

Agenda Item 6B



Pima County Public Library Advisory Board

DATE: April 4, 2011

TO: Library Advisory Board, Pima County Public Library

FROM: Nancy Ledebouer, Library Director

SUBJECT: DIRECTOR'S REPORT, March 2011

The Library participated in the Tucson Festival of Books, March 12 & 13. Over 100,000 people attended this celebration of books, authors and reading. The Library sponsored the eBook Experience Tent and demonstrated how to download books from OverDrive. The Tent also featured vendors of various eBook readers and the Arizona Daily Star's online news. The book mobile reported steady attendance of library customers throughout the two days. The Nuestras Raices tent was busy with author talks and activities for youth. Overall the Festival was a huge success and the Library is proud to be a partner in this community event.

We continue to follow HB 2338 which would limit the library levy to the revenue raised this year. Since our current levy does not meet our operating costs we have been using ending fund balance to maintain service levels. If the levy is frozen at the current level we will exhaust the fund balance in two to three years. At that time there would be a significant shortfall even without considering inflation or operation costs for future libraries. We continue to provide information about the consequences of this bill to decision makers.

Recently the Pima County Attorney's office received a letter from the American Civil Liberties Union (ACLU) with regard to a citizens' request to petition at the Dusenberry-River Library. The ACLU objected to Pima County's decision to locate a library in a shopping center and also expressed concern about the shopping center accepting a library as a tenant if they would not allow petitioning. The Pima County Attorney's office sent a response outlining their position in support of the current petitioning policy. They did suggest that if someone wants to petition it may be an option to petition in one of the parking spaces owned by Pima County as long as the shopping center agreed. They did not recommend this activity, since parking lots are not always a good place for pedestrian activity but this option was offered. We are researching exactly which parking spots the library owns.

Deputy Director Pat Corella and I, along with staff from the County Administrator's office, Facilities and Parks visited potential sites for a library in Sahuarita. We met later to evaluate the advantages of potential sites. No funds are available at this time to build a library but we hope to secure land for the future. Two parties have expressed interest in donating land that would be suitable for a future full service library in Sahuarita.

April 4, 2011

Library Director's Report

I continue to attend meetings of the Literacy for Life Coalition, Literacy Volunteers of Tucson and Opening Minds Through the Arts. Literacy organizations are working together to find ways to increase awareness, advocacy and capacity to meet the literacy need of the community. The Library is active working with the organization and in supporting the Literacy Zones. On behalf of the Library and our literacy partners I made presentations to the Southern Arizona Business Roundtable and the Financial Educators Forum. We are pleased to learn that the Financial Educators Forum has been awarded a grant to work with partners in training financial coaches who will provide one-on-one assistance to residents needing information in order to make sound financial decisions. This is a project that the library has wanted to implement for several years and we are excited to participate in this collaboration.

As we approach the end of the fiscal year we are working to complete new contracts for purchasing library materials, managing computer reservations and handling overdue accounts. These contracts will go into effect for the 2011-12 fiscal year. We are also working to implement e-commerce so that customers may pay fines and fees online. Finally we are preparing to wrap up end of year purchases and records in order to go live with PimaCore in July. The County has been working on this enterprise system for the past year in order to bring all departments onto the same system in the coming year.

We received notification from the State Library that BTOP grant funded computer equipment has been purchased and will be shipped to PCPL shortly. This grant will provide a computer lab for Geasa-Marana, Miller-Golf Links and the Main Library. The equipment is to be used in helping job seekers. In addition, each branch will receive a dedicated computer for job searching. The three lab sites are funded for 14 hours of job coaching assistance. We are working with the State Library and One Stop to determine the best way to fill these hours with qualified employees.

On March 30th we held our annual Public Service Managers Retreat at the Wilmot Library. The theme of the day was Fit Libraries for the Future. Based upon a recent article in *American Libraries*, we developed activities to evaluate how fit our libraries are and to focus on how we prepare for the future. The retreat provides an opportunity for library managers to share their successes and to re-energize their passion for libraries. This retreat will also help to prepare the agenda for the upcoming Library Advisory Board retreat in which we invite board members from Friends and Foundation to come and participate.

In March, Library Administration was hit hard with illness. I am pleased to report that during the absence of all three Directors (Deputy Directors Pat Corella, Melody Ballard and I) the library continued to operate efficiently and effectively. We now have Library Service Managers in place providing leadership in the functional areas for Virtual Services, Community Building, and Reading to Learn, Learning to Read, Welcoming Environment and Customer Service. Amber Mathewson, formerly Branch Manager for Green Valley has been promoted to Library Service Manager. The newly organized Executive Leadership Team is responsible for providing program development, implementation and evaluation for services across the system. I am excited about the directions the new team is taking and I appreciate their ideas and enthusiasm for taking the library to the next level of performance.

Agenda Item 6C



DATE: April 4, 2011

TO: Library Board, Pima County Public Library
Board of Directors, Friends of the Pima County Public Library
Board of Directors, Friends of the Pima-Green Valley Library
Board of Directors, Friends of the Kirk-Bear Canyon Library
Board of Directors, Friends of the Arivaca Library
Board of Directors, Friends of the Oro Valley Library
Pima County Public Library Foundation Board

FROM: Melody Ballard
Deputy Library Director

SUBJECT: Public Service Report – Feb 16, 2010 – Mar. 15, 2011

ADULT DETENTION CENTER-Thomas Garcia

Succeed in School: Homework Help

Tutoring for February: 16 sessions and 137 student contacts

AJO—Linda Lam

Satisfy Curiosity: Lifelong Learning

The Salazar-Ajo branch thanks the PCPL Virtual Library for lending their E-Readers for Ajo customers to “test drive”. In addition to helping customers understand the similarities and differences among the E-Readers, staff was able to field questions regarding Overdrive and the download process.

The branch concluded its Sonoran Desert Film series featuring eight Desert Speaks films. There was Standing Room only for some movies, as participants gathered to learn more about the area where they live.

Local Educator and Consultant, Aaron Cooper presented a program on Residential Solar Power. This thorough presentation included options which would work well in Ajo, as well as tax and utility credits that are available.

Friend’s Funded Activities:

The Salazar-Ajo Friends group hired Instructor John Peck to teach a Creative Writing Class. Class size is limited to 12 students and the last class is scheduled for March 16. Students find the class informative and especially enjoy the collaborative and sharing activities of the class.

CATALINA – Karen Greaber

No report this month

CAVIGLIA-ARIVACA—*Mary Kasulaitis*

Be an Informed Community Member: Local, National and World Affairs

On February 23, Caviglia-Arivaca Library presented the film, *Out in the Silence*, with the film director, Joe Wilson, and music by singer Namoli Brennet, followed by an interesting discussion.

Create Young Readers: Early Literacy

Librarian Mary Kasulaitis visited Sopor Elementary School for their Love of Reading Week and read to 3 K-2 classes.

