

The Southwest Georgia Library for Accessible Services is a part of your public library and the National Library Service for the Blind and Physically Handicapped, serving Baker, Brooks, Calhoun, Clay, Colquitt, Decatur, Dougherty, Early, Echols, Grady, Lanier, Lee, Lowndes, Miller, Mitchell, Quitman, Randolph, Seminole,



Terrell, Thomas, Webster & Worth counties.

(229) 248-2680, 1-800-795-2680, or lbph@swgrl.org

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October 2011

MARKETING SWGLAS: A CUSTOMER-CENTERED APPROACH

Join us at the Southwest Georgia Library for Accessible Services on Tuesday, November 8, 2011 from 1 – 3 p.m. with Christie Koontz, Ph.D., to learn the fundamental concepts of marketing and the practical steps in any successful marketing plan. Participants will develop an understanding of marketing, identify marketing activities within the Southwest Georgia Library for Accessible Services, and generally de-bunk the myths of marketing.

Dr. Koontz is Associate Professor at Florida State University's College of Communication and Information. Koontz teaches and conducts marketing activities for the College, co-authored a virtual campus marketing course utilizing geographic information system software (GIS) which can be found at www.esri.com, and is the Director of GeoLib (U.S. Public Library Geographic Database). GeoLib is a research program of the College of Communication and Information at Florida State University.

Space is limited; please call the Southwest Georgia Library for Accessible Services at 229.248.2680 or 1.800.795.2680 to reserve your spot today.

Update on Mailing of Books to SWGLAS Patrons

We ran out of mail cards (30,000 from February 20, 2011 – Sept. 20, 2011) and we were going to have to turn over the mailing to GLASS in Atlanta, Nov. 1, 2011 anyway, so instead of ordering new cards to run for 1 month your books are being sent from Atlanta.

The SWGLAS kept a collection of books to serve our walk-in patrons and also patrons that need books sent to them on short notice.

Please, spread the word to your folks to let us know if there is a delay in service and call our local SWGLAS # 800-795-2680 AND GLASS 800 number 800-248-6701 to register any complaints about turnaround in service.

This is a critical time period to let the GPLS/GLASS know if this centralized mailing from Atlanta is going to work for the patrons in Southwest Georgia.

Thank you very much for your help in giving the best service to our blind and disabled citizens.

National Disability Employment Awareness Month

In October, Americans observe National Disability Employment Awareness Month by paying tribute to the accomplishments of the men and women with disabilities whose work helps keep the nation's economy strong and by reaffirming their commitment to ensure equal opportunity for all citizens.

This effort to educate the public about the issues related to disability and employment began in 1945, when Congress enacted Public Law 176, declaring the first week of October each year as National Employ the Physically Handicapped Week. In 1962, the word "physically" was removed to acknowledge the employment needs and contributions of individuals with all types of disabilities. Some 25 years later, Congress expanded the week to a month and changed the name to National Disability Employment Awareness Month.

The official theme for October's 2011 National Disability Employment Awareness Month announced by the U.S. Department of Labor's Office of Disability Employment Policy is "Profit by Investing in Workers with Disabilities." The theme honors the contributions of workers with disabilities and serves to inform the public that they represent a highly skilled talent pool that can help employers compete in today's global economy. "Return on investment means hiring the right talent," said Kathy Martinez, assistant secretary of labor for disability employment policy. "Workers with disabilities represent all skill sets and are ready to get the job done. This year's theme focuses on improving employment opportunities that lead to good jobs and a secure economic future for people with disabilities and the nation as a whole."



October is Breast Cancer Awareness Month

Susan G. Komen fought breast cancer with her heart, body and soul. Throughout her diagnosis, treatments, and endless days in the hospital, she spent her time thinking of ways to make life better for other women battling breast cancer instead of worrying about her own situation. That concern for others continued even as Susan neared the end of her fight. Moved by Susan's compassion for others and committed to making a difference, Nancy G. Brinker promised her sister that she would do everything in her power to end breast cancer forever.

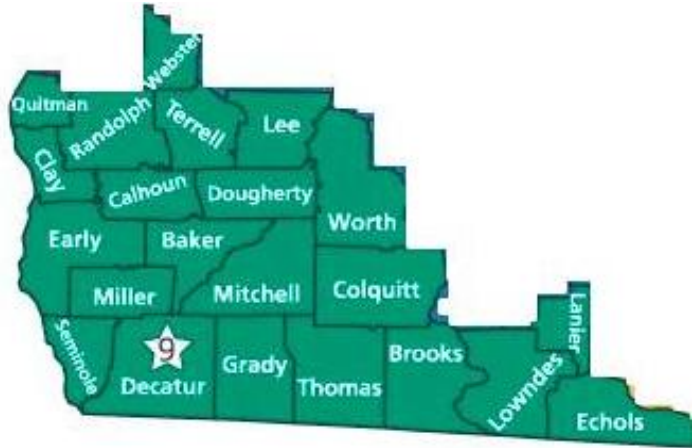
That promise is now Susan G. Komen for the Cure®, the global leader of the breast cancer movement, having invested more than \$1.9 billion since inception in 1982. As the world's largest grassroots network of breast cancer survivors and activists, we're working together to save lives, empower people, ensure quality care for all and energize science to find the cures. Thanks to events like the Susan G. Komen Race for the Cure® and the Susan G. Komen 3-Day for the Cure®, and generous contributions from our partners, sponsors and fellow supporters, we have become the largest source of nonprofit funds dedicated to the fight against breast cancer in the world.



Southwest Georgia Library
For Accessible Services
Southwest Georgia Regional Library
301 South Monroe Street
Bainbridge, GA 39819

Free Reading Matter
F/T Blind & Handicapped
U. S. Mail
Do Not Cancel

Hours:
Monday 9am to 8pm
Tuesday 9am to 6pm
Wednesday 9am to 6pm
Thursday 9am to 7 pm
Friday 9am to 6 pm
Saturday 9am to 4 pm



Phone: (229) 248-2680
1-800-795-2680
Email: lbph@swgrl.org
Fax: 229-248-2670

Take a tour & checkout training material at The Southwest Georgia Library for Accessible Services by clicking on www.swgrl.org/handicap.php

Information presented in this newsletter will be provided in alternative formats upon request.

Online Catalog for ordering library books: <http://webopac.klas.com/glass>
Call the library for your log-in and password.

NOTE: Please submit information or news that you would like to share to Kathy Hutchins or Arlene Freeman.