

THE  
READING  
SEED

SEPTEMBER 2010  
Biannual Newsletter

# REVIEW


Helping children learn to read so they can read to learn.

## Back to SCHOOL

Welcome back! We at Reading Seed are looking forward to another successful school year. Below are a few reminders to help get volunteer reading coaches off to a good start. You can also email your coordinator with any questions or concerns: TUSD and Amphi school district volunteers email Monica Warren at [mwarren@readingseed.org](mailto:mwarren@readingseed.org). All other volunteers, email Jeanette Valencia at [jvalencia@readingseed.org](mailto:jvalencia@readingseed.org). Or call the office at 798-0700 between 8am and 4pm. **Thank you for your volunteerism!**

- Please plan to pick up your supplies at one of the locations listed at right.
- If you have not heard from your site coordinator by now, contact the school to let them know you will be returning as a volunteer and that you are ready to get started.
- Please be patient. Our schools have undergone many changes in the last few months, and the site coordinator and/or teacher you worked with last year may not be returning to the school.
- Nine TUSD schools closed over the summer: Duffy, Ft. Lowell, Jefferson Park, Reynolds, Richey, Roberts, Rogers, Van Horne, and Wrightstown. If you volunteered at one of these schools last year and have not made arrangements for a new school placement, please contact the Reading Seed office. We will assist you in finding a new school.
- If you have family or friends that are interested in volunteering, direct them to our website, [readingseed.org](http://readingseed.org). We have trainings all over Pima County scheduled this Fall.



If you have any questions or concerns about the start of the year, please let us know. We're here to help make your volunteer experience a successful one. Thank you for giving your time to the cause of children's literacy! 

## Where to pick up supplies

Please pick up reading journals, kids backpacks and the new board game at one of the times and locations below.

Drop in during these open house hours at **Reading Seed**:


- Monday, Sept. 27 10am-1pm
- Tuesday, Sept. 28 2pm-5pm
- Friday, Oct. 1 8am-11am

For coaches on the northwest side of town, pick up your supplies at the **Wheeler Taft Library**:

- Wednesday, Sept. 29 anytime between 10am-1:30pm
- Wednesday, Oct. 20 anytime between 2pm-4:30pm

Eastside coaches can pick up supplies at the **Miller Golf Links Library** on Monday, Oct. 4 anytime between 2-4pm.

Green Valley coaches can pick up supplies at the **Green Valley Library** on Monday, Nov. 1 between 10am-12:30pm.

If none of the these locations are convenient, call Reading Seed or talk to your site coordinator to make other arrangements. 

# 2010 TUCSON FESTIVAL OF BOOKS was a best seller

With over nine acres of books, exhibitors, authors, food and fun, the 2010 Tucson Festival of Books was a HUGE success! Below is a breakdown by the numbers:

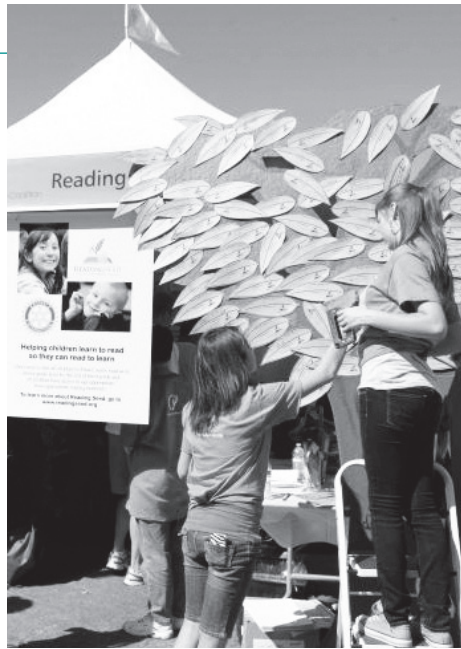
- More than 80,000 attendees
- More than 450 authors and presenters
- 1,200 dedicated volunteers
- 183 exhibitors from as far away as Washington D.C. and Florida
- 110 very generous sponsors

These are amazing accomplishments for the second year of an event! Plus based on attendance figures, the 2010 Tucson Festival of Books was the fourth largest book festival in the United States! Credit for that goes to Festival founders Bill and Brenda Viner, Editor and Publisher of the Arizona Daily Star John Humenik, long-time Reading Seed supporter Bruce Beach, and the UofA's Frank Farias.

