



FRIENDS' NEWS

Friends of the Surprise Libraries

December 2013

ALYSON CLINE

RE-ELECTED PRESIDENT OF FRIENDS

Alyson Cline, whose marketing skills helped make 2013 a banner year, was reelected President at the organization's Annual Membership Meeting.

"We are applying the marketing skills I learned from working in banks for more than 30 years."

In addition to her years as an executive banker, Alyson worked in retail, particularly at The Broadway. "At that department store, I did marketing on jeans, shirts and a whole series of products," Alyson said in an interview. "It was there that I first learned the philosophy of pricing and the moving of products to achieve higher sales. This, in turn, gets people to look at things they might have passed over before."

Alyson's background in banking exceeds 30



Alyson Cline

years, including time at Security Pacific National Bank as Vice President Training and Development, First Interstate Bank as Business Banking Manager and Team Leader for Business Specialists and Personal Bankers and Wells Fargo as Regional Manager Membership Banking. She has a Business Management Certificate from UCLA.

During her five years of volunteering in Friends, she served as Publicity Chair, Recording Secretary, Volunteer Coordinator and Bookstore Manager.

During her first term as President (2012), the book store took in a record \$48,905 with the year end for 2013 expected to exceed \$53,000.

Other officers include: Shirley Ferguson, Vice President, Gary Cline, Treasurer, Judy Spradling, Recording Secretary; Laurel Sund, Corresponding Secretary / Membership and Carol Mains, Assistant Treasurer.

ANNUAL REPORT IS A PROFILE OF SUCCESS

Alyson's portrait of Friend's banner year included: A reorganization of the Friend's Place Bookstore included the addition of 17 new bookcases to make it easier for patrons to maneuver through the various categories of the ever-growing facility. The President also used the new bookcases to form shopper corridors through the store. In addition, she increased the volunteer staff, "put more books in easy reach of the public, set up a pattern of moving armloads of
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FRIEND'S GIFTS: LITTLE THINGS MEAN A LOT

Senior Librarian, Mary Rieck was reaching the end of a story book that she was reading to children gathered around her in rapt attention. At a signal from her, the students enthusiastically dashed over to a box and began pulling out sets of professional orchestra bells.

Back in formation, they waited for Rieck to turn on a cd before clanging their bells while singing, "Twinkle, Twinkle Little Star."

Their enthusiasm was contagious.

Several weeks later in the same cozy story room, Rieck again used music, only this time the children employed specially engineered rhythm sticks to jive up the session. On another night, the librarian used several puppets, in essence to transform herself into a ventriloquist so that "Mister Bear" or "Mister Dog" could read the evening's selection.

"These are not toys," said Rieck. "The sticks, bells, rattling eggs and the puppets are tools to provide these children with early, powerful steps toward literacy.

These jazzy noisemakers and jolly puppets were gifts of Friends of the Surprise Libraries, just a sample of the hundreds of small gifts that the organization provides for the Library every year, stretching back more than ten years.

The range of these gifts has been amazing: from gift cards that provide supplies for scores of special programs to major repairs on library equipment; from specially designed children's furniture to a nifty machine that cleans the library's massive video library and from guest lecturers to appearances by Mrs. Santa Claus. The cost of these items, from \$150 to \$500 is priceless because of the functions they perform, from comfortable toddler chairs to the family of puppets.

"This allows us to endow the library with hundreds of items that the Maricopa County Library system cannot fund through their budget," Friend's president Alyson Cline noted. During more than eight years of such gift giving, the organization has spent \$210,680 supporting programs and services for the Surprise Library.

Of all the gifts, the rhyming sticks, bells, puppets and rattles typify Friend's dedication to the growth of early literacy.

According to Mary Rieck, "The rhyming sticks help pre-readers break sentences into syllables to teach them the cadence of prose, which is very important in developing early literacy." When used with pre-recorded music, very young readers ring their bells, shake their rattles and play the rhyming sticks.

"All of this enhances brain development in young children," said Rieck. "And the tools are reasonably priced. The plastic egg-shaped rattles are identical to those you put candy eggs in during Easter time. But the children just love working with them."



Friend's President Alyson Cline and young Ogden Johnson testing the new puppets recently donated by our organization. In the hands of trained library story tellers, the puppets increase reading ability in a major way.

