



Inside this issue:

AzLA's International Interest Group: Libraries Connect Locally and Around the World!

Do you have patrons who research locations and languages around the world? Does your library serve users who seek resources in languages other than English? Does your collection have materials from outside the U.S.?

- Click 'Like' on the IIG Facebook page to get updates on news, programs, and funding related to libraries and international topics.
AzLA members can join the IIG listserv for additional updates related to libraries and international topics.
IIG is closely connected to the Horner Fellowship Committee.

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2010 IFLA Conference in Gothenburg, Sweden - photo taken by Smita Joshipura, Arizona State University Libraries

AzLA Conference Registration Now Open

Early Bird Registration Deadline: October 28th

For more information on this year's annual conference, see the full story on page 7.

The Children's Author/Illustrator Network has Moved!

The Children's Author/Illustrator Network has moved, and is now posted on the AzLA website (http://www.azla.org/displaycommon.cfm?an=1&subarticlenbr=218).

work on the AzLA homepage under "Quick Links." The AzLA Newsletter will continue to link to the listing as well.

Author/Illustrator programs are the delight of children, teachers and parents, and Arizona librarians are fortunate to have a one-stop shop for calendars, contact and scheduling information of local and visiting authors.

Look for the Children's Author/Illustrator Net-

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Message from the President

Libraries Provide a Brain Power Boost

In August I attended the keynote presentation at the workshop sponsored by the Arizona State Library, where I heard Dr. Paul Nussbaum talk about libraries as “brain health centers.” Dr. Nussbaum inspired me to think about our library in a new way, and I have talked about his book, “*Save Your Brain*,” and his motivating presentation to almost anyone who will listen.

Dr. Nussbaum’s main point is that our brain doesn’t know our age. We can continue to regenerate and grow our brains throughout our lives. As a baby boomer I find it exciting to know that I can refresh and maintain a healthy brain by doing five things:

- Socialize with friends and family,
- Exercise, walk at least six miles a week,
- Eat healthy and include Omega 3s and antioxidants (fresh fruit and vegetables),
- Meditate or incorporate some other spiritual practice such as prayer in the daily routine, and finally
- Invigorate the brain by doing new and complex activities.

Libraries are important brain health centers because we provide a perfect place for socialization, health information and intellectual stimulation. For years we have developed pro-

grams designed around the brain development of youth. Now we can design programs to support the brain development of adults.

Libraries are resilient organizations that adapt to the changing needs of the people we serve. I challenge all of you, whether you are in a public, academic or special library, to think about how your services meet the needs of adults for socialization, health information and brain stimulation. Do you use volunteers? Do you have intergenerational programs? Do you offer art and craft programs that stimulate new thinking? Do your programs encourage healthy nutrition and exercise? Do you have discussions about current events, books or local resources? If so then consider your library a “brain health center” and help people make the connection between these activities and taking care of their brain for life.

I am very grateful for the continuing education and professional development programming that our State Library provides. I encourage all of you to check out [their offerings](#). If you are not already aware of the broad spectrum of opportunities they provide I think you will be surprised. We are fortunate to have such an active and supportive State Library.

Arizona State Library Continuing Education Scholarships

Editor’s Note: The next three articles with italicized titles including “Managing Technical Services Using Millennium,” “Overdrive Users Gather at Digipalooza,” and “ALA New Orleans: Jazzed About the Annual Conference” have all been written by recipients of the Arizona State Library’s Continuing Education Scholarship

program. These scholarships are funded with Library Services and Technology Act funds.

For more information about how you can take advantage of this program, please visit their [scholarship page](#).

Managing Technical Services Using Millennium

Does your library use Millennium as your Integrated Library System (ILS)? Are you new to a technical services management role, or perhaps looking for ways to make your technical services area more efficient? If so, I recommend attending the two-day workshop offered by Innovative Interfaces, Inc. called “Managing Technical Services.” I recently attended this workshop thanks to a scholarship from the Arizona State Library. The workshop is offered several times a year in different locations across the U.S. Find a schedule at Inno-

vative Interface Inc.’s [CSDirect](#) website.