Satisfy Curiosity: Lifelong Learning

LA Linda Stern has made an interesting book display for Women's History month and one on Louis Comfort Tiffany.

DUSENBERRY-RIVER—*Dianna Thor*

Create Young Readers: Early Literacy

On Saturday, February 26th, three 4th and 5th grade patrons hosted their first puppet show to an audience of 23 preschoolers and their parents. Puppeteers had been trained by Gwen Ray of the Hannuman Puppet Theater in late January. Their next puppet show will be on Saturday, April 9.

Literacy for Success in Everyday Life: Adult, Teen and Family Literacy

The library has created a partnership with Devon Gables Adult Care home and provides outreach adult read alouds/storytime on a monthly basis. Our first read aloud on February 23rd was a success with 10 participants and we look forward to an increased attendance each month.

ECKSTROM-COLUMBUS—*Terry Kennedy*

Satisfy Curiosity: Lifelong Learning

Library school student Marina Lemar is working with us to fulfill a 25 hour service learning project examining library services for underserved populations. She is observing and assisting with a variety of programs, classes, community meetings and events to get an overview of the things we do.

An Employment Redirect Resume Rescue workshop was held on Feb 18 as part of a series of Job Search Workshops. The workshops are funded through a grant from the State Library.

Several staff members, including our SIRLS student Marina, are helping staff the Festival of Books on March 12 and 13.

Succeed in School: Homework Help

Our children's librarian Shannon Wilcox had a busy month of school visits. On February 16, she visited Myers-Ganoung ES for the first grade library card campaign. On March 7, several classes from Roberts-Naylor K-8 School visited the library for stories and to check out materials and on March 8, she staffed a table at Corbett ES for Math Literacy Night.

Visit a Comfortable Place: Physical and Virtual Spaces

A power strip has been installed in our reading room area to create a "Laptop Bar". This is in response to the need to provide more places for customers to plug in laptops in the library. The next step will be to acquire stools for seating at the "bar".

Friend's Funded Activities

A seven week series of chess instruction taught by Aaron Moreno called Chessmates started on March 6. The class is paid for through funds from the Annual Booking Budget and Fit for Life. The classes are for all ages, and build on our chess club that was popular last semester.

EL PUEBLO—Aaron Valdivia

Literacy for Success in Everyday Life: Adult, Teen and Family Literacy

- Health Literacy: On Thursday 2/24 El Pueblo represented PCPL at the American Diabetes Association annual Feria de Salud, diabetes awareness fair. We staffed an information table at the event and staff from ELP spoke to people about health literacy; specifically, the consumer health information resources that PCPL has to offer the community. This event was held in the El Pueblo Neighborhood Center Park next to the gymnasium and there were hundreds of people in attendance to receive information and educational materials from multiple organizations related to diabetes awareness.
- Computer literacy: On 3/5 we started the IT Nation computer instruction courses in collaboration with Girl Scouts of America. Students/patrons learned how to use social media at the first class and the response to the course was overwhelmingly positive. On 3/12 we had our second course at ELP, photo editing online, and the students who attended this course also reacted positively. These courses continue to be a success.

Succeed in School: Homework Help

- On 2/17 and 2/18 two classes of approximately 25 kids from Toltecalli School visited the library to do research for their English classes. Staff gave a presentation to both classes about using the catalog and databases to do research. Staff was also present for the rest of the class period to assist students doing research.
- We have still been getting a greater number of students for Homework Help since receiving laptops. Attendance has not dropped and even more adults are coming in to use laptops for Homework Help. We especially get a lot of students from the Adult Learning Center next to the library doing work for GED studies.

EL RIO—Tara Foxx-Lupo

Create Young Readers: Early Literacy

We are working to establish relationships with local organizations who serve children and families. Tara Foxx-Lupo was invited to read this month at the **El Rio Health Center's** book fair. During the visit Tara spent time reading with children and helped to encourage families to take home books and enjoy them with their kids.

Succeed in School: Homework Help

El Rio Library has experienced an influx of interested volunteers, including two **SIRLS** students who are doing service learning, and a teenage **Pima Community College** student who grew up in the neighborhood. Our SIRLS volunteers are helping to support the **Homework Help** program and have provided relief to our tutors, who often have as many as 15 kids who come for tutoring. These volunteers will also be involved with planning and preparing for our **Día de los Niños** event on April 29th.

Literacy for Success in Everyday Life: Adult, Teen and Family Literacy

El Rio Library also has two new volunteers who are backing up the computer instructor on Wednesdays. Our partnership with **Pima Community College Adult Education (PCCAE)** is going well and one of PCCAE's advanced ELAA (English Language Acquisition for Adults) students is also one of our new volunteers.

In total El Rio added five new volunteers this month, showing the commitment of the local community to each other and to the organizations that serve them.

Friend's Funded Activities:

The El Rio Center has an active senior community and nutrition program. This month El Rio library used some of our Branch Friend's gift money to host the **Omelets with Pizzaman Dave** program in the Senior Activity Center. The seniors enjoyed the program and we have more offerings lined up for them in the near future.

FLOWING WELLS – Martin Rivera

Be an Informed Community Member: Local, National and World Affairs

- Pima County Natural Resources Parks and Recreation Department is presenting a Lecture Series "Learn about the Desert." The first two topics, "Cacti of the Desert" and "Desert Wildflowers," were well attended. This series is being held at the Ellie Towne Flowing Wells Community Center.

Create Young Readers:

- Staff began offering an outreach storytime at Emily Meschter Early Learning Center. The staff person met Emily Meschter herself, who complimented her and thanked her for providing storytimes to the Center.
- In addition, staff began Preschool Storytimes at Flowing Wells Branch Library on Feb 17th. Things are getting off to a slow start but the storytimes are well planned; hopefully we will soon develop a following.
- All of the staff participated in Love of Reading Week at Homer Davis Elementary School.
- Staff supports "Eat and Read" at Walter Douglas Elementary School by taking books from the Library for the reading pleasure of those in attendance. About 75 people attend this monthly activity.
- Babytime attendance has grown to several families. Staff has offered short discussions on literacy and how Babytime shows parents how they can read with their baby and help build necessary reading skills. Every mom takes home the *Ring of Rhymes*—nursery rhymes to do at home---and can earn a book for baby.

Literacy for Success in Everyday Life: Adult, Teen and Family Literacy

- Teen gaming is now being held in the teen area of the library. The turnout has been good we have kids who look forward to game day.
- Staff created 2 displays for the teen area "Love is in the Air" and "African American Authors." Staff included fiction and non-fiction titles that were about dating and teen relationships. Staff selected three African American teen authors and featured them on bookmarks as well as displaying their works.
- February's were "African American History Month", "Creative Romance" and "Rodeo".
- The Dungeons & Dragons Online group has been trying out software for screen capture and movie making to continue learning 21st century skills.

