



PINAL COUNTY LIBRARY DISTRICT NEWSLETTER

2012 Issue 2

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Director's Column

By Denise Keller



Spotlight

Let's Get Digital!

We are delighted to announce that our Library Services and Technology Act (LSTA) grant proposal has been approved for funding by the Arizona State Library. The project, entitled "Let's Get Digital" will help us establish eBook service for patrons across the county.

Despite the marketplace turmoil over downloadable content, we want to provide our patrons the best possible service and stay relevant with changing technology. Publishers are struggling to determine the best business models, and libraries are often finding that we are challenged to provide access. Some publishers have instituted steep increases in prices for libraries, while a few have decided not to sell to libraries at all.

All our libraries have noticed the increase in demand for downloadable eBooks. Requests have been increasing steadily for the last two years, and it is apparent that the trend will continue.

Earlier this year, we completed surveys to determine the level of interest in eBooks and what patron expectations are. We learned that all library staff answers questions about eBooks and eReaders weekly, with some staff reporting answering more than 20 questions a week. From two patron-focused surveys we learned that even though more than half of the respondents did not own an eReader or tablet, they were still interested in having eBooks available at their library. Some respondents even stated that if their local library offered eBooks, they would use it more often.

Both surveys showed that Amazon's Kindle brand series are the most popular eReaders among our residents with

Barnes & Noble's Nook series and Apple devices following close behind.

The first step is to select a vendor and establish the contract. We will purchase devices for training purposes so that staff can become comfortable with helping patrons with downloads. In order to get the word out, we will be developing marketing materials and news releases. It is hoped that we can build a starting collection of approximately 1,000 titles that can be downloaded to computers, eReaders, smartphones, or tablets.

Apache Junction Public Library and Casa Grande Public Library have both been members of the Greater Phoenix Digital Library for several years. Since the grant stipulates that only new services can be established with grant funds, those two libraries will not participate in the initial year of the grant. The ten affiliate libraries benefiting from this project serve approximately 96,400 Pinal County residents with approximately 40,000 cardholders.

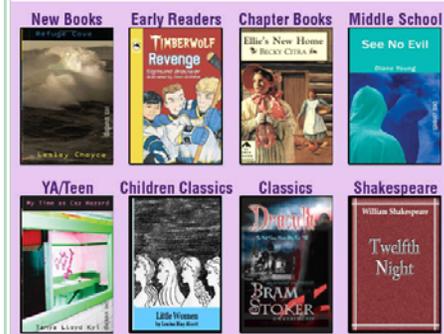
We are hoping that this project will attract a sizable number of readers using digital devices, and also bring back patrons that could not get digital content. Future plans are to continue adding to the collection and exploring new ways to provide services to county residents.



TumbleReadables is an online collection of read-along eBooks for elementary, middle school, and high school students which features adjustable online text and complete audio narration. Sentences are highlighted as they are being read and the pages turn automatically.

The collection features chapter books, early readers, YA/Teen Novels, high interest/low level books for both middle school and high school students, plus classics of American and English literature.

Our Collection



Read-Alongs are great for everyone, including emergent, struggling, and reluctant readers, as well as being excellent for ESL. In addition to reading these eBooks on your computer, TumbleReadables is now compatible with your iPhone, iTouch and iPad.

TumbleReadables is free to all Pinal county residents. Go to our website at <http://bit.ly/pcazlib> then click the RESEARCH tab. The link is in the "Books & Literature" section. Contact your local library to get a FREE library card.



Around the County

News from the Libraries

APACHE JUNCTION Community Events

The Apache Junction Public Library's Stuffed Animal Sleepover was on Friday, April 20th and was sponsored by the Library's Teen Advisory Board TAB). Fourteen children, between the ages of 5-9, brought their animals to the Library for a storytime after which the children went home but the stuffed animals stayed. TAB members, all of whom are volunteers, assisted in posing the stuffed animals participating in various activities around the Library. Pictures were taken and were used to create a YouTube video.



On Saturday, the children picked up their stuffed animals along with a souvenir photograph and description of the activities. The kids were delighted to have their stuffed animals participate and are excited about the YouTube video. The link to the video is on the Library's webpage www.ajpl.org



Once again Apache Junction Head Start graced the Children's Area of the Apache Junction Public Library with their art work to celebrate the Week of the Young Child.

The art work depicts their idea of gardens and garden inhabitants.



ARIZONA CITY Reading Programs

Arizona City Library recently offered a Pajama Day Story Time. Nearly 20 Preschoolers and their families came in their pajamas to read stories about bedtime. Families have also been enjoying the Fun Van offered by the Apache Junction Public Library. Families with children age 5 and younger participated during the last quarter. Teachers worked with the children and parents to learn new pre-literacy skills. The Fun Van is funded through First Things First and uses the "Parents as Teachers" curriculum. The Arizona City Library was thrilled to host this program again.



