



PINAL COUNTY LIBRARY DISTRICT NEWSLETTER

2007 Issue 3

October - December 2007

Director's Column

by Denise C. Keller

It has been a busy and exciting summer, and it looks as if autumn will be more of the same. The Library District has hired a new Library Technician II, Margaret Vigil-Meza. Margaret will be familiar to some as she has worked in libraries for many years, including Apache Junction and Superior. Most recently, she was with Chandler Public Library. Her new tasks will be helping Eileen with our increased cataloging workload. Welcome, Margaret. We have been in need of the extra pair of hands!

There have been a couple of problems needing resolution recently. First, the summer was very hard on the volunteers and patrons at the San Manuel Public Library. The building is cooled by an evaporative cooler, so July through September was particularly trying for them. Swamp coolers are an acceptable method of air conditioning in dry months in some situations, but for the library, it is inadequate. Another concern, aside from the comfort factor, is that the additional moisture in the air is damaging to the books and equipment.

The Oracle Public Library has had some worrisome issues, also. The sidewalk, originally poured in 1964, is beginning to succumb to the effects of weather. There are pits and cracks developing at the front entrance area that are hazardous for patrons and volunteers entering and exiting the library. When it rains or snows, the pitted areas fill with water. In winter, the water freezes and is very hazardous. There have been several occasions when the volunteers decided to close the library rather than risk having patrons slip and

fall. Additionally, the section of curbing in the front area is crumbling, and needs to be replaced.

To respond to these issues for San Manuel and Oracle, the Library District assisted with applications for State Grants-in-Aid for construction projects. I am pleased to announce that both libraries have submitted successful applications for their projects. San Manuel Public Library will be able to install new HVAC and Oracle Public Library will be able to repair the disintegrating concrete sidewalk and entrance area. Both libraries are looking forward to the completion of these projects.



New Database Subscriptions

The staff at the Library District have been working on collection development by identifying and researching possible online resources for county-wide use. We recently started a new online subscription to Reference USA, which provides access to business and residential information for researchers, students, job seekers and government agencies. The database includes remote patron access (from home or business). Data includes global company profiles; names of executives with links to biographies, colleagues and firms; 5 years historical financials; EDGAR (SEC) filings since 1994; and comprehensive corporate family structures. Common uses are finding businesses based on employee size, sales volume, type of business and location. Small business owners will be able to

conduct market research, select a location, and do a radius search to find the number of similar businesses in the area.

The newest addition to our online resources is Morningstar Library Edition. This is a financial database that is also fairly easy to use. It can help our patrons make better investing decisions by identifying stocks, mutual funds, and ETFs (exchange-traded funds) that fit specific investing needs. The data reports contain comprehensive financial information on more than 6,000 stocks, 20,000 funds, and 150 ETFs. Morningstar's in-depth analysis is included, along with the analyst's guidance on when to buy or sell a particular investment. Patrons will be able to look up current and historical performances for indexes, industries, sectors, and fund categories.



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Casa Grande

**Library Closure for Renovation/
Security Changes** on November 20th
and 21st

The City of Casa Grande Public Library will close for renovation and implementation of a new security system. The closures will be on November 20th and 21st, the two days prior to the Thanksgiving closure. DVDs will not be available through the month of November while this security is implemented. We will open with new and improved services. We apologize for the inconvenience.

Food for Fines November 1st-
November 30th

Food for Fines will be for the entire month of November. If you have overdue fines, or fines that are not related to lost or damaged books, you can pay for them with canned food. Non-

perishable food will be accepted all through November. One item results in one dollar removed from your account.

\$5 Flash Drive

Tired of losing your documents? We now have portable, easy to use flash drives available for just \$5 dollars! They can store up to 128 MB of information, which is the equivalent of 88 floppy disks.