Satisfy Curiosity: Lifelong Learning

- Staff offered two drop in crafts targeted for teens and tweens during February. Roses made from Hershey Kisses in honor of Valentine's Day and friendship bracelets attracted a good multi-aged audience.

- Searching for Health Information for Seniors concluded with 2 successful classes – Medline Plus and Evaluating Health Information Online. The students expressed interest in more classes, perhaps one on how to find information about prescription drugs.
- Rodeo Day was a big day at Flowing Wells Branch Library. Nancy Roahring, Director of Step Up Into T.L.C., offered a wonderful program introducing J.J the Clysdale and Sir Snickers, a miniature horse. Children and families enjoyed meeting the horses and having their pictures taken with them. In addition, staff offered the audience the opportunity to make cowboy/cowgirl Rodeo Puppets in the Library following the horses.

Visit a Comfortable Place: Physical and Virtual Spaces

- Services offered by Flowing Wells Branch Library staff members are promoted online through twitter; our followers have increased over time.

GEASA-MARANA— Nancy Lindeman

Create Young Readers: Early Literacy

Our annual Rodeo Storytime was very well attended. Caregivers and children were treated to a ride on a horse drawn carriage, courtesy of Nancie Roahrig and her Step Up in T.L.C. therapy horses.

Literacy for Success in Everyday Life: Adult, Teen and Family Literacy

Partnering with Abbett Branch computer staff, Geasa-Marana is now offering computer tutoring for job seekers.

Friend's Funded Activities:

Paper Art Workshop for Adults Series (#3MiniBookMaking) 3/5/11

TGIFF Teen Time 3/4/11

HIMMEL PARK BRANCH – Sharla Darby

Be an Informed Community Member: Local, National and World Affairs

On February 22, Cathi Starr, the Southern Arizona Regional Manager of the Arizona Department of Veterans' Services, presented the Q&A program, VA Service Connected Disability and Compensation.

On Sunday, March 13, Himmel Park Library was one of the destination stops on the 2011 Sam Hughes Historic District Home Tour. Retired Himmel Managing Librarians Mary Robinson and Sarajeon Harwood as well as long-time Sam Hughes Neighborhood resident and past city Council member, Molly McKasson were present along with Himmel's current manager Sharla Darby and Adult Services Librarian Sue Parker to welcome and converse with those who entered our large meeting room, sharing history and memories (some written by our patrons). The refreshments were a hit! Due to the heat, the ice lemonade was especially appreciated.

On March 14, *Pushing the Elephant*, an Independent Television Services, PBS Independent Lens – PCPL Now Showing at Your Library collaboration documentary film was shown. Pushing the Elephant relates the story of Rose Mapendo, a Congolese Tutsi mother of ten, who lost her family (her husband was murdered) and home in 1996 during the slaughter in the Democratic Republic of Congo. Separated from her then four-year-old daughter Nagabire for thirteen years, Rose advocates for refugees, forgiveness, and peace while she tries to heal Nangabire's emotional wounds.

Create Young Readers: Early Literacy

Pi Beta Phi fraternal organization and Himmel Library presented a special Family storytime and extended activity to raise literacy awareness Saturday, March 5th. Over a hundred children and

parents participated in songs, stories, and the creation of bookplates. Pi Beta Phi will place the bookplates in books from First Book Program and distribute them to children who have no books.

Satisfy Curiosity: Lifelong Learning

February 22, 2011. Marcia Gold, professional photographer presented, *The Photography as a Work of Art*. Marcia covered the basics such as light, angle, distance, depth of field, patterns, and textures in order to demonstrate how an effective combination of these factors create a photographic work of art.

On March 2 and March 9, Aaron Williams from A-Long's Kung Fu Academy taught *Qigong for Seniors*. This was a Fit for Life 50+ class. Twelve students were present both times and expressed interest in more of these stretching-exercise classes indicating that they feel comfortable at Himmel Park Library.

Friends funded activities:

Both the Qigong for seniors, Fit for Life 50+ class and the Historic Neighborhood Tour reception highlighting Himmel's 50th Anniversary described above were made possible with friend's funds this month.

JOEL D. VALDEZ MAIN LIBRARY- Karyn Prechtel

Be an Informed Community Member: Local, National and World Affairs

For the second month, we have continued our free **Legal Referral Clinic**, presented in cooperation with law student volunteers from the **University of Arizona's James E. Rogers College of Law**. Attendance at this program has been growing—today, we had participants waiting in line at several points during the session. We have been publicizing this program via various media, including social networks, websites, local news and media outlets, and submissions to community organizations.

Create Young Readers: Early Literacy

On March 13th, Mary Sanchez from Main Library and Marie Grainger from **MAKE WAY FOR BOOKS**, presented a program called **Read Me a Story: Selecting Books to Read Aloud** at the **Tucson Festival of Books**. Participants were provided with tips and strategies for selecting books to read aloud, as well as given a variety of book lists and a free book to take home. The Tucson Book Festival also provided Main Children's staff with many outreach opportunities both during workshop presentations and cultural enrichment activities.

Succeed in School: Homework Help

Love of Reading Week was a success at local schools; more than 1200 kids and teachers were influenced by stories, library information, and learning games. Many of these students came to the library the two weeks following our school visits to request featured books and to apply for library cards. For many parents who had come at the urging of their children, visiting the Main Library was a first time library experience.

Literacy for Success in Everyday Life: Adult, Teen and Family Literacy

This month the **Grants & Nonprofit Info Center** teamed up with **The United Way** and the **University of Arizona** as part of the **CDC Communities Putting Prevention to Work** grant to provide private grant proposal writing workshops to wellness coordinators at elementary and secondary schools in Pima County. We utilized the laptop lab to provide two trainings on March 2nd and March 9th with 27 total participants. The presentation and handouts created by the grants librarian will be utilized by The United Way to continue training wellness coordinators.

Satisfy Curiosity: Lifelong Learning

On Thursday, March 3, The Tucson Audubon Society, in collaboration with the Desert Dwellers' Centers, presented an introductory class on how to live wisely in the desert titled "**Your Tucson Home and Garden - What Every Desert Dweller Should Know**". Key topics of discussion included water conservation, air quality, energy efficiency, desert gardening and urban wildlife.

On Thursday, March 24, Maria V Mullins from the **Regional College Access Center (RCAC)** presented **Financial Aid for College**. The program was created to facilitate the access to and success in college for all Pima County students.

During our now-**monthly outreach event** in the Main Library's first floor lobby area, staff set up a table to distribute information on upcoming services and programs at the Main Library. We handed out over 90 March event flyers, which meant that we had the opportunity to talk to quite a few of our customers face to face about the great things available to them for free here at the Library. Programs promoted included the Food for Thought and Now Showing series, job help and counseling, and our legal referral clinic.

