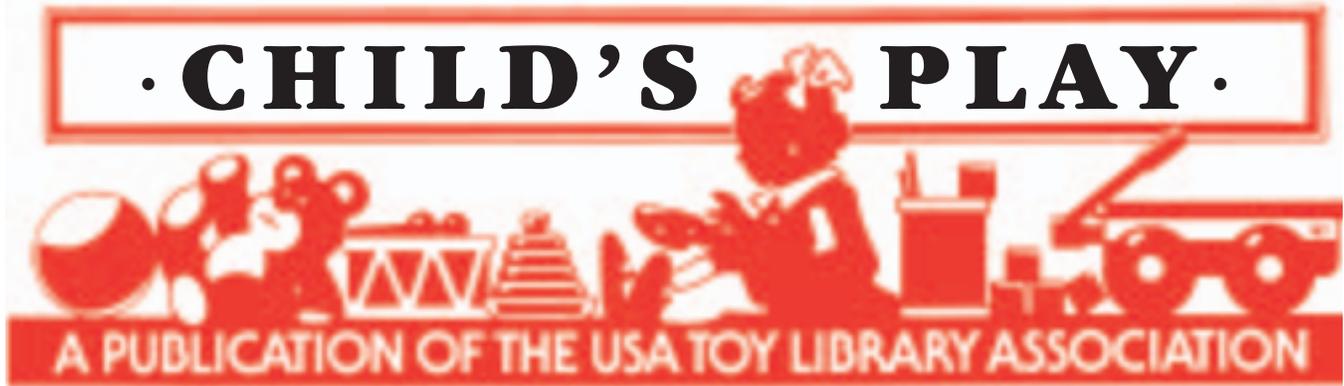


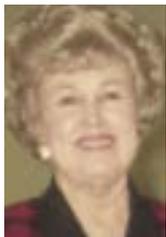
· CHILD'S PLAY ·



Fall 2005

USA-TLA, Promoting Development Through Toys and Play

Volume XXIX, Number 2



USA-TLA Board Announces the Jane Donelson Lifetime Achievement Award

At our 21st Anniversary celebration in San Diego, the USA-TLA Board announced the establishment of the Jane Donelson Scholarship Fund to facilitate in-service training and education for toy librarians. This newly established fund will be an on going part of the Jane Donelson Lifetime Achievement Award which was announced at the conference to recognize Jane's exemplary long-term service (35 years) to toy

libraries. Jane served as Director of the Los Angeles Toy Loan Program, the oldest and largest toy library program in the world, and was a long-time member of the USA Toy Library Association and serves as an honorary member.

Through awarding occasional scholarships for continuing education for toy library staff, the USA-TLA Board hopes to further the dedicated and caring professionalism inspired by Jane.

Bratincevichew and Spitz Nominated to the USA-TLA Board of Directors



Sylvia P. Bratincevic has been the Director of the Toy Loan Program in the County of Los Angeles since August 2003. The program, begun during the Great Depression, is the largest and oldest of all toy lending libraries in the world. It currently boasts 45 centers located throughout the most disadvantaged parts of Los

Angeles, reaching thousands of children on a weekly basis. Ms. Bratincevic stated that she and her colleagues have plans to expand the program, reaching into more L.A. neighborhoods in the near future.

The Toy Loan Program is sponsored by the Toy Loan Advisory Board and administratively supported by the Los Angeles County Board of Supervisors and Department of Public Social Services. Bratincevic started her 27-year

career for the Los Angeles County as an admitting clerk at the renowned 'General Hospital'. Since then, she's held various positions in the county, working in the Department of Public Social Services for the last 17 years. She is a graduate of the University of Southern California.



Gay Spitz has worked with young children and their families for over 35 years. She has taught preschool, parent education and community college. For the past 18 years she has been a parent educator for the Salinas Adult School. Currently she is in charge of the Early Childhood Resource Center and Toy Lending Library

and helps to administer a Parents as Teachers home visitation program that serves 275 families.