The workshop focuses on Millennium best-known processes in ordering, receiving and, to a lesser extent, cataloging. In the workshop I attended, recommended processes were discussed and demonstrated. We were connected to the servers of our respective home libraries, giving us the ability to look at our administrative settings and records while different ideas were being discussed. This was very

(Continued on page 3)



[Nancy Ledeboer](#)

AzLA President

“I challenge all of you, whether you are in a public, academic or special library, to think about how your services meet the needs of adults for socialization, health information and brain stimulation.”

Managing Technical Services (cont.)

helpful!

Although there was a detailed agenda the course was presented in a fairly unstructured manner, with plenty of time for each student's questions. The class sizes are purposely kept small. Ours numbered about 12 so we each received plenty of individual attention, particularly those of us who weren't hesitant to ask a lot of questions! The small class size also facilitated idea sharing among the students themselves.

To get the greatest benefit from the class, my recommendation to prospective students is to be knowledgeable about your institution's current internal work processes. I left the course with several solutions for operating more efficiently. Several fellow participants also offered to help me with ideas related to vendor software that our libraries

both use.

I'm especially grateful to Innovative trainer Joe Wojtowicz, who was exceedingly patient with my many questions and stayed late to help me understand how to implement particular solutions.

Most importantly, I would like to thank the Arizona State Library for providing me with the opportunity to attend this workshop through their [scholarship](#) program. In the coming months our library will be implementing several of the best-known methods I learned at the workshop. In addition to improving our internal processes, these changes will also benefit our patrons. I am glad to have had the opportunity to attend this worthwhile course and would be happy to answer questions that others may have about it.

On a related note: If you live

in Tucson or plan on attending the upcoming AzLA Conference, there will be a free, informal meeting of Millennium users (not associated with the AzLA Conference) on Monday Nov. 28 at the Conference hotel, La Paloma Resort. This half-day, afternoon meeting will gather librarians and paraprofessional staff from libraries across the state to discuss Millennium-related processes, best methods, and new functionality. This is a great opportunity to network with staff from other libraries using Millennium. It is not necessary to be registered for the Conference to attend this workshop. If you are interested in learning more, please contact me.

[Beckie Gallivan](#)

Director of Library Technical Services

Pima Community College

Overdrive Users Gather at Digipalooza

I recently attended the 2011 Digipalooza: OverDrive's International User Group Conference in Cleveland, Ohio, courtesy of the Continuing Education Scholarship program of the Library Development Division Arizona State Library, Archives & Public Records. Digipalooza is a valuable opportunity to connect with librarians, publishers and the Overdrive team to share experiences and ideas about ebooks and other digital materials in the library.

We learned how to maximize the value and circulation of digital audiobooks and ebooks through best practices from library staff. We witnessed demonstrations of the latest software, devices and mobile applications, and learned tips and tools for increasing awareness and addressing today's trends and issues.

Overdrive is enhancing its systems for both library selectors and patrons. The goal is

to have streamlining ebooks everywhere, more web-based content, and to make libraries the first place people go for ebooks. They also are improving their tech support pages so patrons can get questions answered directly by Overdrive through tutorials, help screens, and tech support contacts. If anyone would like more details about the conference, feel free to contact me.

[Tracy Hokaj](#)

Tempe Public Library

ALA New Orleans: Jazzed About the Annual Conference

Although I am not much of a traveler, I loved going to New Orleans and the annual ALA Convention. The Library Development Division, Arizona State Library, Archives and

Public Records continuing education scholarship made this adventure possible for me.

My adventure began with Fri-

day's American Association of School Librarians (AASL) meeting. Never having personally met any of these colleagues, it was fun to match

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Millennium's Logo.

"Digipalooza is a valuable opportunity to connect with librarians, publishers and the Overdrive team to share experiences and ideas about ebooks and other digital materials in the library."

ALA New Orleans (cont.)

names and faces to my email acquaintances. I sat with Nancy Everhart, who was ending her term as AASL President. She inquired if there was any positive news coming out of Arizona regarding school library positions; I reported that there was not much change, but that the future looks better with some positions being reinstated. This AASL meeting broke into focus groups on school librarian issues.

There were so many wonderful sessions to attend that it was difficult to choose. I used the "My Schedule" on the ALA Conference Website to sort the YA sessions. This helped me focus my attendance, but I still had to choose carefully since many sessions on my top priority list were offered simultaneously.

