Our Vision

Our vision is to be a social and intellectual gathering place for everyone—a vital community center that informs and inspires.

Our Mission

Our mission is to provide citizens with access to information, kindle the imagination of children and adults, and encourage lifelong learning and achievement for all.

Our Goals

△ Our staff will perform a critical role in developing and delivering quality customer-focused service.

△ Our collections and information resources will reflect a wide spectrum of ideas and viewpoints, mirroring diverse community needs.

△ We will use technology to maximize information access and continually improve efficiency of operations.

△ Our programs and services will meet the lifelong learning, cultural, scientific, and business needs of our diverse community of families and individuals.

△ Our facilities will be comfortable and accessible, and will efficiently accommodate the changing needs and interests of our community.

△ We will enhance services, expand resources, and increase visibility by pursuing mutually beneficial partnerships with other libraries, government and community agencies, educational institutions, business, industry, and the public.

1999 Board of Trustees
Michael Thomas, President
Louis Gottsponer, Vice President
Marty Goff, Treasurer
Steve Singleton, Secretary
Lorraine Brewer
Matthew Lawrence
Rev. Maurice Roberts

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Manager, Public Services

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Manager, Children’s Services

Pam Lawrence, B.A.
Manager, Volunteer Services

Friends of the Library
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Improving our service and planning for the future

A message from the Library Director

The pace of change at the library during 1998 was exhilarating. There a new director, a renewed focus on customer service, and the arrival of the electronic age at the library. We spent 1998: (1) listening to our customers; (2) studying best practices from other libraries and information service providers; and (3) making positive changes by being flexible, creative, and resourceful.

The year began with a customer survey to determine our hours of operation and identify key areas of community concern. As a result we expanded our weeknight hours to 8 p.m. and added Sunday afternoon hours from 1-4 p.m. Although the respondents gave the library reasonably good scores for various aspects of customer service, the scores were not outstanding. We knew we had a lot of work to do to improve our collections, facilities, and customer relations.

In early spring of 1998 staff held a series of meetings to determine a set of values that would guide the Library's work:

- Teamwork and partnerships
- Quality service
- Intellectual freedom
- Center for life-long learning
- Innovation
- Welcoming physical and virtual environments
- Responsive to diverse needs of the community
- Respect for ourselves and our customers
- Flexibility
- Communication
- Integrity and accountability

Those values were turned over to a group of library trustees, staff, Friends of the Library, and community members who met for a day-long retreat to determine the library's mission, vision and goals. These meetings set the groundwork for our long-term planning (see previous page for the text).

Along with our improved hours, we adopted “values-based service” as our philosophy at the circulation desks. Where, in the past, we relied on strict policies to make each decision, we now make our decisions based on guidelines that are flexible and customer-friendly. Staff is empowered to judge situations and make the right decision for both the customer and the library—not easy, not always comfortable, but right.

Programs offered by the library vastly increased from the previous year with new genealogy classes, brown bag lunch talks, the TeaTime Readings at the Library series, additional children's story hours, and our computer classes.

Technology posed new challenges for staff. With a new automated book catalog from Innovative Interfaces, Inc., a leading supplier of library automation systems, the public was able to search the collections of all the member libraries in the Ozarks Regional Library system, as well as global information sources through the Internet. Electronic periodical databases, including those focused on healthcare and legal information, were also made available. Computer classes were offered for seniors, as well as the general public. Every class was booked in advance.

Automation brought the need for immediate re-engineering of work processes. Some laborious tasks were entirely eliminated, while others were created. Many staff and volunteers had no previous computer experience, so there was much to learn. E-mail helped to improve communications internally and externally—now we send some overdue notices electronically!

The library facility was tops on the list for improvements. Many areas were redecorated with paint, new carpet, refinshed tables, new signs, and an improved layout. Even our staff breakroom got a facelift. Eagle Scout Brian Hickey installed a new brick patio on the lower level. Ozark News Agency gave us a fabulous new sign, and for our magazine give-away table, and our landscaper continued to create miracles on a tight budget. Lighting, heating, ventilation, and air conditioning system problems were analyzed and action plans put into place.

There were many administrative changes. First, we moved to a merit-based compensation system, along with annual performance reviews. The full-time work week increased to 40 hours. The payroll system was automated and we implemented an improved pension plan. All our staff now wear name badges to help customers identify them.

A major effort started in 1997 and continued through 1998 to streamline the Ozarks Regional Library. Propelled by Act 402, consultants were hired to study the system and make recommendations. Decisions were made to disband the two-county system and form the Washington County Library System as of July 1, 1999, streamline operations, and decentralize book selection.