Friend's Funded Activities:

The March "**Now Showing**" film, **Pushing the Elephant**, was a poignant and inspiring story of a Congolese Tutsi refugee, Rose Mapendo, who survived ethnic violence to later become a world renowned human rights activist. We were fortunate to have one of the film's makers involved in the facilitated discussion after the film. Many of the program's 19 participants expressed gratitude that the library presents culturally-diverse and internationally-focused programs such as this one.

JOYNER-GREEN VALLEY— Amber Mathewson

Satisfy Curiosity – The Staff of the Joyner Green Valley Library held its second EReader Petting Zoo which was attended by approximately 50 people – customers in the Green Valley area are very interested in new technologies! Our Ebay and Email classes continue to be favorites.

Visit a Comfortable Place – Staff of the Green Valley Library continue to look for ways to make the customer experience pleasant. After trying out the nonfiction DVD's interfiled with the nonfiction books, they have been returned to the DVD section which has received excellent response from patrons. Janice Meitl continues to make interesting book displays with the March focusing on Women's History.

Friends of the Green Valley Library supported four Art Preview Programs; one Symphony Preview Program, and two Drawing Studio programs.

Friend's Funded Activities:

Friends of Pima County Public Library supported Smorgasboard gaming program

JUVENILE DETENTION CENTER –

No report this month:

KIRK – BEAR CANYON LIBRARY –Margaret Wilkie

Create Young Readers: Early Literacy

Over 80 children, teddy bears, and guests attended a very special tea party hosted by Mr. Bill. The guests heard stories, played games, created special crowns, and had "tea" and crumpets (miniature cupcakes).

Satisfy Curiosity: Lifelong Learning

The Drawing Studio began their 8-week course for adults 50+, Drawing Basics 2. 15 students will deepen their ability to observe and draw the visual world.

The second meeting of **Canyon Crafts** drew over 20 people. The library provides the space for crafters and novices to get together on a monthly basis. to complete projects and share knowledge. This month quilters, cake decorators, knitters, and card makers completed projects, shared knowledge, and checked out the selection of new crafts books and dvds.

MARTHA COOPER BRANCH– Margaret Guerrero

Be an Informed Community Member: Local, National and World Affairs

- Adriana McCleer and Elizabeth Soltero (Youth Services) attended a Consulate of Mexico Office of Community Outreach annual report meeting in February. Pima County Public Library partners with the Consulate of Mexico on an on-going basis to meet the information needs of the local Spanish-speaking community.
- A staff member attended the Power of Story conference held at the World of Words library at the University of Arizona, where David Wiesner and Margaret Read MacDonald spoke about their books, their writing processes, and storytelling.

Create Young Readers: Early Literacy

- A class of five-year-olds from Desert Spring Children’s Center visited to learn about desert plants and animals through an interactive story hour. They toured the library, received library cards, and checked out materials.
- The weekly Babytime program was rescheduled for a new day and time at the beginning of the year. Program attendance has increased and parents have expressed their satisfaction with the change.
- Jammin with Nature Program - Animals and people use calls and songs to communicate. Presenter Axhel Munoz of Pima County Natural Resources, Parks and Recreation taught children about the significance of nature sounds. Children used simple musical instruments to recreate the sounds from nature.

MILLER-GOLF LINKS – Mary McKinney

Be an Informed Community Member: Local, National and World Affairs

The Pima County Assessor’s office held 4 application sessions at GLF for the widow/disability property tax exemption. 70 people applied at the final session on February 18, and a total of 198 people applied during all 4 sessions.

Literacy for Success in Everyday Life: Adult, Teen and Family Literacy

Mock interviews helped prepare 5 enthusiastic job seekers at the Interviewing workshop on February 25. The attendees had many years of experience in various fields, and all felt that the class was very helpful. A total of three Employment Redirect classes were scheduled at Miller-Golf Links for January-March. Class topics included Networking in January, Interviewing in February, and Job Searching in late March.

300 of Vail’s Empire High School students were exposed to ways that they can be *all that they can be* at the library and beyond during their career day on Thursday, March 10.

Satisfy Curiosity: Lifelong Learning

14 teens bored to death with vampires attended the Steampunk program on February 25. They were introduced to a “steam-powered world with a punk attitude” Steampunk aficionado Claire brought

some of her best garb that helped to inspire the teens while making their own pieces including belts, jewelry, hats, and goggles.

A story that was submitted by a child at Miller-Golf Links into the *Stories that Soar* Magic Box was chosen to be performed at the Tucson Festival of Books!

Friends' Funded Activities:

- Steampunk event on February 25

MISSION – Sol Gomez

Be an Informed Community Member: Local, National and World Affairs

Citizenship classes, computer classes, and English classes all have about eight to fifteen students. Patrons are signing up for computer classes one to two months ahead while the English class waitlist was already full a week before it actually started.

Create Young Readers: Early Literacy

Prime Time has continued for six successful weeks, averaging about thirty people each session. Families and their children have been coming to Mission on Wednesday evenings to read, share stories, and participate in lively discussions. The comfortable atmosphere has helped in create a productive and positive work flow with the perfect blend of fun and creativity (not to mention delicious dinner served as well). Lupita Guerrero worked long hours in providing outreach in Mission's community and it paid off. Thanks to PCPL's Youth Services for the time and dedication in making this program a possibility.

Literacy for Success in Everyday Life: Adult, Teen and Family Literacy

Pima County Public library is one of nineteen libraries across the nation participating in a youth project called *Story Talk*. This program, created by People & Stories/Gente y Cuentos and sponsored by the National Endowment for the Humanities, is a series of eight meetings of ninety minutes each. Leila Duncan of Mission and Marissa Alcorta of Southwest will be completing four series by 2013. Both librarians have completed the People and Stories/Gente y Cuentos sixteen hour coordinator workshop. Leila started her first series on Wednesday, March 9th and will continue for a total of eight weeks. The twenty participants are students of the Nosotros Academy, off of Grande just south of Congress. These students will become part of a learning community, hearing and discussing beautiful, powerful short stories that spark the imagination and ignite the intellect. One of the many goals of this program is to discuss the stories which will serve as a pathway to true reading enjoyment while at the same time building confidence and connections with others in the group.

Satisfy Curiosity: Lifelong Learning

Yoga continues at Mission and will continue for several months as we have dipped into our gift account to do so. The demand was so high for the continuation of Yoga, Mission had no choice but to assure it did continue.

Succeed in School: Homework Help

More and more students are learning about Homework Help. Our tutors average about six to eight students per evening. Many of the same students visit our Homework Help not only because they find it helpful but because the parents love the progress of their children.