Saturday's conference session, "Beautiful (and Cheap) Websites and Tools for Low-Tech Libraries" taught me great sites to share with my colleagues—watch for tips posted on the Teacher Librarian Division (TLD) listserv. After the AASL President's Program, I checked out "Graphic Novels: Bridging Generations, Bridging Cultures" followed by "After School All-Stars: How to Build an After-School Enrichment Program." Saturday night's Scholarship Bash at the WWII Museum offered hors d'oeuvres and entertainment.

On Sunday I attended the AASL Affiliate Assembly which keeps Arizona TLD's membership current. Besides presenting awards the delegates voted on the resolutions formed Friday night. Arizona's own Jewell Parker Rhodes presented her latest book on the "LIVE!@ your library Reading Stage," which I followed up with "2011 Best Websites for Teaching and Learning."

Monday's programs, "Reading & Wrestling" inspired me to collaborate with our wrestling coach on this reading program, and "Creating School Librarians for the 21st Century" gave me ideas for our induction program for new librarians in my district. The 8th Annual Poetry Blast was a great Monday evening finale.

ALA certainly offers a fabulous conference. The stages in the exhibit hall included cooking shows as well as author presentations and helpful ALA staff were available at every turn to answer questions. I came back with a huge box of books—many with author autographs—plus bookmarks and posters my students will love. Watch for my postings on the TLD listserv. I welcome any requests for information.

[Jean Kilker](#)

Co-chair TLD, Maryvale High School,
Union High School District

AzLA International Interest Group (cont.)

Japan, an opportunity available to AzLA members only.

Attend one of the IIG member programs on Wednesday, Nov. 30, at the [2011 AzLA Annual Conference!](#)

- In "[People to People Delegate: United States Librarians Visit Israel](#)," Ramona Tecumseh will present a talk and photos from her trip with other U.S. librarians to library and cultural institutions in Israel in August, 2010. (Library Outreach Marketing & Advocacy track)
- "[Digital Commonalities: A Peek at Digitization in Japan](#)," Anna Quan Leon's Horner Fellowship Exchange to Japan's National Diet Library and the University of Tokyo in October, 2010 is the subject of this ½ hour program. (Technology & Tech Services track) [See AzLA Newsletter, April, 2011, "Investigating Digitization in Japan: A Horner Special Pilot Project."]
- The annual IIG Business Meeting will follow Leon's program. The business meet-

ing will include a discussion with 2012 IIG Chair, Alexandra Humphreys, and a report from Smita Joshipura on the 2010 and 2011 International Federation of Library Associations and Institutions (IFLA) conferences.

AzLA Volunteers Sought!

If you are new to committee work, or only have a limited amount of time to commit, IIG has the perfect volunteer assignment for you. We need one or two people to post monthly



Leaders of People to People Delegation of U.S. Librarians to Israel, from left to right: Naomi Helm, People to People Planner, Israel, Arie Harel, Delegation's Guide, Israel, Camila Alire, Past President of the American Library Association, and Delegation Leader – taken Oct. 2010 by Ramona Tecumseh, Ira H. Hayes Memorial Library, during a People to People delegation of U.S. librarians to Israel.

(Continued on page 5)

AzLA International Interest Group (cont.)

Facebook entries on subjects like articles, grants, and funding relevant to libraries involved with international collections and programming. A volunteer interested in updating the [IIG web page](#) is also needed.

If you're excited about libraries and international topics, programs, or collections, consider putting your name in to be 2012 IIG Chair Elect! The Chair Elect will work closely with 2012 Chair Alexandra Humphreys, learning

the ropes to become the AzLA International Interest Group Chair in 2013. For more info, or to volunteer, contact Ginny Pannabecker or Alexandra Humphreys.

Ginny Pannabecker, IIG Chair
virginia.pannabecker@asu.edu
 480-965-1434

Alexandra Humphreys, IIG Chair Elect
Alexandra.Humphreys@asu.edu
 602-496-1188

Emerging Technologies

Google+ Refines Social Networking

The summer is usually a slow time for new technological releases. However, this year Google created a stir in mid-June when it unveiled its new social network, Google+.

Google+ is currently invitation-only, just like Gmail was in the beginning. It's much like Facebook – a clean, non-customizable design, a stream of updates from your circles, photo albums, games and your profile. However, there are also many subtle differences.

Profile & Privacy: Google+ takes your profile from any pre-existing Google account, although you can edit it at will. Pseudonymous and business accounts are not allowed at this point. However, the privacy settings are very detailed and easy to use and you can easily control exactly who can see the information you choose to share.

