

**Southwest
Georgia Regional
Library System
Presents:**

THE SWGRL SPOTLIGHT

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A monthly E-News and Information Publication of the Southwest Georgia Regional Library System

Marketing SWGLAS: A Customer-Centered Approach

Tuesday, November 8, 2011 from 1—3 p.m.

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.

Marketing is a process you do over and over again—a tried and true systematic approach for matching services and products (offers) to a customer's wants, needs, and desires. Customer satisfaction

is the goal, increasing the acquisition of goods or a service is typically the objective. Marketing is one of the primary forces of any successful business. And it is the key ingredient in the success of any library or information agency—physical or virtual. Successful marketing is the systematic process of identifying a customer group(s) and what they want, efficiently delivering that offer, effectively communicating the offer, and evaluating success, based upon measurable objectives.

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.



Learn the concepts of marketing on Tuesday, November 8, 2011 from 1-3 p.m.!

SOUTHWEST GEORGIA REGIONAL LIBRARY SYSTEM

HEADQUARTERS

Decatur County—Gilbert H. Gragg Library
301 S. Monroe Street
Bainbridge, Georgia 39819
229.248.2665

Miller County—James W. Merritt, Jr. Memorial Library
259 E. Main Street
Colquitt, Georgia 39837
229.758.3131

Seminole County Public Library
103 W. Fourth Street
Donalsonville, Georgia 39845
229.524.2665

www.swgrl.org

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Breakfast with Santa

At your library this December!

Santa will visit the Southwest Georgia Regional Library System in December! Santa will visit the Miller County—James W. Merritt, Jr. Memorial Library and at the Seminole County Public Library on **Saturday, December 3, 2011.**

Santa will appear at the Decatur County—Gilbert H. Gragg Library on **Saturday, December 10, 2011.**

Breakfast with Santa at the Decatur County—Gilbert H. Gragg Library is designed for children up to age 9. At the Miller County—James W. Merritt, Jr. Memorial Library, ages 2-5 are welcome. Children up to age 7 are encour-

aged to meet Santa at the Seminole County Public Library. Space for these programs are limited. To reserve your child's spot, please call either the Decatur County—Gilbert H. Gragg Library at 229.248.2665, the Miller County—James W. Merritt, Jr. Memorial Library at 229.758.3131, or the Seminole County Public Library at 229.524.2665 beginning **Monday, November 14, 2011.** E-mail reservations are not

accepted. Reservations will not be accepted before this date.

Breakfast with Santa at the Decatur County—Gilbert H. Gragg Library is sponsored by First Port City Bank. Breakfast with Santa at the Miller County—James W. Merritt, Jr. Memorial Library is sponsored by

Ameris Bank, First State Bank, and People South Bank. The Georgia Rural Library Initiative Grant is sponsoring Breakfast with Santa at the Seminole County Public Library.



Reserve your child's spot to meet Santa!

Holiday Closing

Closed Thursday, November 24, 2011 for Thanksgiving Day

The Southwest Georgia Regional Library System will be closed

Thursday, November 24, 2011

in honor of Thanksgiving Day. All library locations will re-open regular business hours on

Friday, November 25, 2011. Remember,

you can always visit our virtual location at

www.swgrl.org, where we are open 24

hours per day, 7 days per week. At our virtual location, you can download eBooks and audiobooks, download an application for a library card, view upcoming



events, find important information at the Hard Times Resource

Guide, discover recommend reading materials for children, teens, and adults, search the library catalog for available items, learn about free passes to Zoo Atlanta and to Georgia State Parks and Historic Sites, and much more.

"Remember, you can always visit our virtual location at www.swgrl.org..."

Bookmobile Schedule

Visit the Bookmobile at a stop near you!

The Bookmobile contains books, DVDs, and more that travel to a stop near you! Visit Mr. Max or Mr. Terry on the Bookmobile to get your hands on these materials at a stop near you:

- **Tuesday, November 1:** Spring Creek Grocery, 10—11:30 a.m.
- **Wednesday, November 2:** Wingate’s Lodge, 10—11:30 a.m.
- **Wednesday, November 2:** Recovery Community Center, 12—1:30 p.m.
- **Monday, November 7:** Attapulgus Community Center, 10—11 a.m.
- **Tuesday, November 8:** Iron City Convenience Store, 10—11 a.m.
- **Wednesday, November 9:** Parker Park in Climax, 10:30—11:30 a.m.
- **Tuesday, November 15:** Brogdon’s Grocery, 11:30 a.m.—12:30 p.m.
- **Monday, November 21:** Selman Place Apartments, 10—11 a.m.
- **Wednesday, November 25:** Spring Creek Park Resort, 9:15—10:15 a.m.
- **Wednesday, November 25:** Parkside Mini Mart, 10:30 a.m.—12:30 p.m.



Visit the Bookmobile for the latest and greatest books, DVDs, and more!