The critical activity was the Master Plan for Services and Facilities: 1998-2020. This plan lays the groundwork for library services in the next century. By the end of 1998, we were questioning if the current location should be the site of an expanded central library or if we should look elsewhere.

A major effort to improve our collections was begun. At the close of 1998 we got word that the City Council had approved a sixty-five percent increase of our materials budget for 1999. That increase plus the direct distribution of county book funds brings us closer to the national average for our size city.

The best news was that as a result of all our efforts, we saw significant gains in materials borrowed from previous years—meaning that more reading is being done in Fayetteville!

We are grateful to our hundreds of volunteers and contributors. These great folks understand and support the important role public libraries play in our democratic society.
Reading is the key!

Teatime Readings Assemble and Celebrate Local Authors
September witnessed the start of our 18 month “Teatime Readings at the Fayetteville Public Library” series. Sponsored in conjunction with the University of Arkansas Press, the Regional Author Gala saw more than 30 noted authors and 100 attendees at FPL for a lecture and book signing. Keynote speakers included Dr. William Gatewood and John Lewis. Additional sessions of this series included an exploration of Arkansas music led by Dr. Robert Cochran.

Expanding our Collection
The periodical collection expanded by about 50%, and funding for audiovisual materials increased. Most importantly, the number of new books on the shelves increased substantially during 1998. The increase in materials, combined with our expanded hours, resulted in a 13% increase in materials borrowed.

Improving our Collection
With many years of inadequate funding and a high shrinkage rate, the collection needed help. We focused on streamlining selection and ordering practices, as well as extensive weeding. Non-fiction, in particular, has needed to be heavily weeded and brought up-to-date.

Probable the most significant improvements will result from the decision to disperse the Washington County Library Board funds for materials directly to the libraries starting in 1999. Our collections will be more cohesive and better able to serve the needs of the community. Also, a decision was made to have our vendors ship materials directly to each library with much of the cataloging and processing completed. Materials will cost less to process and will be on the shelf several weeks earlier than in the past.

It will take several years of good funding and hard work to bring our collections up to where they should be for a city of Fayetteville’s size. The FPL staff is committed to the task!

Inaugural poet and UA Professor Emeritus, Miller Williams reads one of his poems at the April 1998 ribbon-cutting for the library’s extended hours.
Genealogy Services makes searching your roots even easier!

Workshops are Well-Attended
Genealogy staff and volunteers led a variety of free and fee-based workshops and programs during 1998 to teach family research to all levels of researchers. Topics covered included Computer Genealogy, Basic Family Research, Native American Research, Census Records, and Tracing Your Female Ancestry. Over 500 participated in these programs. In addition, the Genealogy department participated in the Four Corners Ancestor Fair with a booth, classes and a tour. Department staff also taught classes for Elder Hostel and special groups.

Advertising and Promotion Commission Approves Grant
Thanks to a generous $32,441 grant from the Fayetteville Advertising and Promotion Commission, the library was able to add the complete 1900 Census on microfilm. This complements the holdings of the 1910-1920 Census records. Also during 1998, the department received word that its request for a 1999 grant from the Fayetteville Advertising and Promotion Commission was approved. This will enable the library to add the 1880 census in early 1999.

No More Broken Equipment!
Genealogy added a new, state-of-the-art microfilm reader-printer, as well as a workstation allowing library users to access Internet resources and many CD-ROM databases. Thanks to a generous donation by Hugh and Martha Brewer, a new microfilm reader was also added.

Reading is the key...continued

“Sandwiching” Information
In 1998, the Library has introduced a monthly Brown Bag lunch lecture series that adds enrichment to the work-a-day schedule. The series covered a wide range of practical topics, from “Investment Strategies for Uncertain Times” to “Fall is for Planting” presented by horticulturalist Carl Totemeier. This sort of programming reflects the role of our library as an information center—whether that information is written, electronic, or the spoken word.

Making it Easier to Request Your Favorite Book
Is the book you want checked out? We can get it for you! If you find the item you want is checked out, you may place a “hold” on the item directly from the computer.

Creating a Comfortable Place to Read, Research and Meet
A comfortable, clean and attractive facility is one of the important aspects of any good library. Thus, we took steps to improve our building. Worn, outdated signs were replaced with more attractive and understandable ones. What original furniture remains was re-upholstered. Many public areas were given a fresh coat of paint. Furnishings were re-arranged to improve aesthetics and efficiency—more re-arrangement will continue in 1999. The meeting room was redecorated and made available to the public for group meetings.