Circles: Google+ more resembles Twitter than Facebook in this respect. Reciprocity is not required – someone can follow you, but you don't have to follow them. You are always notified when someone chooses to follow you and you have the option to add them to your circles, do nothing, or block them. You can also create any number of circles – actual friends, co-workers, acquaintances, etc. This affects how people see the information in your stream.

Stream: The stream is the equivalent of the Facebook news feed. You can easily control everything you post to your stream – make it public, visible to extended circles, only your circles, specific circles or even individual people. Making a post visible only to an intended

recipient is the way private messages are sent in Google+. This also means that, for the most part, there is no real need to block anyone from following you – people not included in your circles won't see anything you do.

Photos: Google+ uses Picasa (soon to be called Google Web Albums) for managing photos, so if you've used Picasa you'll recognize most of the features. Again, you can control who can see each photo or album.

Games: Games are a recent addition to Google+ and, fortunately, are in a completely separate tab. I haven't experimented much with them much, and I'm relieved they're not in my default stream.

Finally, there are few features that I haven't used yet in Google+, but I think they have potential. The group video chat feature, called a "hangout," has received rave reviews. You can also do regular text chat with all your Google contacts. Google Sparks gathers content from the Google+ network that users have given a "+1." ("+1" is the equivalent of the Facebook "like" button). It's organized by topic so you can browse, say, recipes that other Google+ users have recommended.

Over all, I'm pretty happy with Google +. I like the lack of pressure to friend everyone on the planet, and I appreciate the control I have over my content. Of course, no social network is perfect: right now, Google+ is pretty empty. I have no doubt that it'll gradually expand, but who knows if it'll ever overtake the Facebook behemoth?

[Anali Maughan Perry](#)

Emerging Technologies is sponsored by the MCLC Tech Talk Committee and co-written by Anali Maughan Perry, Assistant Librarian at Arizona State University Libraries, and Vinny Alascia, Librarian II at the Arizona State Library, Archives & Public Records, and Tech Talk Co-Chair. Visit the Tech Talk blog at <http://mclc-echtalk.wordpress.com>

From the Editors: Please forward!

Continuing through to the end of the year, we're reaching out to as many librarians as we can to help us increase the circulation of the *AzLA Newsletter*. To do this, we're sending the newsletter to library directors and administrators statewide: Please forward it to your colleagues and staff members! Our goal is to have library staff across the state linked together and on top of the news affecting Arizona information professionals

through the Association's newsletter.

And, if you're seeing this newsletter for the first time because a colleague has forwarded it to you, we invite you to sign up for a free subscription. Don't miss a single issue! To subscribe, send an email to imailsrv@azla.org with "subscribe azlanewsletter Firstname Lastname" in the body of the message. No subject line is necessary.

The *AzLA Newsletter* is published on the 15th of January, March, May, July, September and November. **The deadline for copy is the 20th of February, April, June, August, and October.** We welcome and encourage your participation! Please send submissions to [Helene Woodhams](mailto:Helene.Woodhams@azla.org) or [Kassy Rodeheaver](mailto:Kassy.Rodeheaver@azla.org).

**New AzLA
Newsletter
Submission
Deadlines:**

**February 20th
April 20th
June 20th
August 20th
October 20th
December 20th**

ON THE PL ROAD: Salt River Tribal Library

The Salt River Tribal Library of the Salt River Pima-Maricopa Indian Community (SRP-MIC) is located in Scottsdale on Longmore Rd., on the north side of the Salt River Community Center.

According to the SRP-MIC website, the Community is "... comprised of two Native American tribes: the Pima, or *Akimel Au-Authm* (River People), and the Maricopa, or *Xalychidom Piipaash* (People who live toward the water)." The Community, founded in 1879 by the Executive Order of President Rutherford B. Hayes, occupies 52,600 acres and has a population of 8700. The Library has served the community for more than thirty years.

The Library's entrance, on the north side of the building, leads to a lobby. To the right of the lobby are two computer rooms. The first, for customers ages 7 to 17, also contains materials for teens, and the second is reserved for use by adults.