Friend's Funded Activities:

- Tortilla Workshop on Saturday, March 19th
- Huichol Art Program March 9th

MURPHY WILMOT – Daphne Daly

Visit a Comfortable Place: Physical and Virtual Spaces

Murphy-Wilmot Library opened its doors on February 13th. After a brief outdoor ceremony on that beautiful Sunday morning, over 3,000 eager residents flooded in to enjoy their new library. They were overwhelmed by the spacious new look, thousands of new books, DVDs and other features such as café style seating. Access to the outdoors allows enjoyment of the new patio seating and two small conference rooms allow literacy tutoring and other small group meetings in privacy. The newly dedicated Betty Holpert Reading Room remained a favorite place to quietly enjoy over 100 magazine and newspapers while enjoying a spectacular view of the Catalina Mountains. Through out the month our neighborhood has returned to reconnect with us and their new facility.

Be an Informed Community Member: Local, National and World Affairs

Create Young Readers: Early Literacy

Families have returned to Murphy-Wilmot Library in droves. To draw people back, children's staff orchestrated a week of welcome events, with a program every day of the first week we were open. Storytimes since have been very busy, and we have been elated to see both new and familiar faces at our programs. Everyone is very excited about the new building, and appreciative of the fact that children have their own areas in the library once again.

We have been able to host two very successful programs, thanks to the generosity of the Friends. On February 19th, James the Juggler had a performance and workshop. This was the final event in our week-long series of children's programming celebrating the reopening. We also resumed our Science Saturday series on March 5th with Mad Science, and a presentation of "Spin, Pop, Boom!" The total for both programs was \$555.

Visit a Comfortable Place: Physical and Virtual Spaces

Murphy-Wilmot Library opened its doors on February 13th. After a brief outdoor ceremony on that beautiful Sunday morning, over 3,000 eager residents flooded in to enjoy their new library. They were overwhelmed by the spacious new look, thousands of new books, DVDs and other features such as café style seating. Access to the outdoors allows enjoyment of the new patio seating and two small conference rooms allow literacy tutoring and other small group meetings in privacy. The newly dedicated Betty Holpert Reading Room remained a favorite place to quietly enjoy over 100 magazine and newspapers while enjoying a spectacular view of the Catalina Mountains. Through out the month our neighborhood has returned to reconnect with us and their new facility.

Friend's Funded Activities:

As customers enter the newly remodeled library they were treated to the extraordinary music performed by Tucson Jazz Institute's high school ensemble. These young musicians from all over the city were the hit of the afternoon. Everyone praised the maturity of the playing and vocal talents. This was such a successful addition to our festivities that customers requested future performances.

NANINI – Kristi Bradford

Visit a Comfortable Place: Physical and Virtual Spaces

Nanini was able to greatly expand the computer capacity of the building with the addition of a 12 laptop lab that finally got set up last month. After retrofitting the conference room table with data and power, Nanini has greatly expanded its offerings in the area of job help and expanded computer classes!

With the laptop lab, Nanini is also open for drop in e-reader assistance Saturday mornings from 9 am -10 am twice monthly.

Friend's Funded Activities

In honor of Chinese New Year, a representative from Seven Cups Tea Shop came to Nanini and performed a Chinese Tea Ceremony for 20 attendees. The following week, the Saturday storytime attendees enjoyed Chinese New Year stories and a presentation of the Lion Dance by members of the Chinese Cultural Center. Normally held outside, this year's celebration was held inside due to bad weather. It was quite a sight to see the dragon bobbing up and down in the Nanini new book area, banging into the lights!

QUINCIE DOUGLAS— Elva Smithwhite

No report this month

SAHUARITA – Michele White

Create Young Readers: Early Literacy

Meg Balconis of MegaScience Meg hosted a very special celebration of Dr. Seuss's birthday on March 5th. The children participated in a special telling of the story "Wacky Wednesday", watched as root beer was made with dry ice, played several rounds of the cat and mouse game, ate volcano birthday cake and made awesome ice castles. It appeared fun was had by both young and old!

Satisfy Curiosity: Lifelong Learning

- The U of A Green Valley Extension Office Master Gardeners Chuck Parsons and Deb Milton presented "How to Successfully Grow Vegetables in the Desert".
- In celebration of Tucson's Rodeo Week, the local group "The Golden Guitars" performed live for families at the Sahuarita Library on February 25th.

Friend's Funded Activities: Friends of the Green Valley Library Supported MegaScience Meg's Dr. Seuss Birthday Party.

SANTA ROSA (SRO) — Emily Mazur

No report this month

SOUTH TUCSON — Leanne Yoder

Be an Informed Community Member: Local, National and World Affairs

Our library is now one of fourteen library branches that are tweeting. We are up to 55 followers and growing! Library Associate Jenny Gubernick keeps our **Twitter** followers informed with up beat and up to the minute library branch news.

Satisfy Curiosity: Lifelong Learning

About ten people gathered on February 28, 5-6 pm to hear a presentation by **Calpolli Teoxicalli** on the Function, Relevance, & Meaning of the Tonalmachiotl, an ancient Mexican calendar system.

This program was part of the library's Nuestras Raices: Celebrating Mexican-American Authors, Arts and Culture.

“Fantasy Art Encourages Experimentation at Sam Lena” reads the title of an article in the March 11 edition of the UA newspaper *El Independiente*. The article describes our fledgling **Fantasy Art Group** which, was started on February 24 and now meets at our branch twice per month. This intergenerational drawing class, led by volunteer Jessica Feinberg, exposes participants to a wide variety of fantasy themes and drawing techniques, and encourages them to move past their fears, into exploration thru art.

SOUTHWEST— Marissa Alcorta

Create Young Readers: Early Literacy

Jackie participated in a live action story telling performance for children at the Tucson Festival of Book , Nuestras Raices tent on Saturday March 12th. Along with other children’s services staff, three live action stories were performed to a crowd of 200 children and adults!

On March 21st Southwest staff will begin the family literacy program Prime Time Family Reading Time at San Xavier Education Center. This program targets children 6-10 years old, who attend the 6 week program with their parents to promote family literacy.

Literacy for Success in Everyday Life: Adult, Teen and Family Literacy

Marissa participated in the planning of the Nuestras Raices tent and author events at the Tucson Festival of Books which took place March 12-13th. The event was a great success, with over 2,600 people of all ages participating in the tent events as well as attending Nuestras Raices author panels and workshops throughout the campus. Some of our highlighted events included a presentation by author Luis Alberto Urrea which drew 300 in attendance and a Youth Mariachi Contest with area school Mariachi bands that drew over 450 in attendance. Overall, a great success!

Satisfy Curiosity: Lifelong Learning

On March 19th Southwest will host community member Concepcion Davis come out to the library and teach the art of traditional tissue paper flower making. We have had interest from the community on learning this skill and felt it was a great way to celebrate the beginning of Spring!