Enclosed in this issue of Child's Play is a ballot of nominees to the Board of Directors for 2005 – 2008. Please mark your choice and mail back to headquarters by October 30, 2005. Thank you!

Toy Library Discussion List Now On Yahoo

Susan K. Monroe, Family Library Manager, Community Services
for Children, Inc.

Toy libraries all look to take advantage of opportunities to grow and thrive. Libraries of all varieties survive by utilizing every little bit of help that is available. Toy libraries have the USA Toy Library Association and the International Toy Library Association for support, and we can use the associations and the Internet to support each other in our work. Free mailing lists provide ways that toy library staff can network, learn from each other, and grow professionally.

Here's how the discussion list works: If you have a question about how to remove ballpoint ink from a soft vinyl skinned doll, you type out a question, send it off to the mailing list, and see if anybody else on the list has the answer you need. If you have discovered a new or unique source for Spanish language materials, or a toy company is having a sale, you can notify toy librarians all over the United States, and let them take advantage of the opportunity. If you are writing a justification for the purchase of a toy set, you can ask other toy librarians for awards and reviews for that item. You can express frustration when you run into a problem and get feedback on the best way to handle it. A mailing list lets you know that you're not alone out there, even if there's nothing quite like your library anywhere close by.

Where to find the time for yet another administrative task? Some mailing lists are busier than others. And the e-mails do tend to ebb and flow. But it's a great way to ask a question or find out information, even if you're the only toy library in your area, and that will save you time in the long run. For those people who aren't sure about using the Internet to begin with, it can be a learning experience and a way to become more comfortable with technology as it changes. For those who already receive more e-mail than you want, there are also ways to set up your account on the mailing list so that you either receive a digest of the week's emails or can check the archives each week to read through and answer the posts that you choose.

I have started up a Toy Libraries Mailing List on Yahoo, but it will only be as good as the people that join it. I'm hoping that staff of toy libraries all over the country will take this opportunity because the more people involved, the more information we can share. And since it is limited to toy libraries and resource rooms, you will not have to worry about the random public reading the posts.

If you want to join the Toy Libraries Mailing List, send an email to toylibraries-subscribe@yahoogroups.com or send me your email address at smonroe@cscinc.org. I'll send you an invitation with a link to Yahoo. Yahoo will give you instructions on how to sign up for a (free) account and you'll be able to join the Mailing List group from there.



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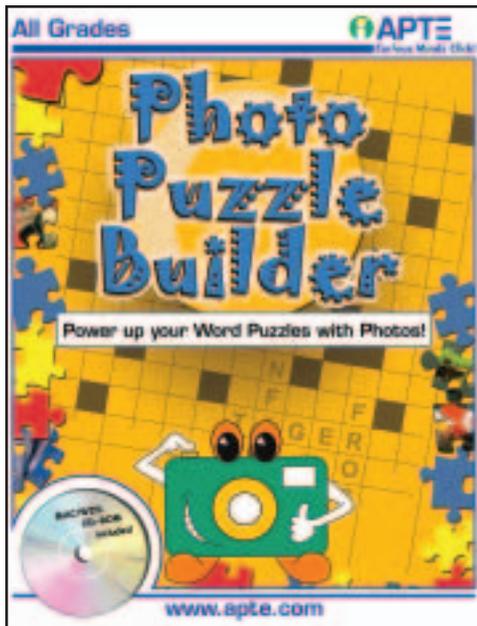
EXECUTIVE DIRECTOR

Judith Q. Iacuzzi

Child's Play is a publication of the USA Toy Library Association, 1326 Wilmette Avenue, Wilmette, IL 60091; (847)920-9030 phone; (847)920-9032 fax; <http://usatla.deltacollege.org>; usatla@aol.com.

Articles, suggestions and letters are welcome. Edited, designed and produced by Anthony Iacuzzi, Iacuzzi Associates, Inc., 847-920-9020.

