Attending the 2008 AzLA Annual Conference
By Tom Miner, Library Director

First off, I would like to thank the AZ State Library, Archives & Public Records’ Library Development Division for giving me the opportunity to attend this year’s AzLA Annual Conference and pre-conferences in Glendale. It was a truly remarkable and rewarding experience, and one I will always cherish and remember.

My goal for attending the pre-conferences on Monday, Dec 8, was to learn as much as possible about the Scottsdale Public Library’s CREST program, and take what I learned back to Willcox and apply the concept and principles to our Library. In case you missed it, CREST stands for: Customer Receives Excellent Service Today. The folks there definitely “walk the walk and talk the talk”. It was exciting to hear about their success in using the “triage” approach.

Over the course of the Conference, I managed to attend nine sessions related to the public library world, most notably, “What’s Beyond Dewey?”, “Gaming in the Library”, “Librarians Gone Wild or, How to Reach the You Tube Generation”, and “Making the Library a Haven”, which were all very good presentations. I especially enjoyed the keynote address given by Sarah Houghton-Jan, as well as the Service Awards luncheon where my good friend and long-time colleague from Cochise County, David Gunckel, was recognized with the prestigious Rosenzweig Distinguished Service Award, which he richly deserved.

There really is a ‘new frontier’ facing the Library world, and I know from attending this conference that we AZ librarians are ready to explore it and embrace it. Many libraries have already embarked on this journey, and it makes me feel very proud to be a part of this association. Thank you!

(Conference photos by Antonio Arroyo)
Often at the beginning of a new year, we pause to reflect on last year’s successes, try to skim past the troubles, and make ambitious plans for the upcoming year. As your new President, I will follow tradition by recapping our successes under the skilled leadership of past President Angie Creel-Erb.

It was an exciting year, full of challenges and triumphs. One accomplishment that stands out from the rest is the approval of the Tribal Libraries Special Interest Group. Many people put a lot of hard work into making this a reality, including Leigh Thomas with the Salt River Tribal Library, Amelia Flores with Colorado River Indian Tribal Library, and Mary Villegas with the State Library. On behalf of the entire association, Welcome!

The Executive Board with the leadership of Angie Creel-Erb crafted two By-Laws changes that had a positive effect on membership. Institutional memberships were changed to $150 annual dues, which includes two personal memberships that can be assigned to local Library Board members, friends, or as desired. There is also a student discount package that includes dual membership in ALA. Other accomplishments include the website re-design, addition of a Diversity Plan, and we awarded the first Louise Stephens Scholarship.

The Annual Conference was a wonderful success. A debt of gratitude is owed to the Conference Committee for hundreds of hours spent planning for the event. The Programming Committee did an excellent job selecting and scheduling speakers and events. Many thanks go to our vendors who were so generous in their support of conference. Where would we be without you? I would also like to thank the speakers for sharing their knowledge and expertise with us all. And a final heartfelt thank you to all who attended.

We were fortunate to have Sarah Houghton-Jan (a.k.a. Librarian in Black) as our keynote speaker. Her presentation Sustainable Technology in a 2.0 World inspired me venture beyond dabbling and learn more about Web 2.0. It was wonderful to have so many notable authors present. I heard rave reviews of the presentations by Luis Urrea and Stella Pope Duarte. The new venue in Glendale was spectacular, with plenty of room for exhibits and programs and access to restaurants and shopping. Who could ask for more?

As we look forward to the New Year, there are many challenges looming ahead. We are all grappling with the shrinking economy, which brings increased demands for services. Let’s look forward with confidence to undertake ambitious plans for the future. I am excited about the possibilities the future represents, and honored to serve as President. Another exciting year is ahead of us, so let’s get to work!
The Dr. John C. Tyson Award Committee of the Black Caucus of the American Library Association invites you to submit a proposal for a program entitled "What do I Need to Know? Strategies for Career Growth and Promotion." The program is scheduled for Sunday, July 12, 2009, from 10:30 a.m. to 12 p.m. at the American Library Association Annual Conference held in Chicago, Illinois.