Friend’s Funded Activities:

- *Nuestras Raices tent events and author events at Tucson Festival of Books
- *Tissue Flower Making workshop

VALENCIA - Elaine Valenzuela

Be an Informed Community Member: Local, National and World Affairs

- On March 14, Valencia Library hosted a “Meet Me at the Library” program with Supervisor Ramon Valadez addressing our community.

Literacy for Success in Everyday Life: Adult, Teen and Family Literacy

- Marge Pellegrino presented “Found Poems”, a teen poetry workshop. Teens were taught how to become their own boss of the words that ended up in their poems.
- Our Wordy Wednesday Scrabble night attracted the young and old. This popular board game night has become extremely popular with many of our families.
- Attendance at our computer classes, along with our Saturday Job Help, continues to increase steadily. The most popular class this month was “Gone Blogging”. Students were very pleased to learn how to create their own blogs using free websites.

Satisfy Curiosity: Lifelong Learning

- At our 2nd fantasy art program, artist Jessica Feinberg taught participants how to use animals and other references to create “steampunk” clockwork creatures and vehicles. This workshop was open to ages 13 and up. Attendance was over-whelming, with many more adults than teens participating.
- “Monday Madness” returns! Our weekly teen program was in hiatus, but due to popular demand it is back on track. The new PS3 Madden 11 video game was the hit of the month, along with a workshop that helped students fill out Pima OneStop job applications.
- “Rodeo Daze”, our annual chess tournament sponsored by 8 Queens drew chess enthusiasts from all areas of the city and turned out to be intergenerational event.



Friend's Funded Activities:

- “Found Poems” workshop
- “Wordy Wednesday” scrabble night
- “Monday Madness”, the weekly teen programs

WHEELER TAFT ABBETT, SR – Ruth Grant

Be an Informed Community Member: Local, National and World Affairs

- Abbett Library participated in the Town of Marana and Marana Chamber of Commerce Small Business Expo on March 3, highlighting all the wonderful resources we offer to small business owners.
- The Pima County Natural Resources, Parks and Recreation presented “Camouflage: Hide and Seek in the Desert,” as our Science Saturday selection for March. Patrons of all ages learned about desert animals and how they blend into their surroundings for survival.

Satisfy Curiosity: Lifelong Learning

- Rus Buyok, our wonderful new program instructor presents a variety of computer classes such as Power Point, Picasa, Computer Basics, Internet, Job Help, and more. His classes are inevitable full nearly every class.
- AARP Tax Assistance at Abbett on Wednesday afternoons has proved to be so popular that we've added Thursday morning sessions on a number of days in March and April.
- Our new Mystery Book Club continues to grow and on March 7th 13 participants discussed the fascinating mystery, “A Beautiful Place to Die” by Malla Nunn.
- Our Oasis 50+ program series started off with “Chronic Pain” on March 10, and eleven aching people gained some relief through meditation and other ways of managing pain.
- Tucson Museum of Art on Thursday Feb 24 presented “Discovering Art Forgeries” to a capacity crowd, and on March 3 presented an art History of the Horse. Hosting a Tucson Museum of Art series has proved to be popular and rewarding to our patrons.

Friend's Funded Activities:

Monthly Smorgasboard Game Night (February 17)

Monthly Chess club

Bi-Monthly Scrabble Club

Biweekly Reading Partners

WOODS—Coni Weatherford

Be an Informed Community Member: Local, National and World Affairs

- Tucson Police Detective Gerry Diaz gave a talk on gangs to library staff. He explained why youth are drawn to gangs, how to interact with them and what to look for.
- Three staff members were actively involved in the Tucson Festival of Books and Woods had a book display of TFOB authors.
- Maureen and Coni went to the meeting of the Amphi Neighborhood Association. While there, Maureen was able to demonstrate the Overdrive app to an association member who asked about library e-books and tell her about an SAT/ACT prep class that one of the libraries was putting on.

Literacy for Success in Everyday Life: Adult, Teen and Family Literacy

- Spring English classes started on March 7 and are divided into basic, intermediate and advanced with 30-40 students attending. Computer classes, especially basic classes are full and have a waiting list.
- Several new Nepali refugee groups (~15 people each) have come into the library with representatives to get library cards. Our computer instructor, Hari, who speaks Nepali, was able to make them feel welcome and get library cards. They were given library applications in the Nepali language.

Satisfy Curiosity: Lifelong Learning

- For Youth Art Month, we put on a children's program called Artstravaganza. The large meeting room was set up with art supplies and the kids were allowed to make whatever they pleased. They had a lot of fun and donated several pieces that were posted up on the children's bulletin board throughout the month.
- Woods Library and other invited library staff attended a Nutrition class on local wholesome organic foods presented by the Pima County Health Department.
- A workshop, *When the Income Decreases But the Bills Don't*, was a great help to customers and helped them with budget strategies and financial tips.

Visit a Comfortable Place: Physical and Virtual Spaces

- Through the beginning of the month, an art display courtesy of Holoway Elementary School was up on the children's bulletin board.
- Women's History Month was celebrated with a book display and visually informative timeline display on the teen bulletin board.

Friend's Funded Activities:

- Teen Advocate program
- Teen Time
- Tween Time
- Now Showing "Young at Heart".

VIRTUAL LIBRARY— Jen Maney

Satisfy Curiosity: Lifelong Learning

E-Reader Experience at Tucson Festival of Books

Virtual Library staff members Jen Maney and Shawn Flecken gave people a chance to test drive eBook readers and find out how to download free digital books from the library at the Tucson Festival of Books in the E-Reader Experience tent. Shawn gave 6 presentations to crowds who gathered in the tent, and library staff members from around the library system worked with representatives from our eBook vendor OverDrive to help people try out the eReaders.

Visit a Comfortable Place: Physical and Virtual Spaces

Tucson Festival of Books Promotion

To help promote the library's role in the Tucson Festival of Books, Virtual Library's Graphic Artist Natalie Fruciano created this beautiful page, which listed everywhere festival-goers could visit the library at the festival. <http://www.library.pima.gov/tucsonfestivalofbooks/>

YOUTH SERVICE-Gina Macaluso

No report this month

ADULT SERVICES – Beth Matthias-Loghry

Satisfy Curiosity: Lifelong Learning

The third annual Tucson Festival of Books was held March 12 and 13 on the UA Campus. According to the Arizona Daily Star, the Festival hosted approximately 450 authors and performers and 240 exhibitors. Attendance was estimated at 100,000. It is, without doubt, the most significant literary event in the Southwest. Prior to the recent event, it was ranked the 4th largest book festival in the nation.