Reading Seed's booth also racked up some excellent statistics over the two days of the Festival:

- 3,390 children's books given away
- \$500 in donations collected
- 282 leaves placed on our literacy tree honoring people who brought reading to life for Festival attendees
- 153 family literacy surveys completed for the Literacy for Life Coalition

The children and families were so appreciative of the free books. It was also great to see a number of "tweens" and teens stop by to choose a book. People wrote some interesting things on their leaves



*Photo by Polixenni Photography*

(see photo) honoring who or what brought reading to life for them. One young father had written that "Daddy" had brought reading to life for his toddler "Samantha." Another school-age girl wrote that Calvin and Hobbes had brought reading to life for her – and she was not joking about that!

Many thanks to the wonderful reading coaches who volunteered to staff the booth – it was all hands on deck as the free books were very popular. Also thanks to the many Reading Seed coaches and supporters who were Festival volunteers – it's a great way to show your support of the Festival and of Reading Seed.

**Mark your calendars! The third annual Tucson Festival of Books will be held on March 12-13, 2011!** Authors already confirmed for the event include Frank Deford, Jonathan Eig, Jamie Ford, Dianna Gabaldon and Joyce Maynard. To sign up for the Tucson Festival of Books e-newsletter, go to [tucsonfestivalofbooks.org](http://tucsonfestivalofbooks.org). 🌿

## From the Executive Director

I love the fresh start of a new school year filled with possibilities and opportunities! Reading Seed is starting out on a high note as we continue to be blessed with hundreds of reading coaches who are hands-down the best volunteers around.

Our list of generous supporters, funders, partners and friends also continues to grow. The Rotary Club of Tucson and the Tucson Festival of Books deserve special mention because they accomplish amazing things solely through passionate volunteers. This year, the Board of Directors increased to 11 members and every one gives unstintingly of their time, talent and treasure!

Please take a look at the staff bios on page 3 – both familiar and new faces. We are a wonderfully diverse team who all share a fierce dedication to children's literacy. To save space, here's my bio: I'm Elizabeth Campbell and I have served as Executive Director since July 2009. My non-profit career spans almost 10 years and has focused on children's causes. My husband Ernie Galaz is principal of Holaway Elementary in the Amphi District, so you could say children and literacy are all in the family for us! 🌿



Best regards,

*Elizabeth Campbell*

Executive Director

# Pleased to meet you!

I am **Allan Tractenberg** and many of you may know me as the volunteer trainer. Fifteen years ago, I helped found Reading Seed and began coaching in the Flowing Wells School District (where I still volunteer today). In addition to my duties as trainer, I also served as Executive Director of Reading Seed for several years.



My name is **Monica Warren Chapman**, and I have been a Volunteer & School Coordinator with Reading Seed since 2008. (I got married last year, so Chapman is my new last name.) I handle the Tucson Unified and Amphitheater school districts.



I am **Betsey Stahler**, Library Manager since 2008. My trusty library volunteers and I can help you find books especially for the students you work with. Children's literature is our passion! In my spare time, you'll either find me reading or out cycling around Tucson.



Hi everyone! My name is **Jeanette Valencia** and I am the Volunteer Coordinator for the following school districts: Marana, Sunnyside, Flowing Wells, Sahuarita, and Vail as well as charter and private schools that have Reading Seed programs. This month marks my one year anniversary with Reading Seed.



Hello! My name is **Tina Marie Summers**. I just started last month as the Receptionist/Bookkeeper at Reading Seed. I'll be the bright voice saying hello when you call and hope to help you in any way that I can. I am pursuing a degree in Linguistics and International Studies plus I am minoring in math (yeah I know, but I LOVE math!). I am excited for the great opportunity at Reading Seed and hope to make a big impact.