Until Friends stepped up and paid for the equipment, the library’s story tellers had to use these literary enhancers very sparingly. There weren’t enough to go around,” said Mary Melby, Manager of the Surprise Libraries. “With this donation, which could not be funded by the County, we now have enough for everybody.” The noise makers are literally used by all the story time participants, from kindergarten through preteens.

“We start with babies,” Mary Rieck said. “They use the bells, the sticks and Rattles. While the babies cannot read yet, they respond quickly to the music and noise levels. This teaches them the rhythm and rhyme of language.”

Several months ago, Mary Rieck used music and the noise makers to punctuate the story she was reading. “I had about half their attention before I added music bells and sticks. Then I looked down to find that I have 100 per cent participation.”

“Children enjoy play and inspiration,” Melby said. It is fun to sing along with a story by a familiar and interesting character. **This is where the puppets come in.** “We make the puppets part of play and educational play is a part of early brain development, creating characters by using the puppets. This is how the babies learn about the world around them. It becomes fun, engaging and unique.

The puppets have proven to be an enhancement to story time. “Sometimes, the kids will not sing with me, but if I take a puppet and have him tell the story, they will all chime in.”

Friend’s generous gifts “teach them to learn while they think they are still playing,” Melby continued. “Big or small these gifts, and there are hundreds of them, make our job easier and fill in the funding gaps in the Maricopa Library budget.



Young readers use rhyming bells, a gift from the Friends of the Surprise Libraries.

Library View

By Mary Melby; Manager, Surprise Regional Library

I hope by now you have tried both Zinio and the Masterfile Premier database. The library offers another amazing product, brought to us by Library Ideas LLC. I'm talking about Freegal, a downloadable music service that allows you to download and keep up to three songs a week, absolutely free. All you need is your library card number and your PIN. Freegal offers access to about 3 million songs, including Sony Music's catalog of legendary artists. In total the collection is comprised of music from over 10,000 labels with music that originates in over 60 countries. There is no software to



download, and there are no digital rights management (DRM) restrictions. Access to Freegal is limited to customers of participating libraries. The name Freegal comes from the term “free and legal” music. A download usage counter is located in the upper right corner of freegalmusic.com displaying your weekly allotment. For instance, 1/3 means that you have a weekly limit of 3 downloads, and you have used 1 of those downloads. The download counter resets each week at Monday 12:01 AM (Eastern Time, USA).

The site is set up to browse or search for your favorite music or artist. You can use the navigation at the top of the page to browse by keyword, artist, or album; or you can simply use their advanced search page. Freegal Music also offers a collection of Top Download lists on the homepage where users can browse a variety of music selections.

One of the great new additions to Freegal Music is the rich and growing collection of music videos, some of which are historical treasures. New content is added weekly and there are approximately 10,000 videos for you to choose from. As a video is premium content, a video download will count as 2 of your weekly music selections. If you do not have 2 downloads left, you will not be able to download a video. The videos are in MP4 format, and are yours to keep. The videos are large files and it is recommended that you be connected to a wifi or cable while downloading.

The Freegal Music site is designed to be used on the web. For mobile devices, they have developed a mobile application that is compatible with iOS and Android devices. If you have an Apple device (Iphone/Ipad/Itouch), you will be able to download the Freegal App by doing a search for “Freegal Music” in the App Store. If you have an Android phone or tablet, you will be able to search for “Freegal Music” in the Google Play store. Once you have downloaded the App, the first thing you will see upon opening the App is a search box for libraries. You can enter your home zip code, and a list will appear of current subscribing libraries within a 60 mile radius. You can also enter in the name of your library or the city in which your library's main branch is located.

The Home Screen of the app allows quick browsing of the TOP 10 recent downloads by your fellow library patrons, and the TOP 10 recent downloads of all the Freegal users in the country. The upper right corner has your weekly download allocation, and the number that you have used in the current week. The search icon is in the upper right side as well.

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Friend's \$30,00 Grant Reveals a Battle For Books In Surprise Schools

Research into Friend's grants has revealed a slight difference of opinion between Surprise School Librarians and District Administrators: a situation that makes the Friend's endowment a literal lifeline to the underfunded libraries in the Dysart School District. This makes the Friend's annual Grants to the librarians crucial.

At issue is budget funding to buy books for the beleaguered libraries, which has been gradually slashed over the last five years. The budget allocations this year in the Dysart District add up to approximately one dollar a student.