Please call 229.248.2665 for more information on how to set up a Bookmobile stop near you.

New Book Club!

Dog Ears Book Club at the Seminole County Public Library!

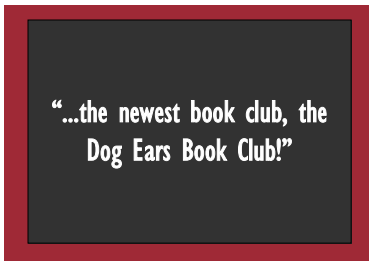
Do you like to read murder mysteries? Or even non-fiction books? Do you find authors such as Jodi Picoult and Kristin Hannah intriguing?

If you answered Yes to at least one of these questions, then join us at the Seminole County Public Library for the newest book club, the Dog Ears Book Club! The

Dog Ears Book Club will meet on the third Saturday of each month at **11:30 a.m.**, beginning on **Saturday, November 19, 2011**. This month, the club will discuss the book Major Pettigrew’s Last Stand by Helen Simonson. Come prepared for lively discussion, socializing, refreshments, and

plain old fun.

Please call the Seminole County Public Library at 229.524.2665 for more information on the Dog Ears Book Club.



Toddler Fun!

Introduce your little one to the library in Decatur, Miller, and Seminole Counties!

Bring your toddler **every Thursday at 10:30 a.m. and 4:30 p.m.** for Toddler Storytime at the Seminole County Public Library! Join us as storyteller Ms. Ralna presents stories, games, and fun for all during Toddler Storytime! Please call the Seminole County Public Library at 229.524.2665 for more information.

Toddler Time continues at the Miller

County—James W. Merritt, Jr. Memorial Library on the third Thursday of each month, which will be held on

Thursday, November 17, 2011 at 3:30 p.m.

Join storyteller Ms. Taryn for stories, songs, fun, and much more! Please call the Miller County—James W. Merritt, Jr. Memorial Library at

229.758.3131 for more information on Toddler Time.

And, join us at the Decatur

County—Gilbert

H. Gragg Library **every Tuesday and Thursday**

at 10 a.m. for Toddler Tales! Storytellers Ms. Debbie and Ms. Taryn will introduce your child to a love of reading and the library with books, songs, crafts, and more! Please call the Decatur

County—Gilbert H. Gragg Library at 229.248.2665 ext. 121 for more information.

These programs are designed for children ages 18 months—4 years old. Help your child discover the library with these fantastic programs!



Introduce your little one to the library by bringing them to storytime!

Discuss Interesting Reads

At the First Tuesday Book Club and the First Wednesday Book Club!

The First Tuesday Book Club at the Miller County—James W. Merritt, Jr. Memorial Library will meet **Tuesday,**

November 1, 2011 at 10 a.m. They will discuss the

book Same Kind of Different as Me by Ron Hall. If you miss this discussion, be sure to join the following meeting of the First Tuesday Book Club on

Tuesday, December 6, 2011 at 10 a.m. where the

book The Christmas Pearl by Dorothea Benton Frank will be

discussed. Please call the Miller County—James W. Merritt, Jr. Memorial Library at 229.758.3131 for more information on the First Tuesday Book Club.

Join us on **Wednesday, November 2, 2011 at 10 a.m.** at the Seminole County

Public Library for the next installment of the First Wednesday Book Club. They

will discuss the book The Forgotten Garden by Kate Morton. The First Wednesday Book Club's following meeting will be on **Wednesday, December 7, 2011 at 10 a.m.** where the book The Heart Mender by Andy Andrews will be

discussed. Please call the

Seminole County Public Library at 229.524.2665 for more information on the First Wednesday Book Club.

"They will discuss the book The Same Kind of Different as Me by Ron Hall."

Schedule of Events

- November 1: Toddler Tales, 10 a.m.
- November 1: First Tuesday Book Club, 10 a.m.
- November 2: First Wednesday Book Club, 10 a.m.
- November 3: Toddler Tales, 10 a.m.
- November 3: Toddler Storytime, 10:30 a.m. and 4:30 p.m.
- November 8: Toddler Tales, 10 a.m.
- November 8: Marketing SWGLAS: A Customer-Centered Approach, 1—3 p.m.
- November 8: Decatur County—Gilbert H. Gragg Library Foundation Board of Trustees meeting, 5 p.m.
- November 10: Toddler Tales, 10 a.m.
- November 10: Toddler Storytime, 10:30 a.m. and 4:30 p.m.
- November 15: Toddler Tales, 10 a.m.
- November 15: Game Day, 4 p.m.
- November 17: Toddler Tales, 10 a.m.
- November 17: Toddler Storytime, 10:30 a.m. and 4:30 p.m.
- November 17: Toddler Time, 3:30 p.m.
- November 19: Dog Ears Book Club, 11:30 a.m.
- November 29: Toddler Tales, 10 a.m.