In recent years, efforts have been made to recruit, retain, and increase the number of librarians in the profession. However, after new recruits end their orientation period once one gets their foot into the door the question becomes "what's next?" The purpose of this program is to impart career strategies to new (including graduate students) and mid-level librarians preparing for promotion and leadership. A panel of veteran librarians from varying areas of librarianship will provide insight and practical steps to move your career beyond entry and mid-level status.

The Committee is seeking submissions from librarians who have at least 7 years of experience, currently have upper administrative responsibilities (i.e. library directors, department heads, seasoned faculty in library science programs), to discuss their career paths into higher management positions and suggest similar strategies for the 21st century librarian.

The proposal should utilize the following format:
Title of presentation:
Name of presenter:
Presenter's biographical information:
Institution:
Number of years in the profession:
Current position and other positions held:
Contributions to the profession (i.e., education, work experience, publishing, conference presentations, etc.):
Proposal summary (minimum of 500 words):

There will be three presenters selected through a blind review process. The presentations are 20 minutes to permit time for discussion between the presenters and the audience. If you are interested in presenting, please send a proposal or inquiries to jtawardcommitt@bcala.org by March 1, 2009. Successful applications will be notified by March 31, 2009, and invited to submit a bibliography by June 1, 2009. This presentation may be recorded as a webcast, and made available on the ALA website.
Economics is extremely useful as a form of employment for economists. - John Kenneth Galbraith

For most Americans, these are uncertain times. The United States is in the midst of a serious financial crisis - jobs are being lost, credit is being restricted, businesses are folding, and home foreclosures are at record levels. And, at a time when we look to our elected officials for leadership, the Presidency (Executive Branch) and the Congress (Legislative Branch) are in states of transition. The federal government does try to keep its citizens informed, and assistance is available to those who need it.

The following resources may become very important to our users given the economic climate. It's obviously a very complicated situation, but the government can provide information and assistance for citizens in tough times.

**EconomicRecovery.gov** - a multi-agency resource for the American people to find help to keep their homes, find jobs and protect their savings or businesses. The latest information about what the government is doing to resolve the crisis and what citizens can do to prepare/protect themselves for what may lie ahead.

Arizona 2-1-1 Online - [http://www.az211.gov/index.php?option=content&task=view&id=1045](http://www.az211.gov/index.php?option=content&task=view&id=1045) – Arizona resources to help you and those you know through the economic crunch.

**Home Foreclosure**

[http://www.federalreserve.gov/consumerinfo/foreclosure.htm](http://www.federalreserve.gov/consumerinfo/foreclosure.htm) - From the Federal Reserve Board, includes information on credit counseling, tax relief, and avoiding ‘rescue’ scams.


**Corporate Bankruptcy**


**Employment**

Career One Stop - [http://www.careeronestop.org/](http://www.careeronestop.org/) - Collection of resources offering solutions to the demands of today’s labor market from the perspective of the job seeker, the employer, and the public workforce community.

**Returning Veterans**

VetSuccess - [http://vetsuccess.gov/](http://vetsuccess.gov/) - Information about the services that the Vocational Rehabilitation and Employment (VR&E) program provides to veterans with service-connected disabilities. It also provides information about vocational counseling available to active duty service members and veterans who have recently separated from active duty, and to dependents of veterans who meet certain program eligibility requirements.

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Government Transition
A new president (and accompanying Executive agency leadership) will take charge in January, along with a substantial change in the makeup of Congress. Knowing what will change and how smoothly things transition are important factors in our national stability at any time, more so during this time of crisis. Both administrations have vowed to work together in an unprecedented manner, and much information is available.

http://directory.presidentialtransition.gov/ - Presidential Transition Website – Policies and procedures for the incoming administration.

http://change.gov/ - Office of the President-elect – The preparations of the President-elect and his transition team for taking charge in January.

http://www.gao.gov/transition_2009/ - Government Accountability Office – An independent, non-partisan agency, the GAO makes sure Congress and the Administration is using the country’s resources properly.

http://www.usoge.gov/directors_corner/presidential_transition.aspx - US Office of Government Ethics exercises leadership in the executive branch to prevent conflicts of interest on the part of Government employees, and to resolve those conflicts of interest that do occur.

http://fpc.state.gov/c26891.htm - State Department Transition Resources – Provides historical and ‘outside’ perspectives.