“Some people say that they learned everything they knew from the newspaper. Well, I say that I learned everything I know about mutual funds from the Fayetteville Public Library.” —Helen Brannan
Helping children become lifelong readers

Summer Reading Program 1998
*June and July is a time for reading!*

The Fayetteville Public Library took a “Splash into Reading” with readers from kindergarten through sixth grade joining the summer reading festivities. Over 1000 elementary students enjoyed a variety of entertaining programs that included storytelling, music, theater and real animals, and won weekly prizes just for coming to a program. More than 800 pre-schoolers were treated to “Splash into Summer,” a six-week series of stories, music and puppet theater, with a dress-up tea party as the grand finale.

Bedtime Story Hour

Over 100 children dressed in pajamas and carrying their favorite stuffed animals blanketed the Community Room for our National Library Week celebration. Bedtime stories, songs, and skits lulled the children to sleep while the parents enjoyed a few moments of quiet.

Back to School Fright Night

Our first annual Fright Night was held in August at Agri Park, with about 70 elementary students and adults enjoying an evening of ghost stories told around the campfire by guest storytellers. A marshmallow roast over the open fire completed the fun.

Halloween Storytelling Festival

Local storytellers entertained children and adults of all ages at this annual event where costumes galore adorned those who attended. Over 130 children and their parents were spellbound as they listened to spooky tales and songs.

School Year Story Hours Entertain and Educate

Offering a variety of programming for pre-schoolers and toddlers, the Children’s Library has something for everyone throughout the school year. Story times include sharing books, storytelling, puppetry and singing. The magical duo of Mary Loots and Lolly Maxey can’t be beat!

Children’s librarians, Lolly Maxey and Mary Loots, lead summer reading participants in a “Frog and Toad” story.
Kids Love the New Multi-media Station
Thousands of kids have enjoyed the new multi-media station offering a plethora of interactive educational games and software. Many parents have had to coax their children away or out of the library to give others a chance to play and learn!

Children’s Library gets Beautiful New Look
The Children's Library got a beautiful new look in late 1998. New paint, carpet, improved lighting, refinished furniture and a total reset of the room layout make our Children’s Library a more comfortable and attractive space for children and parents alike. We are looking forward to more computers and books in 1999 but are scratching our heads on where to put them!

What the library means to me

The library supplies me with lots of good books because I love to read. I always find new books when I come to the library. --Max Brinson, age 11 (pictured on left)

I love the library because my mom has read to me since I was little and this is where we get our books. I also like to volunteer in the Children’s Library. --Hannah Brinson, age 10 (pictured on right)

I want my children to be lifelong learners and be inquisitive. It seems that every aspect of our lives revolves around the library and our time spent here is escalating as my children get older. We have used the library to prepare our family for the adoption of our Cambodian daughter, research places that we plan to visit and learn more about my kids’ favorite subjects. I am the most important teacher in the lives of my children and the library offers the materials, and the opportunity to spend quality time with my them. I love books and I want them to love books. Plus, the library is fun and I love it! --Elizabeth Mitchell, mother of three

I like the library because it is like stepping into a world where everything is books. I like to read and I come here two times a week. This is where I get the books I read. --Jennifer Davis, age 8
How our customers rate us

In early 1998 a survey of our customers was conducted by placing questionnaires in the library and at the City of Fayetteville Administration Building, Nation's Bank, Bank of Fayetteville, and McIlroy Bank branches for three weeks. There were 985 responses.

The majority of respondents were between the ages of 35 and 49 (41.5%). Over 50% of the respondents live within 5 miles of the library and about 73% live within Fayetteville city limits. Almost 77% were female. Over half the respondents use the library 1 to 3 times per month.

We asked respondents to rank 14 attributes of library service from most important to least important and to give each attribute a grade from “A” to “F”. Here are the rankings, as well as the scores given by the largest percentage of respondents:

1. Hours of operation B
2. Availability of material B
3. Helpfulness of staff A
4. Ease in finding materials B
5. Courtesy of staff A
6. Ease of parking B
7. Attitude of staff A
8. Ease in checking out materials A
9. Ease in returning materials A
10. Convenience to home A
11. Cleanliness A
12. Comfort of facility B
13. Copiers B
14. Accessibility F

The ranking helps us understand what is important to our customers. The grades help us know what we need to improve. Although seven attributes received a grade “A”, we were disappointed that the highest percentage of responses giving a grade “A” was 71%. Our goal is to see the top five attributes receive an “A” grade by at least 90% of respondents.

