions regarding P.A.L.S. (I'm trying to get used to calling the system by its new name!) please do not hesitate to call...that's what we're here for!

### **New at PCLD**

Just in time for Summer Reading:  
Summer Reading Program Fun:

10 Thrilling, Inspiring, Wacky Board Games for Kids, by Wayne L. and Yvette C. Johnson. "With brief background on preparing and conducting the games, clear instructions, and ready-to-use graphics, you will save planning time and create excitement in your library. Field-tested for fun, these games are designed for kids in kindergarten through fifth grade."

The Whole Library Handbook 3: Current Data, Professional Advice, and Curiosa About Libraries and Library Services, compiled by George M. Eberhart. Everything you ever wanted to know about libraries and then some! A random sampling of what you'll find: A listing of "official" library cats throughout the U.S.; a guide to haunted libraries; a list of bizarre reference questions; plus much more practical (albeit slightly less fun) information. Highly recommended for anyone interested in libraries and librarianship!

*Linda Shaw  
Reference/Outreach Services*

## ***Cataloging Corner***

At a planning meeting in March, one of the top goals was database cleanup and maintenance. That task is much too large for any one person or office. It is a perpetual task requiring the help of everyone with staff access to the INNOPAC database. When a duplicate or incorrect item record is encountered it should be dealt with immediately. Please teach all of your staff and volunteers how

to correct or delete a problem record. Encourage them to bring problems to you if they are unsure of what to do. If you are unsure please bring the record to the attention of PCLD.

We should soon have access to OCLC's database through a recon project provided by the State. We will be given access to CatExpress. This will not only provide us access to OCLC records for our own catalog but enable us to clean up our records in the OCLC database.

*Ellen Fallon  
Technical Services*

## **P.A.L.S. TIPS AND TRICKS**

Please don't forget to update the "03" field in the bibliographic record when either adding or deleting your holdings. Failure to do this will result in patrons' inability to limit a search to your library's holdings, in addition to making it much harder to create lists of records for your library. The Library District is investigating the purchase of software that will update this field automatically, but for now we must continue to manually update the field.

## ***News Around the County***

# Pinal County Library District Newsletter

March/April 2000

The Arizona Convocation 2000

## Director's Column

convened on Sunday, March 5 at the Phoenix Crowne Plaza Metrocenter. The Convocation offered representatives from institutions around the state an opportunity to continue the good work begun at the convocations held last year in Sierra Vista, Prescott, and Globe. This time, librarians, museum staff, archivists, historians, genealogists, and other affiliated professionals met to learn about each other's collections and programs. The representatives discussed issues and challenges, but were unified by our common purpose: that of preserving our cultural heritage. The principle goal of the convocation is to establish and strengthen connections between institutions, which will enhance opportunities for collaborative projects.

The keynote address was by Elizabeth Burden, Public Information Officer for the Tucson-Pima Public Library. Ms. Burden emphasized the importance of creating and maintaining a total marketing plan. The key elements of successful marketing are what she called "the six Ps" public, product, price, place, production, and promotion. Above all else, successful marketing of a library should

inform the public that libraries have a valuable product to offer. Programs and services must be perceived by the public as a value if we expect a value in return, i.e., patronage and support.

Monday's program, *Frameworks for Collaboration*, was presented by Will Phillips with Qm<sup>2</sup>. Mr. Phillips, a dynamic speaker, shared insights on how to launch collaborative projects with meaningful and attainable goals for each partner.

Breakout sessions in the afternoon addressed specific issues and concerns such as resource sharing, preservation, and coordinated collection development. The first meeting of the Statewide Library Development Commission was also held. This blue ribbon commission, chaired by Agnes Griffen, Director of Tucson-Pima Public Library, consists of representatives from all types of libraries from around the state and will advise the State Library in areas of Coordinated Collection Development (*Who Collects What?*), Resource Sharing (*Who Shares Which?*) and Conservation / Preservation (*Who Saves What?*). Their charge is to formulate policy recommendations and how to implement them, and devise evaluation strategies.

Three task forces will develop and explore opportunities available to Arizona libraries and museums to expand access, improve

collections, and preserve our cultural history.

### *Children in Poverty*

We have received official notice that our application for the Arizona Books for Children in Poverty Program has been approved. Pinal County Library District will receive \$15,000 to use toward the support of special services for children in poverty.

We all realize that technology and access to information will be crucial to our children's future success, but if they can't read, they will not be competitive in tomorrow's job market. This program gives us all a unique, one-time opportunity to begin addressing this issue. In addition, it is an opportunity to strengthen and continue our fledgling partnership with WIC, formed during the Arthur Library Campaign.

We expect to receive the check from the State Library by the end of June. A brief paragraph on how the funds were used will be due by November 1.

Denise Keller, Director

## Reference & Outreach Services