January 2009  Children’s Author/Illustrator Network

Listed authors/illustrators are not endorsed or sponsored by AZLA or Mary Wong. Listings are provided as a service to teacher librarians interested in scheduling school visits with authors and/or illustrators.

Jean Ekman Adams. Contact author/illustrator at 480-948-3341
Brooke Bessesen. Go to www.brookebessesen.com for info and scheduling
Rhody Cohon. Go to www.blasttothepastbooks.com for info and scheduling
Lynne Avril Cravath. Go to www.lyneavril.com for info and scheduling
Chris Gall. Go to www.chrisgall.com for info and scheduling
James M. Deem. Go to www.mummytombs.com or www.jamesmdeem.com for info and scheduling
Terri Fields. Go to www.terrifields.com for info and scheduling
Juanita Havill Contact author at lemotjuste@theriver.com
Barbara Gowan. Go to www.barbaragowan.com for info and scheduling
Laura Jacobsen. Go to www.laurajacobsen.com for info and scheduling
Susan Lowell. Contact Rio Nuevo Publishing at 800-969-9558
Guy Porfirio. Go to www.guyporfirio for info and scheduling
Charline Profiri Go to www.cprofiri.com for info and scheduling.
Janette Rallison Go to www.janetterallison.com for info and scheduling.
Joan Sandin. Go to members.authorsguild.net/joansandin/ for info and scheduling
Amanda Shepherd. Go to www.paintdog.com/ for info and scheduling
Jennifer J. Stewart. Go to www.jenniferjstewart.com for info and scheduling
Conrad Storad. Go to www.conradstorad.com for info and scheduling
Mike Venezia. Go to www.mikevenezia.com for info and scheduling
Jennifer Ward Go to www.jenniferwardbooks.com for info and scheduling

Spring 2009

February 24 – 27  Mary Casanova. Go to www.marycasanova.com/ for info. Contact jean@daytonbookings.com to schedule.
March 16 - 27  Phil Bildner. Go to www.philbildner.com for info. Contact jean@daytonbookings.com to schedule.

2009 -2010

TBA  Janet Squires. Go to www.janetsquires.com for info and scheduling
December 2 – 5  Jack Gantos. T=Go to www.jackgantos.com for info. Contact Mary Wong to schedule.
March 1 – 5  Jack Gantos. Go to www.jackgantos.com for info. Contact Mary Wong to schedule.

Notice: Listed authors/illustrators are not endorsed or sponsored by AZLA or Mary Wong. Listings are provided as a service to teacher librarians interested in scheduling school visits with authors and/or illustrators. For the policy governing listings on this page, see the AzLA Author-Illustrator Listing Policy on the website. Go to www.azla.org and click on Publications; scroll down to the policy.
Go Green at Your Library

By Kristin Fletcher-Spear,
Teen Librarian II, Foothills Branch
Library, Glendale Public Library

No, this is not a new library initiative put out by the American Library Association. Being green, or being environmentally friendly, is fashionable with teens and adults alike today. How can the teen library staff get involved with this? By creating programs that promote being green! In this column, you will find craft projects that have worked in other libraries and may work for yours too!

Use Old CDs

What do you do with old CDs--damaged ones or the freebie ones that used to get mailed to your house on a daily basis? Well, there are several activities you can do with them! First, there’s the CD Mosaic Frames, a fairly simple craft for less than $50. You can buy wooden picture frames from a craft store. Cut up the old CDs and use the pieces to make a mosaic design on the picture frame. One note of caution: cut the CDs before the program. The next craft is another simplistic craft, CD Clocks, again—pretty inexpensive, around $30. Teens can paint the CD making a design or image and then connect the clockworks to the center of the CD creating a working clock! You will need to purchase ahead of time clockworks.