The main impact has come from cuts in both Federal and State allocations, something the District has no control over. Most is due to a drastic series of slashes by the Arizona State Legislature. Librarians, Teachers, Principals and Administrations have had to work together to provide library books that were once allocated in capital budgets. Those funds are gone.

In addition to these massive cuts to school libraries, school executives have now begun raiding the school library budgets to pay for things that have nothing to do with books.

For instance, one librarian came to her school early to requisition the funds she needed. She checked her school department budget only to find that all the money had been looted. This started a scramble



FRIENDS GRANTS OPEN MANY DOORS AT 13 SCHOOLS LIBRARIES

Here is how the School Librarians will spend the Grant money:

- Canyon Ridge will purchase 77 e-teen books.
- Kingswood has ordered 179 e-books children's selection.
- Parkview is buying extra computers for their library
- Sunset Hills will acquire non-fiction research materials.
- Westpoint will purchase materials for K-3 students.
- Thompson Ranch has ordered materials for K-3 students.
- Dysart bought fiction and non-fiction books and magazines K-8
- Marley Park has ordered 166 e-books, youth fiction, biographies.
- Sonoran Heights will acquire 108 e-books and presidential books
- Ashton Ranch ordered 165 e-books and kids picture books
- Countryside ordered 70e-books, fiction and non-fiction
- Dysart High bought graphic novels and other volumes aimed at recreational reading for reluctant-low-level readers.
- Willow Canyon High will receive college and career books, graphic novels, manga and anime.

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Profile of Success (cont. from page 1)

books from one shelf to another to give some genres a “fresh look.” The conclusion of a deal with the Surprise Library where thousands of volumes were donated to the bookstore. This was a vast departure from the past, when the Library shredded books as they were phased out. This was made possible through a change by management at the Maricopa County Library District. These advances spurred a soaring bonanza of book sales – estimated to total of \$52,000 in sales for 2013. Sales in 2011 had totaled \$37,397 and \$44,495 in 2012. Friends racked up more than 50 days in which bookstore sales exceeded \$200 – a 40% increase over last year. This, in turn, allowed for more substantial contributions to the Surprise Community which will total more than \$58,000 by the end of the year.

Friend’s donated \$13,283 towards programs and Book Awards for the Library’s Summer Reading Program which drew a record 2,302 readers of all ages. Book checkouts exploded. Prior to the programs, 67,005 books were checked out in May. During the program 78,697 books were checked out in June followed by 83,479 in July. This resulted in the issuing of 2,151 library cards at the height of the summer reading sessions. “Reading increases literacy” said President Alyson Cline. At the same time Grants totaling \$30,000 were given to the libraries of 13 schools within Dysart



New Friend’s Officers include: seated from left: Laurel Sund, Corresponding Secretary, Shirley Ferguson, Vice President; Carol Mains, Assistant Treasurer and Gary Cline, Treasurer. Standing are President Alyson Cline and Recording Secretary Judy Spradling.

Unified School District No.89 , including 11 elementary schools and two high schools. This more than doubled last year’s Grants and brought the eight year total of the Grant Program to \$114,000. Friends also donated its first Scholarship with a grant to the Dysart Education Foundation. The winning student will receive \$1,000 for four years. Each year DEF funds one student at each of the four high schools. The new grant pays for a fifth scholarship. Alyson is hoping that Friends will fund one such scholarship every year. A proposal to do that is included in the pending budget for 2014.

The organization also formed a beginning alliance with Altrusa of the Sun Cities through a \$1,000 grant to pay for reimbursements for the GED test for those who complete the Program. A GED is the equivalency of a high school diploma for scores of residents. “I am hopeful that Altrusa will apply for another grant from us for 2014. “It’s one of the ways we can make a direct impact for literacy,” Alyson said.

Friends, looking for a way to chronicle its progress, founded a quarterly newsletter that is available to all Volunteers, Friends Members, Surprise civic leaders, educators and librarians. To subscribe to the newsletter visit the Friends of the Surprise Libraries at <http://www.friendsofthesurpriselibraries.org/> and click: “contact us.”

From the President

2013 has been an exciting year for Friends of the Surprise Libraries. The economy may still be slow but our organization has grown allowing us to do more for Literacy and Libraries within Surprise; due to the generosity of donations and to our low prices that enable people to access books, audio books and magazines at very affordable prices. Our partnerships with the City of Surprise and Maricopa Library are very strong. These partnerships have helped us to continue to support our community. This year Friends of the Surprise Libraries contributed \$58,077.83 to the community.