Shelving subdivides the large room to the left of the Information Desk where the collection is housed, including the Sebastian Juan Memorial Collection on the Pima, Maricopa and other Arizona tribes. One side of the room houses the nonfiction collection with many books on the Southwest and a wide variety of magazines. Study tables are lit by clerestory windows, and two children's computers share the space. Shelves and a glass cabinet of reference materials face the fiction shelves, and books and audiobooks are displayed.

The other side of the room houses the children's area, watched over by large Garfield

and Clifford dolls. The arrangement proceeds from board books to fiction for children and teens. Puzzles and games are available, as are additional public computers. A passageway leads to other rooms in the Community Building.

Many thanks to Library Assistant Nejo Salazar for telling us about the Library. If you are visiting the SRP-MIC drop by and see its unique offerings.

**[Louis Howley](#)
Phoenix Public Library**



Louis Howley



"The Library has served the community for more than thirty years."

The AzLA Annual Conference Update: Registration is Now Open

It's been a while since the last Conference update, but have no fear! We've been busy over the summer and are very excited about what we have planned for this year's Conference in Tucson!

Conference Registration is now open. Early bird registration runs until October 28, so make sure you register early to save on registration costs. While you're registering, you might also want to make your room reservations at the [Wes-tin La Paloma](#) for the special Conference rate of \$155/night - the deadline to receive the Conference rate is October 29.

For the first time, AzLA is offering a virtual option for those unable to travel to Tucson for the Conference. For the low price of \$35 (for AzLA members), you can participate in seven selected programs covering both days of the Conference. Unfortunately, the opening and closing keynotes will not be included in the Virtual Conference, but we hope to improve this option with practice in future years.

Speaking of keynote speakers, we are thrilled to have Stephen Abram as our opening keynote speaker this year. Abram is a veteran library watcher, strategic technologist and library futurist and author of the popular library blog "Stephen's Lighthouse." And, thanks to the generous sponsorship of the Friends of the Pima County Public Libraries, George Needham and Joan Frye Williams will join us on Wednesday afternoon as our closing keynote speakers. George and Joan, self-described "pundits, planners, [and] problem solvers" are a popular speaking team known for their insightful, fun, and optimistic vision for the future of libraries.



Other special guests will include Michael Stephens of [Tame the Web](#) fame, in a full-day pre-Conference on Monday; the Grand Canyon and Judy Goddard Award-winning authors; the AzLA Service Award honorees; and best-

selling Arizona authors [Diana Gabaldon](#) and [Jennifer Lee Carrell](#) appearing together at a special Luncheon on Wednesday.

Last, but certainly not least, we have a fantastic program lined up with poster, roundtables, and presentations featuring our fabulous and talented Arizona library colleagues. When your brain is full from learning, we'll also have some fun extracurricular Conference activities: game night, a Fun Run, Tweetups, happy hours, and the traditional Conference Reception sponsored by SIRLS. This is not a Conference to be missed!

See you in November!

[Anali Perry](#)
[Coni Weatherford](#)
[Ella Gomez](#)
Conference Co-Chairs



“For the first time, AzLA is offering a virtual option for those unable to travel to Tucson for the Conference.”

SNAPSHOT:

One Day in the Life of Arizona Libraries

January 24, 2012

What if Arizona had no libraries? What valuable services do we provide daily? Join AzLA in taking a snapshot of a typical day in the life of Arizona's libraries.

AzLA asks all Arizona libraries to report data on your activities and services from a single day; we'll tell you which data to collect ahead of time.

The information will be compiled and made available to everyone in a compelling presentation of the results. Many state library associations have used this concept to promote and advocate for library services. AzLA is committed to making our Snapshot project user-friendly by gathering data libraries typically collect anyway. An

online form will make reporting data easy.

Please join our inaugural Snapshot day, and tell us about your public, academic, school or special library! For more information visit the [AzLA Snapshot wiki](#) (in progress). And save the date: **January 24, 2012!**

MPLA Leadership Institute 2012: Incoming ALA President to Facilitate

The Mountain Plains Library Association's (MPLA) 2012 Leadership Institute will be held May 6 -11 at the YMCA of the Rockies in beautiful Estes Park, CO.

The MPLA Leadership Institute provides a high quality, affordable development experience for current and future leaders in the 12-state Mountain Plains region. The 2012 Institute will again be facilitated by nationally-known organizational consultant Maureen Sullivan, who has more than 25 years experience in leadership development. Sullivan, who is incoming American Library Association (ALA) pres-

ident for 2012-13, will be facilitating the Institute during her presidential year.