Use Old Magazines

Besides cutting out images for collage pieces and decoupage images, there are different projects you can use with magazines. Paper jewelry is a great way to use up old magazines. Teens can use them to make paper beads which is very easy to do: cut strips of the magazine page into a triangle shape (some websites recommend 6”x ½”), roll the paper (wide end first) and then glue the tip down. Some people use toothpicks to wrap around. These beads, once dried, can be used for any type of beading project! Another craft project using magazines are Marble Magnets. Purchase flat clear marbles at a craft store in the floral arranging section and with a little bit of tacky glue, magnets, and magazines you have a great project for boys and girls alike! Cut out the image or words from the magazines, glue to the back of the marble, and add a heavy duty magnet and you’re done! Use discarded manga graphic novels for this and make it an otaku project!

Use Used Paper

Do you have leftover paper at your library? A papermaking workshop is a great way to use them up. Now, unlike the other craft projects I’ve mentioned above—this one does cost more money for the equipment. But once you have the spent the initial setup cost, then you can do this inexpensively for a long time to come! Papermaking requires a blender, screens and deckles which can be bought at craft stores. You will need a plastic tub for water. This project has been popular for tweens and teens. You can even embed seeds and small leaves into the paper to make it even more eco-friendly!

These are only a handful of suggestions on being green with teens. You can search online for even more suggestions!
Emerging technologies are a somewhat elusive topic. Just when we think we have technology appropriately incorporated into our library’s service mix, something comes along to offer new opportunities to reach out to patrons in bold new ways. A good example of this process is the services of the Virtual Branch at Pima County Public Library. Through new initiatives PCPL’s Emerging Technology team has offered their community a variety of new and different ways to interact with their library including the library’s pages on MySpace, Flickr, Facebook, Library Thing, and YouTube.

I asked Jen Maney, Virtual Library Manager for PCPL, to answer a few questions about their Library 2.0 initiatives. She is a favorite local and national conference speaker and writes a monthly online column for SLJ’s Teen Newsletter. She has worked in libraries for 15 years and started as a page, just as I did.

How has your library incorporated new technologies, especially Library 2.0 technologies, into your service mix?

We've incorporated new technologies in small chunks over time. To me, it's overwhelming to try to tackle "Library 2.0" as a large entity. It's much easier to think in smaller terms – "Hey, maybe we should add RSS feeds to our news!" Taking it one step at a time is much more manageable. It's also easier on staff. Staff has to be brought forward with you as you implement new things, and you shouldn't throw too much at people at once. You'll just overwhelm and irritate them. Since these are technologies our patrons are using, staff must understand the value of them. Giving them time to digest them is not only kind, but also constructive.

We have an Emerging Technologies Team. We also have a web designer and web developer who use and stay current with technology. The latter is a luxury not all libraries can afford, so the Emerging Technologies Team is critical. Find your most imaginative and enthusiastic people. They don't even need to be "techy" if they are open to new ideas. Most of our ideas come from staff inside and outside of the team, and it's great to bounce them off other team members. We can also get together and talk about how things are going in our efforts to reach out to users with new technologies.

Have there been any surprising successes or unexpected flops?

We had a Teen Book & Poetry Forum up for a while that became this lonely, pathetic place. It started out as a place for teens to talk about poetry and books, and we hoped they'd post their own original poetry. It died quickly. When the poetry events were going on in April (Poetry Month), we had quite a few posts, but once the events were over, posting dropped dramatically. We took it down, so that people didn't come to it and see that the last post was a year ago. That's a bad image to project to the public.

The surprising success that we've had is with online summer reading (and thanks to the State Library, we'll all have e-Vanced Summer Reader this year!). People LOVE to post book reviews. Adults went crazy for it, and wanted their reviews to be available after the program was over. We had tried using LibraryThing to engage adults the previous summer, and it was a miserable flop, so I was really surprised at how they embraced Summer Reader. We really want to incorporate reviewing into our online catalog without having to shell out the money for III's Encore.