APTE's Photo Puzzle Builder® Named to ALA 2005 List of Notable Computer Software for Children



The Association for Library Service to Children (ALSC), a division of the American Library Association, has announced its 2005 list of Notable Computer Software for Children. APTE's *Photo Puzzle Builder* is one of only five programs named to the list. The Notables List recognizes outstanding computer programs produced during 2004 for children 14 years of age and younger.

Based on visual learning research, *Photo Puzzle Builder*, combines the power of visual images with the challenge of solving puzzles. Users can create or play 13 different puzzle types, more than any other puzzle maker. What makes *Photo Puzzle Builder* even more unique is its reliance on digital images as puzzle clues and rewards. Not only can players add their own photos to puzzles, but also the program provides an extensive library of images that align to science and social studies curriculum standards.

"Puzzles have long been used to build vocabulary, spelling and thinking skills. Why not make puzzles even more powerful learning tools by adding visual clues to the mix," says Sally deVincentis, CEO of APTE Inc., "When you consider that 40% of the general population are visual learners, adding picture clues makes perfect sense. Plus, using your own pictures brings the learning experience close to home, especially for students learning a new language or who have special needs."

Photo Puzzle Builder includes a hybrid CD-ROM that is compatible with both Mac/Win/OSX. The program has both an English and Spanish glossary for puzzle building and a Teacher Resource Book packed with puzzle projects that are standards based. A school version of *Photo Puzzle Builder* retails for \$64.95. Lab packs and site licenses are also available.

Established in 1989, APTE is an educational publisher of multimedia products for home and school markets worldwide. APTE software has won numerous awards for educational excellence. Other APTE photo products include: Photo Kit Junior, Digital Photo Activity Kit and SnapKids. APTE also has a Coach and Internet Coach line of educational software products. Coach and Internet Coach® are registered trademarks of APTE, For more information about APTE, visit www.apte.com.

Choosing The Right Toy

The University of Pittsburgh, Office of Child Development

The toy on the store shelf was grotesque – a creature with the face of a beast, the physique of Schwarzenegger, and a hollowed-out, spring-loaded arm capable of firing plastic missiles. Paul, 5, had to have it.

Mom was clever in her response. She led Paul to another aisle, where she showed him an art kit of paints, markers, and color pencils. “You can draw your own creatures,” she said. Paul went for the idea. Mom carried the day. Art supplies will help Paul develop his drawing skills and creativity. An armed action figure provides only limited creative play opportunities and you may not want to encourage aggressive play.

Children are constantly working to learn about the world. The right toys can make the job easier. Toys can flex their imagination, stretch their creativity, and help them get ready for school.

But with so many toys and the vigorous marketing that surrounds them, choosing the right ones can be difficult. Knowing a few guidelines may help.

Building sets help children create their own toys. Blocks and Lego sets challenge children to use their imagination to create houses, trucks, or whatever else they dream up. Paints, crayons, glue, scissors, construction paper, modeling clay, and even egg cartons also present children with creative challenges that can be fun and rewarding.

Dress-up clothes, play furniture, dolls, toy kitchens, and tool sets help children practice grown-up life.

Some toys benefit children in other ways. Preschoolers like to feel control and power. Toys that make loud noises, or toys like punching bags that require physical strength, may help them feel powerful and strong. Soft toys that can be hugged may help children when they are upset.

Safety is another consideration. Toys for preschoolers should not have small parts that can be swallowed, especially if a young brother or sister is around. Toys should not splinter and, if painted, the paint should not chip off. All toys, particularly art supplies, should be non-toxic.

Read all labels, but don't rely on them as fact. This is especially important when judging the developmental appropriateness of a toy.

And be careful about advertising. If you've watched any amount of children's television it should be clear that toy advertisements are hard-sell, first and foremost. It's up to you, as parent, to be the final judge of the safety and developmental value of your child's toys.

This column was written by Robert B. McCall, Co-Director of the Office of Child Development and Professor of Psychology, and is provided as a public service by the Frank and Theresa Caplan Fund for Early Childhood Development and Parenting Education.