Pima County Public Library is an important partner in the consortium that creates and presents the Festival, which includes representatives from the business community, literacy organizations, the University of Arizona, and the *Arizona Daily Star*. The Author Committee—the heart of the Festival—which for 2011 invited and scheduled appearances by more than 400 authors, has been co-chaired by PCPL Director Nancy Ledebor and Adult Services Librarian II Helene Woodhams for the past three years. Gina Macaluso, Director of Youth Outreach, coordinated non-stop entertainment for the Festival's entertainment stages. They are also members of the Tucson Festival of Books Steering Committee. Several PCPL staff members are included among the Author Committee's volunteer membership.

The Library was also a significant presence at the Festival through the Nuestras Raices tent, which offered programs, presentations, crafts and activities for all ages, all weekend long. PCPL also sponsored the E-reader Experience tent, which drew large crowds interested in learning more about E-reader technology. The PCPL Book Mobile was also a popular destination; although numbers are not available for Sunday, more than 800 people passed through on Saturday.

The Tucson Festival of Books is a non-profit organization. Profits are donated to literacy organizations in southern Arizona.

STAFF DEVELOPMENT – Bonny Bruce

Fifteen library associates and librarians completed the 20th series of Reference University classes. Known to the staff as RefU, this series was whipped up by Main Library reference librarians back in 2002. The dedication of the current training coordinators Sandy White and Karen Greene, along with the boundless enthusiasm of PCPL expert trainers creates a recipe for resounding success. We continue to get positive feedback from PCPL staff.

'Thanks again for providing this great opportunity for us to train and become better public library professionals. I appreciated all classes of RefU. I don't think any of them were too short or too long or in need of any changes. Those few weeks of classes also helped us to get to know each other better. On my behalf please thank all of the colleagues that were our teachers - for putting in their time and effort and for educating us and making that time FUN! They all were wonderful!'

We have had many requests for more training from customer service clerks and library associates working in a one desk environment. In response, classes that are part of the Ref U curriculum will now be offered to all staffing levels in a new staff development series called REFUEL – Ref U Everyone Learns. The first REFUEL class on Intellectual Freedom will be held on March 25 at Wilmot Library, followed by Reader's Advisory in May.

COLLECTION DEVELOPMENT OFFICE – Richard DiRusso

No report this month

TECHNICAL SERVICES DEPARTMENT – Libby Jones

The Technical Services Department continues to support Administration and Public Services to help them achieve their goals with all of the activities and directions listed above.

We are continuing to load bibliographic records for the Wilmot opening day collection and monitoring them for possible errors. Staff have received opening day collection items from Wilmot, that need a little extra care, before going out to the public.

The end of the fiscal year is becoming a focus now. We are re-examining funds to make sure we are on track to use them wisely and fully before the fiscal year is over.

Database corrections are an ongoing concern for us. We monitor bibliographic and item records we bring in and correct errors as we find them. Public Services staff are invaluable in spotting problems with newly delivered materials, which they unpack. We make a good team, an example of cooperation between different library departments!



DATE: April 4, 2011

TO: Library Board, Pima County Public Library
Board of Directors, Friends of the Pima County Public Library
Board of Directors, Friends of the Pima-Green Valley Library
Board of Directors, Friends of the Kirk-Bear Canyon Library
Board of Directors, Friends of the Arivaca Library
Board of Directors, Friends of the Oro Valley Library
Pima County Public Library Foundation Board

FROM: Pat Corella
Library Deputy Director

SUBJECT: DIRECTOR'S REPORT – March 2011

Potential Library Projects: Now that our current Capital projects have come to end, there seems to be a resurgence of potential library projects that have been considered at one time or another. A new location on the right side of Oracle road for the Catalina Library has come up for re-consideration. And, of course, we are still evaluating two potential sites for a Library in the Sahuarito area. A Library site for the southwest side and the Vail community are still in the running for a possible bond question in 2012 or, 2013.

MISCELLANEOUS PROJECTS: And of course, there are a slew of incidental and related smaller projects that crop up as soon as major projects are finished. Those types of projects will be addressed as they happen



Pima County Public Library

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Pima County Public Library Foundation Board

FROM: Steffannie Koeneman
Community Relations Manager

SUBJECT: COMMUNITY RELATIONS REPORT- March 2011

Community Relations has been focused on enhancing publicity support to branches. I am working on developing a toolkit of options branches can use – some they can print on their own using templates, others that will involve me for design and layout.

I have met with three of five pilot branches so far. The pilot libraries are: Himmel Park, Wheeler Taft Abbett, Sr., Valencia, South Tucson and Martha Cooper.

They strongly embraced the idea of perforated bookmarks and postcards, and flyer templates they can create at the branch level. CRO will ensure that each of these templates properly uses the Library logo, Friends logo and follows specific type style, thus freeing branch personnel to worry about adding event or activity information only.

The result will be professional and consistent looking publicity materials for our branches. These items will be consistent enough to convey a “Library” look to our customers at whichever library they use, and will hopefully reduce the number of publications staff has been working with.

In addition, each branch will have their own monthly newsletter – again with a consistent look matching other libraries to help them provide information to their customers about branch events.

Other matters:

-CRO has been working to support Quincie Douglas Branch Library as they prepare for a public dedication of the Annex on Saturday, March 26.

-Assisting with Summer Reading materials and publicity.

-Working with the Volunteer Coordinator on early steps in the program.

Library in the News . . .

Urban farming talk looks at savings

Click on the link or Copy and Paste the address into your internet browser window.

http://www.azstarnet.com/news/local/east/article_df486eea-75d6-56f1-9add-a99f2abe5b8c.html

Story by steffannie.koeneman@pima.gov

[County ready to get construction rolling again javascript:void\(0\);](#)

Green Valley News - Mar 21, 2011

The department went through two rounds of layoffs, with some staff members able to find positions with the county public works, library or health departments, he said. It was challenging to make the necessary adjustments without completely dismantling ...

[In brief javascript:void\(0\);](#)

Arizona Daily Star - Mar 2, 2011

The event is free to attend and open to the public. Marana's Pima County Public Library branches are offering free help for job seekers. A "Résumé Rescue" workshop in which participants will get help updating and revising résumés will be offered ...

[Submitted Photo John Lescroart javascript:void\(0\);](#)

Arizona Daily Star - Mar 5, 2011

"When Lescroart publishes a new book, there's always a long waiting list for it at the library," said Helene Woodhams, literary-arts librarian for the Pima County Public Library and author committee co-chair for the Tucson Festival of Books. ...

[Celebrate the book javascript:void\(0\);](#)

Arizona Daily Star - Mar 5, 2011

The festival's authors committee, led by Nancy Ledebor, Pima County Library director, and Helene Woodhams, the library system's literary-arts librarian, researches authors, screenwriters and journalists. Star Publisher and President John M. Humenik...