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How did you go about getting approval for these initiatives?

At first, we took a fairly formal approach, writing up proposals that included why we wanted to try a new technology, what we expected to get out of it, and how it fit into the library's strategic directions. Once we did that a couple of times, people got used to us doing new things, and we didn't need to be so formal about it. Now I can take an idea to a meeting with administration, send an email, or simply talk to my admin types in the hallway to get approval. We've won the trust of staff and administration to make things happen and to admit when something we've tried isn't working.

We tie use of new technology to our services, programs and goals. The connection is usually quite apparent. Creating an online Q&A with author Nancy Turner for OneBookAZ last year, for example, went right along with the writing workshops she was doing around the state.

What have you learned from your experiences?

Experiment, experiment, experiment. Try new things. See what sticks. If something flops, stop doing it. If something is a runaway success, keep doing it and try to figure out why it's so popular. I've been known to say that there is no failure in experimenting. And if you attended IL2008 in Monterey this year, you heard over and over that there's no way you can fail spectacularly with these technologies. Either people embrace them and use them, or they don't. And if they don't, it just peters out rather than blowing up. Don't be afraid.

Is there anything else you'd like to share with the readers of the Arizona State Library Association newsletter?

If you haven't done a Library 2.0/23 Things type of program yet, you really should. Baker's Dozen: Learning 2.0 Arizona is still available at http://bakersdozenarizona.wetpaint.com/, and we don't plan to take it down. Feel free to work through the discovery exercises on your own as you have time. And if you decide to run a program of your own, feel free to use our examples. It's a great learning tool, and it's lots of fun!
Hello! My name is Kristl Chavez and I am a Youth Librarian for the Phoenix Public Library. I am currently serving as the 2008-2009 Central Arizona REFORMA President and would like to use this opportunity to tell you about one of the major projects one of your local chapters of REFORMA is working on this year.

Central Arizona REFORMA has a focused and simple goal of intentionally getting out into the community and spreading the word of literacy. Specifically, we are hoping to bring more light to the subject of early literacy and its whole family learning advantages in our multilingual communities.

To do this, we will be using Día de los Niños/ Día de los Libros (celebrated annually April 30) as an opportunity to share, in tangible form, the collaborative knowledge and suggested resources of Central Arizona REFORMA members on the subject of a bilingual storytime. The idea is to offer up to 100 organizations, both library and non-library, the necessary pieces needed to present a bilingual family storytime in celebration of Día de los Niños/ Día de los Libros 2009. The hope is that each of these 100 organizations will present a bilingual storytime based on the materials in a kit provided by Central Arizona REFORMA the week of Día de los Niños/ Día de los Libros. The organization would then have the pleasure of keeping the kit for future use.

We are looking to find groups where young children and families already are. Whether community center, school group, church group, classroom, library or other organization, we feel that young children’s caretakers—in any sense of the word—should be empowered to sing with, dance with, play with, and read to the little ones in their care…in any language, even if it is not their native language. Literacy is not something that exists in a school, a library, or even in a book. The potential for literacy buzzes alive everywhere and Central Arizona REFORMA hopes to merely nudge what naturally exists.

For more information or to express interest in a kit for your library or organization, please contact centralazreforma@gmail.com. ¡Feliz Año Nuevo!

Kristl Chavez,  
Central AZ REFORMA  
President 2008-2009  
Saguaro Library  
602-534-1966

Central Arizona  
REFORMA Officers  
pictured at Peoria Main  
Library, December 2008

From left: Gloria Camacho-McKenzie, Kristl Chavez, Francisco Vargas, Shannon Gemberling


We hope to continue to have a REFORMA article in every issue and bring you new and interesting sources of information to help you better serve your diverse populations and get the word out about REFORMA. If you think you might like to become a member, you can find the form at this site: http://www.reforma.org/MembershipForm.pdf. We look forward to hearing from you.
Desert Foothills Library

On Sunday, Dec. 7, Evelyn Howley and I traveled to the Desert Foothills Library in Cave Creek. We took I-17 to the eastbound Loop 101. Then we went northeast on Cave Creek Road. The Library is located at 38443 N. Schoolhouse Road, just north of the intersection of Cave Creek and Schoolhouse Roads.