At the time the questionnaire was conceived, the library had received funds to expand its hours. A major purpose then was to identify which hours would be most likely to be used. The highest percentage of respondents said the most convenient times to use the library were weekday afternoons, evenings, Saturday, and Sunday. As a result, we cut back our morning hours by 30 minutes and expanded our evening hours to 8 p.m. four nights a week, as well as opening on Sunday afternoons from 1 to 4 p.m.

A special thank you goes to Dr. Molly Jensen, statistician, who, as a volunteer, helped us formulate the questionnaire and tabulate the results.

The library looks to meet the needs of 21st century Fayetteville

In 1998 the library embarked on an effort to plan its future for the next 20 years. With funding provided by the Fayetteville City Council, the library hired a group of experts in library planning and architecture to help the Board develop a Master Plan for Library Services and Facilities: 1998-2020. The master plan addresses both service goals for the twenty-year planning period and the facilities required to meet those goals.

Work began on the master plan in August 1998 when Anders Dahlgren, library planning consultant, conducted a series of input meetings with the public, staff, Friends of the Library, and the Library’s Trustees. Mr. Dahlgren gathered input on what community members wanted and needed in public library services now and in the future.

Using library data from the National Center for Educational Statistics, Mr. Dahlgren compared the Fayetteville Public Library to municipal libraries serving cities of 75,000 to 99,999 population—approximately the size Fayetteville is projected to be in the year 2020. He also compared it to municipal libraries in cities in the middle part of the nation that host a major state-funded university. It was this group of cities that was used to benchmark services and facilities for our library.

The Board of Trustees used the benchmark data to determine service levels including a print collection of 300,000 titles, 500 periodical titles, 30,000 non-print items, 125 public computer stations, 210 reader seats, a computer lab, children’s storytime room, and several other large and small meeting rooms.

These service goals require space of 90,000 square feet. Although this is three times the size of the existing building, it is only 30% larger than the size the library should be to meet the existing community need.

A presentation of the plan was held in early December. Although the draft master plan addressed issues of adaptability of the existing building, further discussion at the December meeting revealed that expansion of the existing building would have some significant drawbacks. It was decided to find out how the community would feel about razing the existing structure and building new.

By the end of 1998, plans were made to bring the architectural consultant, Jeff Scherer, FAIA, Meyer Scherer & Rockcastle of Minneapolis (native of Fort Smith and UA graduate) back to Fayetteville in January 1999 to meet with the public and take their input about the existing structure. This was the beginning of a couple of dozen public meetings to determine the site of the expanded library.
People queue-up to use electronic resources!

Searching the catalog In the library and from home
With automation of the card catalog and circulation functions completed in late 1997, library users were delighted to find they could search the library catalog ORION in the library and from home. Those uncomfortable with the computer catalog were encouraged to take our beginner classes or consult a reference librarian for help.

Making the Internet available
As the Internet gains momentum as an important source of information, communication, and commerce, the Fayetteville Public Library has made it a priority to ensure that all have access to these resources. During 1998 we added three workstations from which patrons can search the Internet. From students searching for information for a research paper to adults refining their browsing skills, these computers have been consistently in demand during 1998.

FPL web page provides access to great resources
Our web page provides a place for people to find information about the library and provides access to some excellent Internet resources. Check us out at www.fpl-ar.org. You can also e-mail us your suggestions or questions at fpl@fpl-ar.org.

Computer classes for beginners were filled!
During 1998, reference staff gave more than twenty workshops teaching basic computer skills to library users. Virtually all of these classes were packed—with attendees learning how to use the library's computer catalog and magazine databases, as well as basic Internet skills. When our computer center opens in 1999, we look forward to providing additional workshops in 1999.

Gates Learning Foundation grant provides community computer center plus more!
In creating the Gates Library Initiative of the Gates Learning Foundation, Bill and Melinda Gates made a commitment to ensuring that public libraries throughout the nation will have technology access available for the communities they serve. In 1998 public libraries in the State of Arkansas were invited to apply for grants which would provide computers, network infrastructure, and Microsoft software for public use. We applied and are now the recipient of a $13,670 grant for 4 Gateway computers and Microsoft software. In addition, the more than $29,884 granted to the Washington County Library System will provide a twelve computer center to be housed at FPL for the residents of our area. All of these workstations will provide Internet access, Microsoft Office, Microsoft Publisher, and a plethora of educational software. The computer center will open to the public in late April 1999.

Computer databases add research depth
By the end of 1998 we had five databases from which library users can access information. Infotrac and ProQuest, general periodical databases, provide full-text access to many articles. Patrons can print these out or e-mail them to their personal accounts. FirstSearch provides access to numerous databases, including ERIC, the standard educational periodical index. We also have Health and LegalTrac, from which individuals can locate articles in the medical and legal fields. We are grateful to the State Library who licensed several of these databases for use throughout all Arkansas public libraries.