Library staff are preparing for Summer Reading Program. A new Children's Book Club will be introduced. This will complement the Children's Program and Tween Program offered on Thursdays and Saturdays. More than 200 people participated in

the programs last year. Staff is looking forward to the flurry of activity.

CASA GRANDE Springtime Events

The Casa Grande Public Library is hosting a variety of programs this summer for readers of all ages. In addition to the entertaining and often educational programs at both library branches, participants can, of course, claim wonderful prizes each week. The final prize for completing the program is a free hardback book of their choice. Our summer reading program kicks off at Peart Park on Friday, June 1st with a performance by Yellow Bird Productions and their Native American dance company.

The children's program has all of our annual favorites: crafts, storytimes, movies, and other fun activities. We've also scheduled presentations at both libraries from Wildman Phil, Red Rohall, and the Arizona Science Center.



We have a brand new School and Young Adult Librarian at Vista Grande who has put extra time and energy into revitalizing the teen program this year. Teens will have their own activities each week, including a kickoff event after hours and a pool party to finish it off.

We're excited to see how many teens we can draw into the library this summer!

Adults who sign up for summer reading are invited to read or listen to books of their choice to earn their free book. They are also eligible for a drawing for other great prizes at the end of the program.

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COOLIDGE

Friends of the Library

Arizona Author Visits

Susan Lowell was welcomed to the library by readers and parents. She is the author of several books, all following an Arizona theme. Included among her books, a “wild west” cookbook for all ages, a juvenile non-fiction book about her grandmother’s Arizona childhood and seven picture books about some interesting Arizona creatures. Two of her picture books, *The Three Little Javelinas* and *The Tortoise and the Jack-rabbit* have both been translated and released as Spanish selections.

Congratulations to Library Manager, Adri Saavedra

We congratulate one of our own on her recent advancement to become the director of the Central Arizona College Library. Adri has brought great improvements to the City of Coolidge Public Library and we are certain that she will continue to provide exceptional service to her future patrons.



Friends of the Library Featured in Local Paper

The Coolidge Examiner recently featured a few members of the Friends of the Coolidge Public Library and covered their years of commitment to this library organization. Four longtime members were interviewed and pictured for the local newspaper by staff writer, Marc David. Bettie Gill, Ruth Hintz, Phyllis Mikles and Ana Morrow have all been involved with the library for a couple of decades now, and can attest to the many changes the years have brought.

Phyllis specifically talked about how clearly she recalls the library’s location in 1957, when she moved to Coolidge. It was



a very small building then and could not have housed the tens of thousands of books we have today.

In addition to the location change, the Coolidge Public Library embraced the improvements brought by technology, including the automated due date reminders and wireless use for all patrons. These four ladies diligently work to make the library a better place. Two of these hardworking women, Ana Morrow and Bettie Gill have been Friends members for 22 years. The many hours that they have all donated are highly appreciated by the Coolidge staff. It takes a great love for books and for libraries to do all they have done. Kudos!

Summer Reading

The library is pleased to announce some new additions to its Summer Reading Program lineup. Magician and juggler, Craig Davis, who has performed at various Pinal County libraries in prior years, will be bringing his act to Coolidge. Perhaps appropriately timed for a magician, Davis has been booked to join us on a day for the superstitious, Friday, July 13th at 3 p.m.



At left, Craig Davis poses with his prop cards.

In addition to magic, we’ve also got an event specifically for teens and tweens. Red Rohall will be bringing his T-shirt screening program for 30 lucky patrons. The library is turning this event into a party! Participants must sign up for the program, to ensure that there is enough

food and drinks. Teens will get to design and create a unique T-shirt that is permanent and washable. As a bonus, we’ll have music to listen to and pizza to eat after the shirts are complete!

At right, Red instructs teens at a recent event.



ELOY

New Library, New Name

The Eloy Public Library was closed for several weeks in March while moving to it’s new location. On April 2nd the new Eloy Santa Cruz Library opened for business at 1000 N. Main Street. The Grand Opening ceremony was held on Tuesday, April 17th.



Eloy Santa Cruz Library



Grand Opening Ceremony: Pinal County Library District Director Denise Keller, Eloy Santa Cruz Library Manager Rus Ketcham, Coolidge Public Library Manager Adriana Saavedra, State Library Development Division Director Holly Henley

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Around the County

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FLORENCE Author Visits

On Saturday, May 5, at 1:00 pm, the Florence Community Library will hosted author Susan Lowell. Her honors include the OneBook Arizona award, the Arizona Young Reader Award, two Spur Awards from the Western Writers of America, and the Milkweed Editions National Fiction Prize.