According to Arizona Community Profiles, Cave Creek was settled in the 1870’s. Incorporated in 1986, it has a population of over 5000 people.

Another source of information about the Library and the area is “The library book: check it out: a history of the Desert Foothills Library” (2008), edited by Stephanie Anderson with assistance from historian Corky Cockburn. This book relates that in the 1930’s, Cave Creek was a recreational and supply base for workers building Horseshoe and Bartlett Dams. Then in the 1940’s and 1950’s dude ranches brought a different clientele to the region.

In 1930 the 17th branch of the Maricopa County Free Library briefly existed in the area. But it was under the direction of Dorothy Smith that the current Library was formed on Feb. 14, 1954. The Library went through several locations, and was renamed the Dorothy E. Smith Branch in 1969. In 1977, the newly named Desert Foothills Library was built on the current site on Saguaro Hill. This building was expanded in 1984 and 1996. Then in January of this year the newly constructed building was opened to the public.

Having visited the previous 6000-square-foot building, which had its own charms and vitality, I can tell you that the new 18,918-square-foot facility, designed by Hidell and Associates, is dramatically different. The location on Saguaro Hill has always been gorgeous, but now there is a patio on the east and north sides of the Library that allows you to read outside and get wonderful views of Elephant Butte to the north. On the east side is a hill rise in which is a waterfall set in a desert garden, maintained by Desert Foothills Landscape. An outdoor fireplace is at the northeast corner.

The Library exterior is painted in light and dark shades of brown. The front features an Arizona Territorial-style porch with wood pillars and tiled flooring.

Inside the door is the lobby, off of which is the main meeting room. Entering the Library proper, you encounter a very open space with tall ceilings, glass on the north face that illuminates the building, and deep, rich wood tones. On the west side is one of the largest Friends’ bookstores I have ever seen, along with study spaces, and a teen room.

An expansive children’s room sits in the southwest. We saw a tree that seems to grow out of the south wall! A room like a den, with a large television screen and leather chairs, is near the entrance to the Library.

Even if you had never been to the old Library, you will still appreciate the combination of natural beauty and architectural excellence that this Library features. I highly encourage you to visit.
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AzLA home page: www.azla.org
The Arizona Library Association is a nonprofit corporation chartered in Arizona.

Libraries needing assistance in censorship issues should contact:
Melissa Ann McCalister
AzLA Intellectual Freedom Committee Chair
Adult Services Librarian, Maricopa County Library District
Perry Branch Library
1965 East Queen Creek Road
Gilbert, Arizona 85297
Phone: 602-651-3562
melissamccallister@mclaz.org

Arizona State Library, Archives, and Public Records
Library Development Division
1100 West Washington, Phoenix, AZ 85007
Web site: www.azlibrary.gov

Arizona Library Jobline website: www.azlibrary.gov/jobs/
Mountain Plains Library Association
MPLA Jobline: 605-677-5757; www.mpla.us

AzLA 2009 CALENDAR

January 23 Apache Junction Public Library
April 16 Globe (TBD)
April 17 Regional Forum, Globe
July 17 Flagstaff, E. Flagstaff Community Library Northern AZ Legislative Forum
October 16 Tucson, Abbett Branch Library
December 7-9 AzLA Annual Conference, Renaissance Glendale Hotel & Spa

For other calendars and a listing of continuing education, grant writing, Carnegie Center, and other events, see the Arizona State Library website: www.azlibrary.gov/events/index.cfm. For other continuing education opportunities, click Continuing Education on the AzLA website.

Arizona Library Association Newsletter

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Submission guidelines: All items should be brief; informational; fewer than 500 words; include a title; be written with a library audience in mind [i.e., send articles, not press releases—which are written for the public] and be signed by the submitter's name, library affiliation, and phone number. The editor reserves the right to edit all articles for style, content, and length.