"I volunteer at the Fayetteville Public Library because being here gives me a chance to help a deserving non-profit organization. I'm also getting to know the community while repaying libraries for having given me so much." --Chandra Hinton, Library intern
Friends of the library make a visible difference in 1998!

Humble Beginnings, Great Results!
In 1982, a group of citizens formed the Friends of the Fayetteville Public Library for such purposes as to focus public attention on the library, to stimulate use of the library's resources and services, and to support and cooperate with the library's staff and governing board in developing the library's services and resources.

For sixteen years the Friends have been supporting the library in a variety of ways. During 1998 Friends, as members and as individuals, participated in the library's planning retreat in April, helped with the library's "garage sale" in May, and participated in meetings with consultants throughout the year.

New Book Shop
As usual, Friends continued such fund-raising efforts as the ongoing book sale in the library, the fall book sale, and a silent auction during the month of November. The silent auction in 1998 included many University of Arkansas Press books, as well as rare books, works of art, jewelry, and home decorations. During the year a group of Friends who sorted books in preparation for the fall book sale started setting some of the books out on the sidewalk during good weather to sell them. These "Fairweather Friends" were so successful that the fall book sale was scaled back in 1998, and the sidewalk sale grew into a small Friends book shop downstairs, in the back of the library. It is open on Friday and Saturday mornings.

Items for Sale
In addition to books, the Friends also sells library note cards and tote bags, both in the book shop and at the library's circulation desk. In 1998 library T-shirts were also made up and put on sale. A number of them were also given to library staff.

Support for the Library
The 457 dues-paying Friends and their activities brought in about $22,000 in 1998.

About $20,000 of it was spent during the year to provide the "extras" for the library that are not covered by the budget. Friends continued the Value Line investment analysis service and the InfoTrac database of periodical articles and took care of some aesthetic and comfort matters: reupholstering some library furniture; painting the interior of the library; providing new, clearer signs; and printing library flyers, stationary, and business cards.

Why become a Friend?

Lifetime members tell why...

"The library is a bank of knowledge. I love to make withdrawals. But I also know I must make deposits. That's why I'm a lifelong member of the Friends of the Fayetteville Public Library."

Jerry Jansa, Lifetime member

"With Sara growing up miles from the nearest town in south Arkansas and Frank reared on an Ozark mountain top, we both devoured books as our tickets to the outside world. No matter what form information will take in the 21st century, it is comforting to know the library will be there to inspire and educate."

Sara and Frank Sharp, Lifetime members
### Operating Revenues
#### Fiscal Year 1998

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<th>Source</th>
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<tr>
<td>City of Fayetteville</td>
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### Library Statistics

#### Population Served
- 55,000 (Fayetteville 1997 est.)
- 146,487 (County 1997 est.)

#### Operating Budget FY 1998
- $833,902

#### Materials Budget FY 1998
- $118,460 (includes: $83K CIP, $18K '97 CIP carry-over, Book Endowment interest, some gifts)

#### Library Card Holders
- 15,662

#### Program Attendance
- 14,448

#### Materials Owned
- 93,497

#### Periodical Subscriptions
- 240

#### Reference Questions Answered
- 32,808

#### Use of Materials (circulation)
- 299,085 (34% are children's materials)

#### Visits by the Public
- 288,891

#### Volunteer hours
- 7164

#### Staff
- 23

#### Staff with M.L.S. Degree
- 4

### Library Expenditures
#### January 1, 1998-December 31, 1998

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*incl. $83K '98 CIP, $18K '97 carry-over, Book Endowment interest, grants, and gifts

### Restricted Fund Balances
#### January 1, 1998-December 31, 1998

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<td><strong>TOTAL</strong></td>
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</table>
Celebrate Our Supporters!

The Fayetteville Public Library wishes to acknowledge and thank the following individuals and organizations for their gifts of support, resources, time, and talents, and in-kind contributions during 1998.

Businesses and Organizations

Contributors

LeaAnna Taylor Lois Taylor Anne Thomas Elaine Thomas Jeanne Thomas Lyle Thornton Amanda L. Thomaft Tom Toney Mrs. Jerry and Phil Brown Brad Volc Cloe Waddell Jeff Watters Martha Ward Vickie West Carolee Wilde Wells Williams James S. Williams Cecilia Wister Pat Wynn Sally Zelinka

Volunteers

Volunteer Speakers & Performers
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