The MPLA Leadership Institute is not your average continuing education experience. Rather, it is an intense program filled with a variety of activities, active discussion and critical reflection built around leadership principles, strategies and values; communication; managing differences; risk-taking; power and influence; leading change; commitment; groups and teams; project management; and personal planning.

Past participants have described the experience as "life

changing."

Find guidelines, requirements, associated costs and the application at <http://www.mpla.us/leadership/index.html>. Completed applications are due Nov. 1, 2011.

For more information contact Judy Zelenski: execsecretary@mpla.us; Dan Stanton: danton@asu.edu; or Adriane Juarez: ajuarez@slcpl.org.

Judy Zelenski
MPLA Executive Secretary, &
2012 Leadership Institute
Coordinator

"The 2012 Institute will again be facilitated by nationally-known organizational consultant Maureen Sullivan, who has more than 25 years experience in leadership development."

Southwest Books of the Year: Thirty-five Years of the Best in Southwest Reading

In December, Pima County Public Library (PCPL) will publish the 35th edition of *Southwest Books of the Year* (SWBY), the library's annual survey of the best literature being published about the Southwest.

Southwest Books of the Year is distributed free in libraries throughout Arizona thanks to funds granted by the Arizona State Library, Archives and public Records Agency under the Library Services and Technology Act, which is administered by the Institute of Museum and Library Services. Originally published as a list for holiday gift-giving in the *Arizona Daily Star*, SWBY is now the most extensive guide to Southwest literature to be found anywhere. The publication was continued by PCPL in 2000 with support from the Friends of the Pima County Public Library.

To determine the best reads among the hundreds of Southwest books produced

annually, SWBY subject specialists read, review, and meet regularly to discuss the year's offerings. The titles that are, in their estimation, the year's best reads, are reviewed in the print publication that appears in December in libraries. Titles identified as a best book by two or more reviewers become the year's "Top Picks."

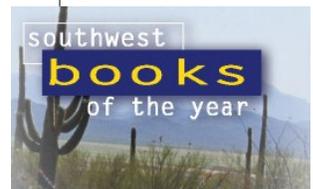
And SWBY isn't just for patrons, although patrons look forward to its annual appearance. Many librarians consider it an essential Readers Advisory tool, and also find it a useful resource when purchasing for Southwest collections. The books selected range widely in subject matter, from fiction to biography, history, science, nature, archaeology, art, photography, poetry, public affairs, culinary, and beyond, assuring that the final selections will include something to please every reader. Reviews of Southwest reads for children and youth are also included. A complete,

annotated list of all the books considered during the year and archives from previous years are found on PCPL's website: www.library.pima.gov/books/swboy/.

So, be on the lookout for the arrival of *Southwest Books of the Year* in your library in early December. If your library doesn't receive the publication, please contact me -- we'll be happy to add your organization to our distribution list.

*Meet the *Southwest Books of the Year* reviewers at the AzLA Conference in Tucson-- Stop by on Wednesday morning for a lively discussion about how they make their selections, their all-time Southwest favorites over the years, and maybe even a sneak preview of this year's best-reading list!

Helene Woodhams
Pima County Public Library
Coordinator, *Southwest Books of the Year*



YA Corner

Keeping it Fresh

A member of a teen librarian listserv recently posted about his severe case of teen services burnout. While many thought his manner antagonistic, I believe he was venting his frustration because his efforts appeared to be for naught.

His problem? College-bound teens in upper-middle class suburbia who are motivated to volunteer, but who do not otherwise attend library events. Sound familiar? It sure did to me. I've long been aware that the teens who volunteer at my branch don't typically come to programs. My volunteers are in National Honor Society, are working towards scholarships, and are highly motivated to succeed in school. They are busy with all sorts of competing activities. Even the ones who help me with teen programs would never have attended the event if they hadn't been volunteering. And yet they thoroughly enjoy themselves.

I feel this fellow librarian's pain: offering interesting pro-

grams that no one attends is no fun at all. We've all been there. We've worked hard to create something interesting, we've promoted it heavily to all the right people, and yet teens don't show up. I remember my complete and utter failure at creating a book group for homeschooled teens.