Susan Lowell is a fourth-generation Arizonan. Her great-grandparents, grandparents, and parents were Arizona explorers, cowboys, schoolteachers, engineers, and artists. After working as a journalist and college professor, she became a full-time writer and publisher.



Susan Lowell is the author of sixteen books for adults and children, including *The Three Javalinas*, *I Am Lavina Cumming*, *Cindy Ellen*, *The Elephant Quilt*, and *The Great*

Grand Canyon Time Train.

On Friday, June 8th at 5:30 pm, the Florence community library will host illustrator and author Chris Gall.

Gall has been drawing pictures and writing stories for as long as he can remember. When he was caught drawing pictures on his desk in second grade, his teacher made him clean all the desks in the classroom. She suggested that he might be an artist someday. He won a Read Magazine Young Writer's Award in 7th grade, and that inspired him to write stories to go with his art.

His artwork has been seen in almost every publication in America, including Time, Newsweek, People, Fortune, The New York Times, and the Washington Post. His first book, *America the Beautiful*,



was a *Publishers Weekly* Best Children's Book of 2004. *There's Nothing To Do On Mars* was a 2008 *Kirkus* Best Children's Book, and *Dinotrux* was a 2009 *Publisher's Weekly* Best Children's Book.

KEARNY

National Library Week Activities

April was a busy month for the Kearny Public Library. April 14-20th was National Library Week and we had a full schedule of activities. We served about 40 bags of popped corn made with our new popcorn popper as well as cookies, many made by some of our Friends of the Library. Everyone really enjoyed the goodies.

On Wednesday night we had our "Open House" with about 60 in attendance. The Friends announced the winners of the Ray Primary School "Dream Big" poster contest as we awarded each winner a book and a goody bag. The first place winners are as follows:

- Kindergarten: Ramon Mantano
- 1st grade: Paxton Hansen
- 2nd grade: Amariz Ochoa
- 3rd grade: Derek Figueroa
- 4th grade: Savannah Ortiz

Local author Joyce DePastina gave a short talk about the value of books and how she had a favorite book as a child, which she found for sale on the internet as an adult, and how much it meant to her and her sister as kids.

We ended the evening by serving a large cake that Kim Buchannan made. Everyone seemed to have a really good time.

A DVD drawing was held to culminate National Library Week, with Megan Sewell winning "War Horse" for the adults and Ashley Judd winning "Hop" for the kids.

For Kids Library Week we have invited the whole 3rd grade down to check out the Library. We are going to do an experiment with a 2 liter bottle of soda and a package of Mento's, make a quick craft and show the kids all the neat things they can do at the library before giving each kid a goodie bag to take home. I also have composed a

letter to the parents to inform them of our Summer Reading Program and schedule. We are going to ask the teachers to hand them out to each kid just before they go home.



April Tea Time: Elizabeth Hammer taught the ladies how to make some beaded book marks and bracelets. Kim made cheese and cucumber sandwiches and Janet made Almond Apricot and Double Chocolate breads.

We started at 1:00 p.m. and it didn't break up until 3:30. We all had a great time! Our last Tea Time for the ladies will be May 16th with Kim giving a hands-on lesson in how to decorate cupcakes.



Our Summer Reading program, "Dream Big in Arizona" will be each Thursday in June - 7th, 14th, 21st and 28th - from 10:00-11:30 a.m. Our theme song will be a southwest version of *She'll be Comin' Round the Mountain* from a book by the same name by Philemon Sturges.

MAMMOTH "Pushing the Limits"

We've been enjoying the lovely weather and blooming Palo Verde trees here in the Sonoran Desert. On the clear spring evening of April 28, we celebrated Astronomy Day with a program about Mars presented by HiRISE from the University of Arizona, followed by viewing the skies through telescopes kindly provided by Paul Weiss of Oracle. Mr. Weiss agreed to bring the telescopes back again in the fall when we can get a good look at Saturn.

The library is also honored and pleased to have been chosen as one of twenty librar-

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ies in the U.S. to pilot a program called **Pushing the Limits**. The program, funded by the National Science Foundation, aims to strengthen STEM programming and resources for adults through rural libraries. Our consulting scientist for the program will be Linda Leigh, well known for her involvement with the Biosphere 2 project, who has an avid interest in systems ecology in the real world. The program will combine a science café format of films, books, and discussion with field trips to local areas of interest. Stay tuned for more details in the fall.