Library Newsletter

Would you like to get more detailed newsletters on library happenings? You can subscribe to the latest book, music, and movie news, as well as keep up on the library classes, programs, and events. Go to <http://cglibrary.org> and click on New Books, Movies, and More and you will see Bookletters, the library's new electronic newsletter. Sign up for any newsletter by going to Newsletter Sign

up at the top of the screen. You can get daily, weekly, or monthly news sent right to your desktop. Sign up today!

Mayor's Reading Club

Wednesday, December 19, 2007 at 08:30 AM Casa Grande Elementary School District
The Mayor's Reading Club needs you! Once a month, the mayor's readers fan out among the classrooms of Casa Grande's elementary schools and St. Anthony's to let our kids hear adults reading for fun – and learn about lots of interesting career choices! Interested? Call 421-8710

Kearny

During Oktoberfest the Friends of the Library held their annual book sale. Instead of the usual sale here at the

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Database Spotlight

by Cheryl Conrad

Business & Company Resource Center

The Business & Company Resource Center from Gale provides information on companies, industries and business topics. It includes articles, detailed information on companies and associations, investment reports, rankings, industry overviews and more.

To find information in the Business & Company Resource Center, you can use the Quick Search on the front page, or you can use the Company, Industry, Articles or Advanced Searches.

For an example, I did a quick company search for Kraft. This brought me to a general informational page on Kraft. The strength of the Business & Company Resource Center is in the tabs at the top and the links to the side of the company description page. To the left you have a link to the parent company (Altria Group Inc.) and the subsidiary companies (Oscar Mayer, Nabisco, etc) of Kraft, as well as links to articles about Kraft by topic such as Financial Data and Management. To

the top, the tabs link you to News and Magazine articles, Histories, Investment Reports, Financials, Rankings, Suits and Claims, Products, Industry Overviews and Associations. Not all the tabs are available for all companies and may be grayed out.

Under News/Magazines there were over 6000 articles from newspapers, business and trade magazines. For example, there was an article on Kraft and bioplastics from "Plastic News." Under Histories there were two articles on Kraft, one from *Notable Corporate Chronologies* (2007) and the other from *International Directory of Company Histories* (2002).

Under Investment Reports I found 45 pages of reports from various resources. Clicking on the Financials tab opened a new window. This page had a dropdown menu that included links to pages with detailed stock, shareholder and financial data. The Rankings tab had two subtabs, Business Rankings and Market Share. Each had five pages of various types of rankings such as Top Frozen Pizza Makers and Most Shareholder-Friendly Food Companies. The Industry Overview tab

provides links to the industries Kraft is involved in arranged by SIC and NAICS codes. Each of which then have links to various encyclopedias of industry. For example, choosing coffee and then specialty coffee, I retrieved an article from the *Encyclopedia of Emerging Industries* (2007). The Association tab also presented me with industry links which this time linked to articles about business associations. Did you know there was an American Cheese Society? Kraft belongs to it, and three other cheese-related associations.

I've focused on one company using one type of search, so you can see the breadth of information provided in the Business & Company Resource Center. I encourage you to explore the other searches and to share this comprehensive business and investment resource with your patrons.

The Pinal County Library District has recently subscribed to two other business and investment databases: ReferenceUSA and Morningstar Library Edition which are described in this issue's Director's Column.

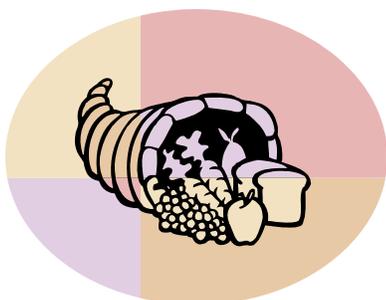
Around the County

(Continued from page 2)

library books were taken uptown and sold from the back of a pick-up. It was a great success.