Hi, I am **Sarah Bratt**, one of the newest additions to the staff. I am job-sharing with Monica Warren as a Volunteer and School Coordinator. We work with TUSD and Amphitheater school districts. Currently, I am a student at the University of Arizona pursuing a degree in Communications. I am very excited to work here and I look forward to a great school year! 🌿



## Literacy for Life Coalition – creating a culture of literacy in Tucson

Reading Seed has been taking part in the development of the Literacy for Life Coalition – a group of literacy providers, school system educators, businesses, local government, and foundations. **The goal of the coalition is 100% literacy through 100% community engagement.**

Literacy for Life Coalition is supporting literacy growth for all age groups from cradle to grave. The vision – Tucson Flourishes Because We Lead in Literacy – reflects the fact that literacy improvements are the single most powerful economic development tool our community has. Literacy for Life Coalition estimates that Arizona's costs in

welfare, Medicaid, and crime that are due to low literacy total \$3.5 billion annually! Thus, the Literacy for Life Coalition (and Reading Seed's volunteers and supporters) are providing economic development, human development, and community development.

Reading Seed's involvement has allowed staff to learn more about other literacy providers and find ways to support each other and collaborate. A few of Literacy for Life Coalition's successes include:

- The establishment of two Literacy Zones – in the Sunnyside and South Park

neighborhoods. Providers will focus efforts in these areas to improve literacy for both children and adults.

- Teach the Parent, Reach the Child: a partnership formed to increase parents' understanding of reading development in children birth to third grade.
- A volunteer recruiter for the Sunnyside Neighborhood shared by Reading Seed and Literacy Volunteers of Tucson!

To learn more about the Literacy for Life Coalition or to sign up for the monthly e-newsletter, go to [literacyforlifeaz.org](http://literacyforlifeaz.org). 🌿



# Reading Seed



## Featured volunteer

Diane Senders has been a volunteer with Reading Seed since November 2007. She began cleaning books and now works almost daily cataloging books and adding them to the Lending Library's collection. Diane began volunteering in libraries while a high school student and went on to a career working in academic libraries as a library technician.

A native of Seattle, Washington, Diane moved to Tucson for the sunshine in 1999. Before coming to Reading Seed she worked at Literacy Volunteers of Tucson for 7.5 years. Her other interests include reading (especially mysteries), Sudoku and knitting. In addition to Reading Seed, Diane also volunteers at the Santa Rosa Branch of the Pima County Public Library where she teaches knitting to children and adults in their "Sit and Knit" program.

Diane is committed to literacy and said she likes to volunteer at Reading Seed because "I get to read books, meet people and help them find books. I like being involved in education. It is one of the most important things we can do."



## Staying in touch

Reading Seed needs to stay in touch with our volunteer reading coaches.

If you did not return a volunteer survey in the spring or contact us to enter your students in the raffle for bicycles, **you will be receiving a call from Reading Seed in the next month or two.** We need to know if you are still an active reading coach and update our contact info (address, phone number and the school where you volunteer).

**We also urgently need your email address!** During the school year, Reading Seed sends email updates to keep coaches current on important information. It has become very expensive to print and mail a paper newsletter, so we publish that only twice a year. (This also helps Reading Seed be a more "green" organization.)

Send your email address to your Reading Seed coordinator via email (addresses in front page article) or call us at 520-798-0700. Reading Seed promises to keep your contact information confidential and to send emails no more than once per month. **Thank you!!**

## Success stories needed!

We need to contact a few former students and/or parents who could speak eloquently about the life-changing power of the Reading Seed program.

Have you kept in touch with any of your students from previous years? Maybe you know of a family at your school with a child who benefitted from Reading Seed? Perhaps one of your own children is a Reading Seed success story? Please contact Elizabeth Campbell at 798-0700 or [ecampbell@readingseed.org](mailto:ecampbell@readingseed.org).

*Successful student Jordan Robinson spoke at Reading Seed's Recognition Event last spring. Photo courtesy of Photos for Change*



# Round-up

## Volunteers needed


The Lending Library is in need of volunteers. Can you help?

We need a volunteer who can enter new coaches' information in the online Lending Library check-out system. The volunteer would need a computer, email account, internet access and some familiarity with data entry. You would only need to come to the office for training, otherwise the data entry can be done from home.

Can you help us shuttle checked-out books between Reading Seed and the school district offices listed below? If we had one or two people to call on for each district, it would be a big help! This is not a weekly commitment, just as needed. We can usually provide a day or two advance notice. If you can help with either volunteer position, please call Library Manager, Betsey Stahler at 798-0700. If you could help transport books, but need assistance with mileage reimbursement, contact us and we will see what we can do. Thank you!!