The Mammoth Public Library is also happy to be able to host free guitar lessons with Gilbert Castillo on Tuesdays at 6:00. The class is for guitarists of all ages.



Coming up this summer . . . lots of clubs for kids! We're planning a Robotics Club, Fashion Club, Craft Club, Model Rocket

Club, Book Club, Guitar Club, Toddler Club, and more! Bring in your own club ideas; we're open to suggestions. We'll end the summer with an exposition of club activities, including a fashion show, recital, robotics competition, and whatever else strikes our fancy.

Haven't taken a look at our Pinterest boards yet? Visit www.pinterest.com/mammothlibrary to find links to great stuff, including crafts, health resources, genealogy, science and space, e-books and sites where you can learn all kinds of things for free. Also find out what books we're reading, movies we're watching, and video games we're playing. Look for boards on other topics in the coming months.

For more information about any of our programs or resources, contact Mammoth Public Library at 520-487-2026 or stop by 125 Clark St. in Mammoth. We're in the basement of Town Hall.

MARICOPA Star Wars Day

The Maricopa Public Library hosted a Star Wars event on May 12th with help from the Friends of the Library and the Maricopa Youth Counsel. There was a costume contest, light saber training, Star Wars trivia, and photo opportunities. The event was well attended and everyone had lots of fun.



Maricopa Library staff at the Star Wars event on May 12th. Library Manager Joe Gunter was Darth Vader.

The spectacular costumes were provided by the Mandalorian Mercs and the 501st Legion.

To see some more photos of Maricopa's Star Wars Day, visit the Pinal County Library District's Flickr account at www.flickr.com/photos/pinallibraries.

ORACLE Annual Oaks Festival

Oracle Public Library received the "Most Enthusiastic Award" for their float in the 28th annual Oaks Festival in Oracle. Everyone riding on the float had a great time!



Oracle Public Library's
NEW Reading Corner

Oracle Public Library is excited about getting our Summer Reading Program together with children being able to win reading awards in steps at the Library. *Collecting Arizona Minerals* with a geode is the final prize. The group Summer Reading Program will take place at the Community Center in Oracle in July with lots of activities centered around the Arizona Centennial.

SAN MANUEL Summer Fun at the Library

Summer Reading Program registration will begin June 11th through June 15th. This year's theme is Our State, Our Story: Celebrating 100 Years of Arizona. Children

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ages four through 13 are welcome to participate. Simply stop by the library and sign up. Start date for summer reading will be June 18th. Participants will receive a log book to record their titles along with a bookmark. All programs and events at the library are FREE!

Wildman Phil will be visiting the library June 13th at 3 PM. Come and enjoy this entertaining and educational desert wildlife experience.



Be prepared to have an up-close meeting with the animals as this program is a hands on experience. Everyone is invited!

Calling all gamers, the library will be extending its video gaming during the summer months. Come in and enjoy Wii, X-Box 360, and PlayStation Portables. We have added several new video games titles to our collections.

Learn how to design and create a one-of-kind t-shirt with artist Red Rohall at the library on July 25th from 1-3 pm. Ages 10 to 15 are encouraged to register beginning July 16th in the library. Seating is limited. For details about all of our summer programs, stop by the San Manuel library and view our calendar of events.



Artist Red Rohall at the San Manuel Library.

SUPERIOR Every Child Ready to Read

2012 Summer Reading Program: You are invited to celebrate “OUR STATE, OUR STORY: Celebrating 100 Years of Arizona” at the Superior Public Library’s 2012 Summer Reading Program. The program starts on June 5th at the library!

Children and Teens, Preschool to 12th grade can register for a variety of programs. Registration starts May 21st through May 31st. You will receive a reading log to record titles of books read and will sign a contract with the librarian to decide how many books you plan to read. We will be offering a variety of programs, give-aways, and contests, so pick up a calendar at registration. Everyone who completes the program will be invited to a finale party with certificates and rewards. The last day of the program is June 28th. The library welcomes children of all abilities.



Parents or Teens willing to volunteer your help is more than welcomed. For more information, come to the library or call us at 520-689-2327 or visit us at www.superiorpublib.wordpress.com

Every Child Ready to Read at Superior Public Library!

We are preparing for “Every Child Ready to Read @ your library” workshops for parents, caregivers and children. The Every Child Ready to Read initiative addresses a critical need. In 2000, the Association for Library Service to Children (ALSC) and the Public Library Association (PLA) responded to a national need. A

number of research studies, including the 2000 National Assessment of Educational Progress, found that a significant percentage of children were entering kindergarten without the early literacy skills needed to learn to read.

We will be presenting workshops for Head Start families and for other parents, caregivers and children in our community during June and July.