[Teen Activities This Week at the Pima County Public Library](#)

Tucson Examiner (AZ) - March 20, 2011

Length: 345 words (Estimated printed pages: 2)

Every week the Pima County Public Library offers many services for the Young Adult Audience, educational and entertainment. This week there is plenty for teens to partake in! Chess Club * Dusenberry-River Branch – March 21st (Monday) @ 4-5 pm * Himmel Park Branch – March 21st (Monday) @ 3:30-5:30 pm * Martha Cooper Branch – March 24th (Thursday) @ 3-4 pm * Oro Valley Branch – March 25th (Friday) @ 1-5...

[Celebrate the book](#)

Arizona Daily Star, The (Tucson, AZ) - March 6, 2011

Length: 1123 words (Estimated printed pages: 4)

COVER STORY ///// Check list for the Tucson Festival of Books: q Have the

Author autographs your favorite book. q Listen to provocative, compelling panel discussions on literary topics and trends. q Attend a workshop to hone your writing skills. q Visit a solar-powered greenhouse. q Take the kiddos to get a Ranger hat. q Enjoy local music and dance performances. q Nibble on sandwiches, gelato, Sonoran hot dogs and barbecue from...

The Pima County Public Library, in partnership with OverDrive, will have experts on hand at the E-Reader Experience, east of Cherry Avenue near the Helios Science Pavilion, to show you a variety of popular e-readers. They also will answer your questions about downloading e-books and audio books for free from the library. Demonstrations are scheduled each day at 9:30 a.m., and 12:30 and 3:30 p.m. Also available will be demonstrations of the Nook, NookColor, iPad and other e-readers...

[Celebrate the book](#)

Arizona Daily Star, The (Tucson, AZ) - March 6, 2011

Length: 1119 words (Estimated printed pages: 5)

Check list for the Tucson Festival of Books: - Have the author autograph your favorite book. - Listen to provocative, compelling panel discussions on literary topics and trends. - Attend a workshop to hone your writing skills. - Visit a solar-powered greenhouse. - Take the kiddos to get a ranger hat. - Enjoy local music and dance performances. - Nibble on sandwiches, gelato, Sonoran hot dogs and barbecue from local restaurateurs. Whew...

[In brief](#)

Arizona Daily Star, The (Tucson, AZ) - February 24, 2011

Length: 1301 words (Estimated printed pages: 4)

Small-business open house is March 3 Marana's Business and Economic Development Advisory Commission will hold its first small-business open house from 4 to 7 p.m. March 3 at the Wheeler Taft Abbott Sr. Library, 7800 N. Schisler Drive. Anyone who owns or wants to open a small business can attend the free event. Booth participants

[County ready to get construction rolling again](#)

Error! Hyperlink reference not valid.

When construction activity in Pima County revives, the Development Services staff ... with the county public works, library or health departments, he said. ...

[Pima County... | Facebook](#)

Pima County Public Library's Profile · Pima County Public Library via 9 Queens. Pima County Librarian Liz Danforth's latest blog post for Library Journal ...

www.facebook.com/permalink.php?story_fbid...id...

[Free \(& cheap\) events](#)

Error! Hyperlink reference not valid.

"The Historic San Agustín del Tucson Mission and Its Impact on Local Native Americans" - Mission Branch Public Library, 3770 S. Mission Road. Lecture by historical archaeologist, Monica Z. Young. 6:30-7:30 pm March 23. Free. 798-1201

[Butterfly Heart Books - Events](#)

Sponsored by the Tucson Pima Public Library's Nuestras Raíces Program Presenting Hip,

Hip, Hooray, It's Monsoon Day! ¡Ajúa, ya llegó el chubasco! to 2nd ...
butterflyheartbooks.com/events.php

Eighth annual celebration 24 named as Up & Comers semi-finalists

Posted: Friday, March 11, 2011 5:00 pm | Updated: 7:06 am, Mon Mar 14, 2011.

Finalists (highlights Librarian Karen Greene)

By Inside Tucson Business staff Inside Tucson Business | [0 comments](#)

Two dozen people are semi-finalists to be honored as this year's Up & Comers.

The semi-finalists were selected from among nominations submitted by readers of Inside Tucson Business. A committee of former Up & Comers and Inside Tucson Business staff members will select the nine finalists who will be profiled in a special section to be published April 8.

Additionally, this year's Up & Comers will be honored along with recipients from the past eight years, at an event the evening of April 19 at the Lodge on the Desert, 306 N. Alvernon Way. Wells Fargo is a sponsor of the event.

Up & Comers is a recognition program designed to highlight the achievements of people in the Tucson region in their 20s, 30s and early 40s who, while still early in their careers, are already making a difference, both in their work and in the community.

"It's gratifying to see the caliber of semi-finalists this year," said David Hatfield, editor of Inside Tucson Business. "Especially so this year since we had a few issues with the nomination form on our new website. So not only do we owe our gratitude to the achievements of these people but we also owe those doing the nominating our thanks for their persistence."

Here are this year's semi-finalists for Up & Comers honors:

- Jon Achilles, 30, Achilles Air Conditioning.
- Kym Adair, 34, director of marketing, Nova Home Loans.
- Jackie Alpers, 42, Jackie Alpers Photography.
- David R. Baker, 43, associate superintendent, Flowing Wells School District.
- Helen Gomez Bernard, 38, director of communications, Tucson Jewish Community Center.

- Gabriela Cervantes, 30, marketing and executive assistant, AGM Container Controls.
- Marisa Cox, 34, director of MBA admissions for the Eller College of Management, University of Arizona.
- Megan Escobar, 35, vice president, Ventura Pacific Development.
- Elizabeth Fella, 30, attorney, Quarles & Brady.
- Karen Greene, 39, librarian, Pima County Public Library, Joyner-Green Valley branch.
- Chad Goebel, 31, Goebel Interiors.
- Mark W. Heckeke, 31, managing partner, Law Office of Mark W. Heckeke.
- Garrett Kowaleski, 36, owner and CEO, Staff Matters Inc.
- Shelby MacDonald, 26, accountant and tax supervisor, Keegan, Linscott & Kenon.
- Maria Mazon, 29, chef, Boca Tacos.
- Christopher Patten, 38, director of systems, CyraCom International Inc.
- Dina Scalone-Romero, 39, community relations manager, Cox Communications.
- Kimberly Schmitz, 38, account director, Caliber Group.
- Daniel Stringer, 24, managing partner-operations, Total Care Connections.
- Manny Teran, 37, partner, nascentMD.
- Roberto Valdez-Beltran, 31, regional senior lending officer, Accion International.
- Doraliz Vega, 30, technical account manager, Nextrio.
- Kristine Welter, 30, director of development and marketing, Codac Behavioral Health Services
- Jake Wycoff, 33, executive director, Atria Valley Manor

[Tucson Arizona Leader Conversations: Pima County Supervisor Ramon ...](#)
 Pima County Public Library; Pima County Board which is; Valades served in both the; against Pima County and; Pima County Board of; When it comes to Pima ...
www.allvoices.com/contributed-news/8410483.../images