My Ani-Manga Club, a manga discussion group, just began its second year, and one of the teens asked me if we were just going to repeat what we did last year. That raised warning signs to me—I need to look at how it can be expanded to appeal to these faithful teen event attendees. Teen programming has a cycle of about three years. Overall programming goals should be reviewed annually to assure they still meet the needs of current teens.

I'm focusing on programming since that seems to be what burns out so many teen librarians, but shifting the focus to other ways to serve teens helps keep you fresh and hap-

py too. When programming really bogged me down a few years back I was lucky that two other librarian colleagues wanted to help with it. I gave the reins over to them for some of the events each month and partnered with them for larger programs instead of taking it all on by myself. I allowed myself to reach out to teens in different ways. I focused on readers' advisory and displays, but you could concentrate on any project that helps teens and interests you.

No one is immune from burnout. Many of us push through it by changing things up; others leave teen services to focus on something completely new. It's up to us to make the necessary changes within our jobs that will enable us to serve teens most effectively.

by [Kristin Fletcher-Spear](#)
Teen Librarian II, Foothills Branch Library (Glendale)



Kristin Fletcher-Spear

“No one is immune from burnout.”

Each One–Reach One: Membership Drive Winners!

The AzLA Membership Committee challenged its members to reach out and invite a friend or colleague to join AzLA through its most recent recruitment campaign—Each One–Reach One. All individuals that joined or renewed lapsed memberships from March 1 – June 30, were entered into a drawing for a free registration to the 2011 AzLA Annual Conference in Tucson, November 28-30, 2011.

We are happy to announce that the challenge was met and we had a flood of new members join, and numerous current and past members

renewed their membership! These individuals were entered into the drawing that was held at the recent Pint Night on August 25, 2011. Congratulations to our 5 randomly drawn winners:

- Tara Vataha – McNary Community Library
- Margaret Wilkie – Pima County Public Library
- Mohave Community College
- Tom Farmer – Pima County Public Library
- Christine Seliga – Arizona Historical Society

The AzLA Membership Com-

mittee wants to thank everyone for participating in our campaign—by either reaching out to non-members, renewing memberships early, or renewing lapsed memberships.

But wait! The Each One–Reach One campaign isn't over just yet! Let's keep reaching out to all of our colleagues and friends and encourage them to join. Help us continue to grow our membership so we can maintain a strong and active association that supports our profession and our libraries.

[Paula Maez](#)



ALA Councilor's Report: Libraries, Technology and Books...Oh My!

As we head into fiscal year 2012 the questions on everyone's mind are:

Where are libraries heading?

How do we keep up with technologies?

Are books still our business or has Google left us behind?

The problem, as we all know, is that for every question there are myriad possible answers, and many of those answers don't include libraries, at least not in the minds of some politicians, funding sources, and members of the public. Fortunately we all know from life on the front lines that libraries are essential more than ever.

ALA's President Molly Rafael ran on the platform - *Libraries: Essential for Learning, Essential for Life*. Her focus while in office will be advocacy, diversity and inclusiveness, and defending our core values. **Advocacy**, of course, because if we don't share our success stories—the ones about individuals finding jobs, parents learning their role as their child's most influential teacher, students of all ages entering school ready to learn, and communities coming together in welcoming spaces—the decision makers will pass us by. Libraries have to focus on **Diversity**, naturally, because commu-

nities need to see in their libraries people who look like them and who understand their unique needs. And **Defending our Core Values**, because technologies may change (and *do* change) but individual rights to privacy and equal access to information remain the same.

ALA's Strategic Plan has these key action areas:

- Advocacy for Libraries and the Profession
- Diversity
- Education and Lifelong Learning
- Equitable Access to Information and Library Services
- Intellectual Freedom
- Literacy
- Organizational Excellence
- Transforming Libraries

I would be willing to bet that the strategic plan for each of your libraries has a very similar focus. I would also bet that you are all finding that your libraries are doing what libraries have always done, responding to the needs of our communities. These days the response to community needs could take the form of changing spaces, virtual spaces, and meeting in nontraditional places. It means we keep up with technologies by constantly trying new things. Sometimes we get

it wrong, but we get it right far more often, and we provide it for free to anyone who needs it. Books are most definitely still our business, in whatever form they are available. Perhaps more importantly information, literacy, access, lifespan learning, workforce development, social engagement, and community building are most definitely our business.