Our hours will change beginning Oct. 29th. We conducted a survey this summer and found more patrons wanting us to open earlier so our new hours will be:

Monday, Tuesday	10:00-5:00
Wednesday, Thursday	10:00-6:30
Friday	10:00-4:00



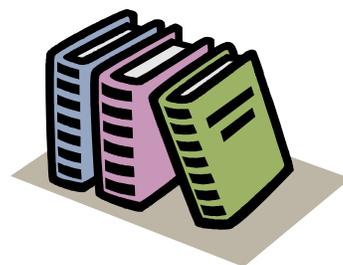
Superior

Our library will have new hours starting November 5th. We will be open Mon. & Wed., 9 am - 7 pm and Tues., Thurs. & Fri., 9 am - 5 pm. This will give the community an extra day that we will be open and expand our hours from 40 hours to 44 hours.

Superior Public Library will be hosting an open house during Children's Book Week in November. We have been busy moving books, shelves, etc. to make more room. We will be moving our Easy Children's section into our classroom and turning our old Easy section into a Teen area. Things are moving slow in preparation due to other things that come up but we are getting there.

The library will be participating in the annual Christmas Light Parade and I will be reading stories during the

Christmas event planned downtown on December 1st. I am working on getting some High School students to do a Christmas theme Readers Theatre presentation. The students seem excited! I may be able to get this same group to start a Teen Advisory Board for the library. Activities for kids during Christmas break are planned such as a special story hour and craft activities and movies will be shown during the break.



Cataloging Corner

by Eileen Jaffe

Main entries

Main entries are found in the 1XX fields. A main entry can be the name of a person, a corporate body, or a meeting name, if that person, body, or meeting is primarily responsible for a resource. The fields involved are:

- 100 Personal names
- 110 Geographic or Corporate names
- 111 Meeting names
- 130 Uniform titles

If no responsibility can be assigned to a person, body, or meeting, then the main entry will be the title (which always goes in the 245 field).

The simplest type of main entry to determine is a book with one author and a title. The author's name will be your main entry. It is entered in the order of last name, first name, middle name or initial. If the established heading for that person has more information, such as full middle name or dates of birth and or death, those are added in separate subfields. Established headings, or authority headings, can be found in the Library of Congress Authority catalog online at <http://>

authorities.loc.gov/. If the work has more than one author, the first person is considered the main entry and the others are given as added entries in a 700 field. Below is an example of a personal name heading:

100 1 \$aRowse, A. L.\$q(Alfred Leslie),\$d1903-1997.

Corporate main entries are a bit more complex. Musical groups, company names, etc., are some examples.

110 2 \$aDire Straits (Musical group)
110 2 \$aAmerican Library Association.

Geographic names aren't often seen as main entries, but when they are they look like this:

110 2 \$aUnited States.

The next type of main entry is the meeting name. Those get a bit more complicated since we like to add dates and other information along with them. An example is:

111 2 \$aArizona Town Hall\$n (86th :\$d2005 : Prescott, Ariz.)

The last type of main entry heading is the uniform title. It is found in a 130 field and

looks like this:

130 0 \$aBible.\$pO.T.\$pPentateuch.

Uniform titles that go into a 130 field are for resources that do not have an author, like the Bible. They help to bring together works that are similar but not exactly the same.

Next time I will begin with the 100 field for personal names and discuss each of these fields in more depth.

If you are interested in seeing all the information about these fields, or any other MARC field, you can go to either of these two web addresses:

<http://lcweb.loc.gov/marc/bibliographic/>

<http://www.oclc.org/bibformats/en/>

Don't forget, I will be happy to answer any questions or help with any problem records.

Remember, the MARC record is the engine that gives staff and patrons the tools needed to search the catalog.

Happy cataloging!

Pinal County Library District
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Calendar of Events

Federation Meeting	Kearny	November 9
Children's Book Week http://www.cbcbooks.org/cbw/	Nationwide	November 12-18
AzLA Conference	Mesa	November 13-15
Intellectual Freedom Workshop	PCLD Office, Florence	December 7
Federation Meeting	Coolidge	January 11
Arizona Reading Program Workshop http://www.lib.az.us/eventreg/	Tucson	January 11
ALA Midwinter Conference	Philadelphia	January 11-16

<http://www.pinalcountyonline.com/library>