- Amphitheater, LACC/Special Programs, 435 E Glenn St., Room #5
- Flowing Wells, Iola Frans Administration Center, 1556 W Prince Road
- Marana School District Office, 11279 W Grier Rd
- Sahuarita School District Office, 351 W Sahuarita Road
- Sunnyside School District Office, 2238 E. Ginter Rd
- Tucson Unified School District, Office of Grants & Accountability, Bldg A, Room 240, 2nd floor, 1010 E. 10th St
- Vail School District Office, 13801 Benson Highway

## Coming soon

A Reading Seed video will soon be available for your viewing pleasure on our website. Reading Seed would like to recognize the following team who created this award-worthy video: volunteer director Nicole Lubinski, in-kind supporters Rick and Paul Rose and the Film Creations crew, and our fabulous narrator Bob Oldfather, owner of Bookmans. 

## Board of Directors 2009-2010

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# Rotary Club Car Show coming soon

Mark your calendars for October 16 when the Tucson Classics Car Show will be held from 10am-4pm at St. Gregory College Preparatory School, 3231 N. Craycroft. In the show's first three years, more than \$190,000 has been raised for Reading Seed Children's Literacy Program.

Reading coaches are encouraged to support this event by volunteering the day of the event in the areas of beverage service, food court or ticket sales. To volunteer or for more information, call Reading Seed at 798-0700 or email [tsummers@readingseed.org](mailto:tsummers@readingseed.org). We will find a shift and duty that will work for you and we would greatly appreciate your support!

Just \$5 gets you into the show and gives you a chance to win the 1997 Corvette C5 Coupe prize! Family members 18 and under are admitted free with a paid adult admission. To register a car in the show or for more information, go to [tucsonclassicscarshow.com](http://tucsonclassicscarshow.com).

The Rotary Club  
of Tucson Presents...

## Tucson Classics Car Show



# THANK YOU TO THESE



## 250 attend Recognition Event!

A Recognition Celebration honoring volunteers and donors took place on March 31 at the Doubletree Hotel Reid Park. Chaired by reading coach Margy Vaughan and board member Joni Condit, the event was a huge success with 250 people in attendance.

With David "Fitz" Fitzsimmons of the Arizona Daily Star as MC, Reading Seed supporters enjoyed an evening of laughter and heartfelt thanks for their commitment to children's literacy.

Original Reading Seed founders were recognized: Lita Bratt, Elizabeth Fimbres, Debbie Rich and Allan Tractenberg. Rotary Club of Tucson members who founded the

partnership with Reading Seed were also honored: Michael Anderson, Bruce Beach, Jill Jordan-Spitz and Jim Murphy. Bookmans was recognized as Corporate Partner of the Year.

*Many thanks to our event sponsors!*



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MICHAEL AND SUSAN ANDERSON

RAIM & ASSOCIATES

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November 13, 2009 through July 23, 2010

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Please contact  
Elizabeth Campbell at 798-0700  
or [ecampbell@readingseed.org](mailto:ecampbell@readingseed.org)  
with any corrections.



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# THE Book Beat

Reading Seed's Lending Library is fortunate to receive new books every year from donors around the valley. The Rotary Club of Tucson and the Saguaro Tucson Rotary Club are two such supporters that give the Lending Library new books including the clever *Elephant and Piggie* books reviewed at right. In addition, Goodwill donates thousands of used books to Reading Seed annually. Some of these books are added to the Lending Library collection while others are given away to students throughout Pima County.

Do you have children's or adult books that you do not want anymore? Bring them to Reading Seed! We accept donations of two or twenty or two hundred. We can give you a tax receipt and our deep appreciation. Call Betsey at 798-0700 or email her at [bstahler@readingseed.org](mailto:bstahler@readingseed.org) if you have any questions about donating books to Reading Seed. 

## Book Review

### "Elephant and Piggie" series

*Written and illustrated by award winning author/illustrator Mo Willems*

Several of these wonderful books were recently given to Reading Seed from the Rotary Club of Tucson. One, titled *Watch Me Throw the Ball!* shows Gerald the Elephant being very serious about throwing his ball while Piggie is more interested in having fun. Another, *I Love My New Toy!* shows what happens when Piggie's new toy appears to be broken. The simple illustrations really add to easy-to-read stories. Children and adults of all ages will smile when reading these popular new books. (Fountas and Pinnell levels C and D) 