We continue to provide passionate, excellent service to our diverse communities and we let go of processes, policies and practices that stand in the way of delivering excellent service. We continue to strive to stay ahead of the curve and we welcome the challenges presented by our ever-changing environment. We continue to support our communities and, in turn, AzLA and ALA continue to support our individual work in the broader arenas – they are our collective voice.

Libraries, technology and booksoh yes, and much, MUCH more!

[Amber Mathewson](#)
AzLA Chapter Councilor
[azlacouncilor-
notes.blogspot.com](http://azlacouncilor-notes.blogspot.com)

“Perhaps more importantly information, literacy, access, lifespan learning, workforce development, social engagement, and community building are most definitely our business.”

A Book Banning Fable from the Intellectual Freedom Committee

Once upon a time, Huck Finn was checking out the latest news on the AzLA [Intellectual Freedom Committee FaceBook page](#) when a breaking news alert came through: Winnie the Pooh was being “detained” by the Council to Decide All Things for All People (CDATAP). As current President of the Intellectual Freedom Foundation (IFF), Huck knew he had to convene a meeting of all members to help one of literature’s most beloved characters. “What could they have against my old pal, Pooh?” he wondered to himself. “He’s apolitical, asexual, and completely benign in every way I can imagine.”

Three hours later, his wondering was at an end. Huck was seated at a table in a court of law. To his right sat Winnie the Pooh, the defendant in a case brought in the court of public opinion: CDATAP vs. Winnie the Pooh. His crime? No pants.

The charges were leveled by John Q. Parentè, current Social Representative of CDATAP on behalf of a bevy of chagrined socialites offended by the bare bear. Said socialites were not content to simply pass Pooh by as they perused the public library shelves. Rather, they intended to remove Pooh from every public and school library shelf in the United States in much the same manner as, “...that wretched Mr. Milne removed Pooh’s pants so many years ago.”

The case against Pooh seemed strong to CDATAP Prosecutor and Sexual Rep-

resentative Jane Q. Parentè. The bear had no pants. What message did that send to our children? Perhaps Pooh proponents would have us all shed our clothing whenever the mood strikes? And what was it that Pooh was readying himself for by removing or going without pants? Jane shuddered to think of it! She was ably assisted in this and all cases by CDATAP Political Representative Sarah Birch and CDATAP Religious Representative Karl Bishop. She wasn’t worried. It was, in her humble opinion, an open and shut case.

President Finn had other ideas about the case...ideas he shared with Barrister Sherlock Holmes, who had himself recently been banned from school libraries in Virginia. Finn suggested that Holmes call a number of character witnesses (including Harry Potter, Holden Caulfield, Scout, and Doctor Zhivago) to speak about how they had been able to depend on Pooh’s support during their own challenges. Holmes and Finn agreed, though, not to call any of Pooh’s friends from the Hundred Acre Wood as character witnesses, given that so many of them had themselves been maligned over the years: “That Donkey has to be smoking weed, Tigger is clearly on crack, Pooh’s little buddy Piglet is clearly gay...” They had heard it all. The coup de grâce for their defense, however, would be a little gem of information unearthed by the most reliable researcher in the history of

the IFF, Melville Dewey. Dewey determined that it was the Disney Corporation that gave Pooh a shirt, but no pants. CDATAP would have to take on that business behemoth to find satisfaction for the socialites.

Many years later, having retired the presidency of the IFF, Huck and his friends Jim, Tom, and Joe were reminiscing about the case and remembering the outpouring of support from every corner of the literary world. It was funny thinking about Judy Blume buying a celebration lunch for Voltaire and Nabokov shortly after the acquittal...she felt obliged to thank those who had paved the road for her. The four friends laughed remembering how Thomas Paine actually brought a soapbox with him and Martin Luther drove his points home by nailing them to the door of the courtroom...all 95 of them. They spoke of the look of relief on Pooh’s face as he hugged Tango and Annie, knowing he could still live on the library shelves and in children’s hearts. Huck fondly recalled the hush that fell over the proceedings as Jesus and Mohammad ran in, still in uniform, from the Annual Saints and Soccer Bowl MMXXXI to proclaim in unison, “Set free the Pooh!” It was all quite an adventure, ask anyone. Seriously, just Go Ask Alice.

[Susie Dunbar](#)

with inspiration from Demco’s [Banned Books Through the Ages](#) poster and bookmarks

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