In 2014, we look forward to funding a new program for reading specialists within the local schools. Judy Spradling is a retired reading specialist and will chair a committee to reach out to those who are dedicated to helping our young people read.

Volunteers are the heart of our organization. In 2013 we added a Lifetime Achievement Award to our Volunteer of the Year Award to acknowledge the people who have been part of this organization for many years in addition to someone who helped us in the current year. The 2014 Volunteer luncheon will be held in April. Pat Yaghmourian will chair this event as our Volunteer Coordinator.

If you are interested in becoming a member of Friends or volunteering at the bookstore or as a business sponsor; pick up an application at the desk in the lobby of the Surprise Library. I am honored to have been the President in 2013 and look forward to an exciting 2014.

Aly

THE AMAZON CONNECTION

Friend's President Alyson Cline has set up with Amazon.com a great way for everyone to donate to Friends without paying more out of pocket. If you were going to shop on line "Visit the Friends of the Surprise Libraries website first <http://www.friendsofthesurpriselibraries.org> . Then - Click on the Amazon box on the left side of the page this will take you to your regular Amazon account".

For books, e-books, I-tunes, CD's or any other item there is no additional cost and every dollar you spend earns 4 % to 6% for the organization. "The money paid to the Friends of the Surprise Libraries from Amazon will go to support even more programs and services in Surprise".

Be sure to update your bookmarks – save Friends of the Surprise Libraries as your book mark. Start your shopping by accessing the Friends website first every time; this will ensure that the organization receives credit for everything you purchase.

Grants

(cont. from page 5)

among school librarians who storm the schools early to get their allotted funds.

“It’s a sad state of affairs that it’s come to this”, said the librarian who held back her name because of the possibility of reprisal.

These conditions make the yearly Friend’s donations a lifeline. “Because, you guys are what we count on to pay for new programs and innovative stuff we would be without if Friend’s didn’t show up every year. And your money becomes ours,” she said. “It can’t be raided or used for other purposes.”

Ironically, it’s fellow teachers who raid the library on a regular basis. When they can get a hot author to appear in their class, they often hit the library budget up for 30 books. When the presentation is over, the school libraries are stuck with books that have limited interest among the student library patrons.

“So we do our best to interest students in the books.

Using the electronic media now flowing into the school room, the librarians are trying to fight back”, Simonson noted.

“The number of e-books I ordered this year shows how we intend to reach as many as of the students and even their parents. Students from both elementary and high schools can count on the e-book library to be there when they need it”, Todd concluded.

This year, for instance, 179 e-books were funded by the Friend’s organization. The 179 e-books are storey books, a collection the school libraries have been slow to acquire. These e-books can be shared, doubling or tripling access to the e-book library Simonson is building. These e-books can be accessed by 15,000 students and their families.

6 TIPS FOR VOLUNTEERS

by Gary Cline

When a book is in bad shape (torn pages, water damage etc.) don't price it, put it in the recycle bin.

When putting hard back books on the shelf, watch out for multiple copies of the same book. No more than 2 of each title and they should have the same price (example: not one at \$3 and one at \$2)

Don't dump books on the floor or in some other open space. If there is no room, leave them on the cart.

If you don't have new items donated to price, select a shelf to organize, remove duplicate books and bring out something from the back room so that there are different titles available.

When pricing books separate non-fiction from fiction and then separate romance. Romance books do not need a label. Non-fiction don't need an author designation letter. It will make your pricing go quicker.

Take a few minutes to see if any new areas have been created, or moved, it will make helping a customer easier for you.

Library View

(cont. from page 4)

The right facing blue arrow is to play a song clip, and the downward pointing arrow is to download music. My Music is where all your songs are stored. Once you use the big downward facing arrow to download a song, this is where it goes. Playlist is where you can create shortcuts to your favorite music. Most people will use this after they have downloaded a lot of songs. This way they can separate their classical music from their workout music, etc. You can create multiple playlists to organize your music. Once you create a playlist, you will have the music both in “My Music” and in the Playlist area. Browse is where you will be able to quickly browse the most popular Artists, Songs and Genres in a navigation bar at the top of the screen in the Browse area. Settings is where you can, if you wish, log out of the Freegal Music Application. One of the great things about the App is you don’t have to login each time! However if you are logging in from multiple devices you may wish to logout. To access Freegal, go to the library’s home page (mclldaz.org) and click on Download Center, then Freegal. Enjoy the free music!