PINAL COUNTY LIBRARY DISTRICT Floating Collection

The Pinal County Library District office has recently started a small Floating Collection. What is a Floating Collection? Good Question!

When we notice that a certain title, such as *The Hunger Games* has a lot of holds in our online catalog, we purchase that title for our Floating Collection. The item circulates to all the libraries - filling all of those hold requests. Once all the holds have been satisfied, the book stays at the last library location until is requested again. Thus the item is “floating” because it doesn’t return to the Library District office even though it belongs to us.

We hope this will go a long way towards reducing the wait time for those popular titles. Look for the purple “Floating Collection” sticker on the front of the book.



Funny Ladies

Did you read Tina Fey’s hilarious memoir, *Bossypants*, last year? Are you looking for more laughs from female comedienes to help you get through the upcoming hot desert summer?

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News from the Libraries

Good news! There are more great reads out now from funny ladies and I'm not talking about just more from Chelsea Handler (though we do love her, too).

- Let's Pretend This Never Happened by Jenny Lawson (aka The Bloggess)
- Girl Walks into a Bar...by Rachel Dratch
- Is Everyone Hanging Out Without Me? (And Other Concerns) by Mindy Kaling
- Seriously...I'm Kidding by Ellen DeGeneres
- If You Ask Me (And Of Course You Won't) by Betty White

Also check out the works of these wonderful witty women:

- Laurie Notaro
- Sloane Crosley
- Jen Lancaster - Look for her latest, Jeneration X, out soon!
- Samantha Bee
- Kathy Griffin
- Nora Ephron

All of these are titles are available through your local public library.

We'll keep you up-to-date on more books like these on the Pinal County Library

District's Pinterest Board: Funny Ladies: <http://pinterest.com/pinallibraries>

Pinal County Reads



For more reading recommendations visit our blog, Pinal County Reads: <http://bit.ly/pcreads>



Cataloging Corner

by Pam Beerens



Beware of Bestseller Knockoffs

If you use Amazon to order books, or to search for titles, be sure you are getting the actual book that you want. A growing number of books have appeared on the website, and possibly elsewhere, with intentionally deceptive titles, and many of these books are actually published through CreateSpace, a self-publishing division of Amazon.

As recently as April, if you were looking for the very popular *Fifty Shades of Grey* by E.L. James, your search may have found *Thirty-Five Shades of Grey* by J.D. Lyte, with a similar storyline and description.

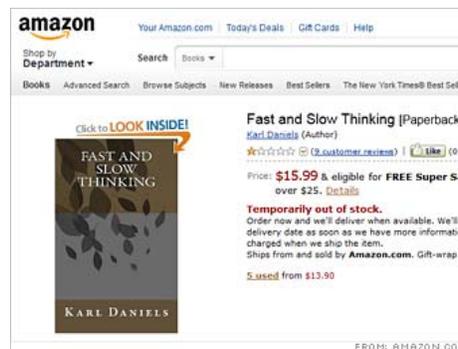
A search for *Steve Jobs* by Walter Isaacson could have also found *Steve Jobs* by Isaac Worthington (based on interviews with Jev Stobs).



I am the Girl with the Dragon Tattoo and *Twilight New Moon* could also be found, but are not the same as the best-selling titles.



Fast and Slow Thinking by Karl Daniels is not the popular book *Thinking, Fast and Slow* by Nobel Prize-winning author Daniel Kahneman.



As publishers learn about these scam books, they are having them pulled from Amazon, but there are sure to be more. Titles are not copyright protected. If

these books sell well for even a short time, the authors make big profits.

Self-publishing is a valuable tool for many legitimate authors who might not be able to get their book published otherwise. Even established authors sometimes self-publish because of the profit margin or other reasons. The problems develop (as with any new technology) when someone sees an easy way to make a fast buck. Amazon and CreateSpace are so big that these books slip through, and the titles and/or author names are well-chosen to fool consumers.

The best advice is to check carefully when ordering books. Make sure the title and author really match the book you want. If you are looking for books on a particular topic, check the author and publisher carefully. View the book on the Amazon or Barnes & Noble website, if possible. Be careful of a very low number of pages and/or a very high price. Watch for anything questionable and you should be able to avoid most problems.

I will be happy to answer any questions or help with any problem records.

Happy cataloging!

Pinal County Library District
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Calendar of Events

American Library Association Annual Conference	Anaheim, CA	June 21-26
Federation Meeting	TBA	September 14
Association for Rural and Small Libraries Annual Conference	Raleigh, NC	September 27-29
Mountain Plains Library Association Annual Conference	Omaha, NE	October 17-19