A look back at Fifth Annual World Play Day

May 28th 2005 was the Fifth World Play Day (WPD) since it was ratified by the International Toy Library Association Board during the 8th International Conference of Toy Libraries in Tokyo, Japan in 1999. I have heard from a total of 22 countries and five individuals about WPD activities over these five years. Many creative things happen on WPD around the world, all helping to emphasize the value of play in every person's life, to encourage communication between generations and to contribute to world peace.

Many of you know that the 10th International Toy Library Conference has taken place in September 2005 in South Africa. (details at www.activelearninglibraries.org.za). At that conference I spoke about WPD. You can find more about WPD by visiting the ITLA website at www.itla-toylibraries.org. You will even find the WPD Song for you to download, copy, learn and sing!

Freda Kim.

WPD Co-ordinator for ITLA

Telegram from President of the Italian Republic

The President of the Italian Republic, on the occasion of World Play Day, would like to express his appreciation for the work that the International Toy Library Centre has carried out regarding the development of the child.

Play has a fundamental role in the development of a person, and represents an important tool in communication between generations.

With this in mind, the President sends his sincere regards for continued success, and along with this I would also like to add my own personal wishes.

Gaetano Gifuni

General Secretary of the Presidency of Italian Republic

Annual International Halloween Show

NEW YORK—Toy Industry Association (TIA) and a number of major Halloween suppliers reached an agreement to produce the Annual International Halloween Show this year. The show will take place December 5-8, 2005 in New York City at 200 Fifth Avenue, 1107 Broadway, 1115 Broadway and other toy district showrooms.

“TIA’s extensive background in the youth industry and track record of successful trade shows makes us a logical partner,” says Tom Conley TIA president. “We look forward to improving and expanding the show for 2005 and beyond.”

According to the National Retail Federation, the Halloween industry represents \$3 billion dollars in retail sales. The fall New York Halloween Show was previously produced by the International Toy Center from 1999-2004.

“With the sale of the ITC to a real estate organization having no interest in conducting trade shows, our group of leading Halloween manufacturers sought a strong partner to produce and grow the International Halloween Show,” says Stephen Stanley, executive vice president of Disguise, Poway, Calif.

The International Halloween Show attracts showroom exhibitors who target their outreach to mass market retailers from North America and Europe, including party goods stores, drug stores, supermarkets, card, variety & gift stores, discounters and other national chains. The International Toy Center composed of 200 Fifth Avenue and 1107 Broadway was sold earlier this year to The Chetrit Group LLC.

Judy Iacuzzi Given 2005 Player of the Year Award



Judy Iacuzzi became USA-TLA executive director early in 1985, and her first major activity was the launch of its first national conference in May in Chicago. Elements of that first conference have carried over for 20 years. In the interim she’s been the organizing force behind 14 conferences and workshops all over the country from Stockton, Cal., to San Diego to Cleveland, Ohio, to New York, Michigan, Arizona, and New Jersey, and elsewhere.

Early in her career Iacuzzi took notes from the best and brightest in the toy library field. Jane Donelson toured her throughout the prominent, broad and diverse program of libraries in Los Angeles. Glenys Carter toured her through the outstanding program in London, and Joanne Levetnow (now deceased) took her through the Toronto venues and gave examples of excellent service in the Canadian Toy and Resource program. Susan Myers, who headed the Rainbow Fleet in Oklahoma, showed Judy how a toy library on wheels provides for children in more remote and rural locations.

The Chicago home front provided the boldest program for children with disabilities. Lekotek, first based in Evanston, Ill., gave Iacuzzi her first insight into the wide-ranging needs of these children and their families.

“I learned the importance of the process of acclimating to the community and understanding the capabilities of these children,” said Iacuzzi. “The toys were special; the program specialists with their positive focus and enthusiasm were exceptional.”

“The greatest gift of the toy lending program throughout this country is the dedication carried in the hearts and minds of the people who deliver the service. Collectively they reinforce the importance of play in the lives of thousands of children and families. I have never served an organization so filled with the sense of purpose and renewal,” she added.

“I want to thank all of the leaders and proponents of the toy library movement around the world for delivering the important activity of play in a highly individualized format. The toy librarian stands apart and holds her own in the space of early childhood development.”

“We need more of these individuals who understand the undeniable value of play in the healthy development of children, especially in the early years, but in reality throughout childhood and life.”

The Player of the Year Award, established in 1984, recognizes the individual who has done outstanding work on behalf of toy libraries in the United States. Iacuzzi joins a long list of 32 individuals and institutional recipients.

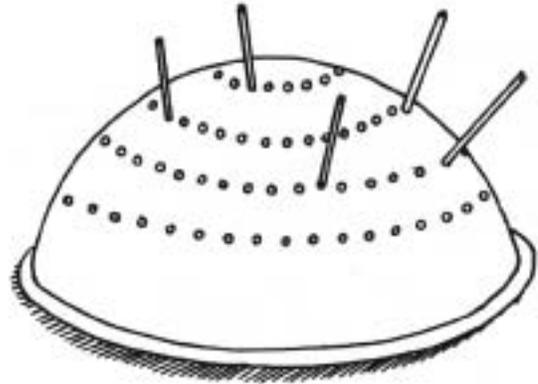
Poke and Peek

Excerpted from "Learn and Play the Recycle Way...Homemade Toys That Teach" by Rhoda Redleaf and Audrey Robertson

Who: Older Toddlers

How to Use It:

Provide one colander for each group of two to four children. Give each child an envelope containing ten thin drinking straws for plastic coffee stirrers. Invert the colander and encourage the **toddlers** to poke the straws all the way through the holes. Talk about what they are doing and wonder together about where the straws are going. When the straws are all used up, lift up the colander, redistribute the straws, and start over again. After a few times, the children will be able to do this independently. Talk about the importance of only poking the straws into the colander or playdough, never at each other.



What It Does:

This appealing activity provides practice in small-motor development and hand-eye coordination. It also provides proactive with things disappearing and reappearing – something of great interest, fascination, and importance to toddlers. This is a great side-by-side activity that the children can do together without having to take turns or wait. It offers many opportunities for manipulation and language development. It also is an absorbing individual activity.

What You Need:

- colander or a large clump of playdough
- thin plastic drinking straws (cut in half) or plastic coffee stirrers
- envelopes or other small containers
- scissors

How To Make It:

1. Place 10 to 15 straws into each envelope or small container. Store the envelopes or containers in the colander for easy access.
2. Give each child one envelope or container of straws. Invert the colander and let the children poke their straws through the holes.

Variation:

Let the children poke the straws into clumps of soft playdough.

* Say-Along *

Into the hole goes the little straw
Now look, it isn't there at all!
Do you wonder where it can be?
Lift the colander and you will see.
Now we'll start again to hide and seek
As we play this game of poke and peek

Correction Re: USA-TLA Child's Play - Spring 2005

Nina Hillery's bio incorrectly stated that she is associated with "Akron Ohio's Infant/Toddler Initiative." It should have read "Ohio's Infant/Toddler Initiative" not Akron Ohio's. We apologize for the error.

Ideas, suggestions, articles and letters are welcome. Please send correspondence to usatla@comcast.net. Thank you.

The Editor, *Child's Play* Newsletter

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USA-TLA MISSION

The mission of USA Toy Library Association is to provide a national network and information resource that supports toy libraries; and to promote the importance of developmentally appropriate toys and play.



USA Toy Library Association
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A Tip from Educator's Online Exchange

<http://www.childcareexchange.com/>

Free Parenting Columns

Sound parenting advice on more than 50 topics is available free of charge in a series of columns written by Robert McCall, Ph.D., a former columnist for Parents magazine. These columns, "well suited for newsletters...provide clear, concise and accurate information on topics such as dealing with a child's lying, how to toilet train, what to do about nightmares, discipline and finicky eaters, and how to recognize and address grief in children."

These columns are available at
<http://www.education.pitt.edu/ocd/family/parentingcolumns.asp>