

May 11, 2011

AHAC Centennial Legacy Projects
c/o Arizona State Library, Archives and Public Records
1700 W. Washington St, Suite 200
Phoenix, AZ 85007

To Whom It May Concern:

Enclosed, please find our application for ***Cheery: the true adventures of a Chiricahua Leopard Frog*** for the AHAC Centennial Legacy Projects. This application includes two letters of support and a third will follow under separate cover.

If you find that you need any additional information, please do not hesitate to let us know. Thank you so much for your time and this wonderful opportunity.

Sincerely,



Linda F. Radke
President

LFR/sld

Encl.

ARIZONA HISTORICAL ADVISORY COMMISSION
Application for Arizona Centennial 2012 Legacy Project Designation

Local, regional and statewide commemorations that encourage all Arizonans to reflect on our unique and authentic history, to experience the rich and diverse tapestry of our heritage, and to explore our promising futures, thus ensuring a lasting legacy.

Local: Programs that take place in one location or community.

Regional: Themes of cultural heritage or natural resources that extend beyond a single entity or enterprise, that may include multiple jurisdictions, and that may incorporate groups of significant cultural or natural resource sites. (See www.azcentennial.gov for details.)

Statewide: Publications, web sites, touring companies and similar projects that are available statewide or move around the state.

Legacy Project Criteria: This is a request for official designation as a local, regional or statewide Arizona Centennial Legacy Project. To be considered, the project must 1) accurately portray a significant aspect of Arizona history; 2) be accessible to a large number of visitors/users; 3) demonstrate collaboration in the planning; 4) produce an enduring product that will live on after 2012; 5) include an educational component; and 6) include a plan for implementation.

Attach a maximum of three pages that address the following areas, in the order listed:

1. General description of the project.
2. Describe how this project meets the Legacy Project criteria.
3. Project timeline. Give details regarding planning and implementation.
4. Describe the project location.
5. List project partners, if applicable.
6. Attach a proposed budget, showing total project cost and funding sources. Grant money may not be used to cover indirect costs.
7. Provide letters of support from project partners and sponsors. These are in addition to the three-page maximum.

Name of project: Cheery: the true adventures of a Chiricahua Leopard Frog

Scope of project: Local Regional Statewide

Applicant: Five Star Publications, Inc.

Contact person: Linda F. Radke

Mailing Address: 4696 W. Tyson Street, Chandler, AZ 85226

Telephone: 480-940-8182

E-mail: info@FiveStarPublications.com

Web Site: www.FiveStarPublications.com

05/11/2011

Date

The Arizona Historical Advisory Commission will review the Program Committee's recommendations and make final decisions regarding Legacy Project designations. Submit application **before February 14, 2012** to:

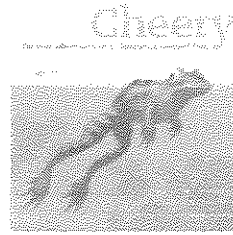
Arizona Historical Advisory Commission
1700 West Washington, Suite 200
Phoenix, AZ 85007

Thought you might
like to see a picture
of our way out
West & Wacky
mascot. ☺





The author of
Cherry with
her "Cherry"
Puppet.



Cheery: the true adventures of a Chiricahua Leopard Frog

www.CheeryAFrogsTale.com (ISBN: 978-1-58985-025-5, Price: \$15.95)

by Elizabeth W. Davidson, Illustrated by Michael Hagelberg

Published by Five Star Publications, Inc.

Project Summary:

Cheery: the true adventures of a Chiricahua Leopard Frog by Arizona State University professor Elizabeth W. Davidson, PhD, is a new Five Star Publications book slated for a summer 2011 release. A delightful picture book for children, *Cheery* is both educational and engaging, and it serves an important purpose!

Cheery is designed to help preserve a piece of Arizona's ecological heritage by raising awareness of the plight of the Chiricahua Leopard Frog. The Chiricahua Leopard Frog once lived in much of Arizona and northern Mexico, but in recent years its population has declined until there are only a few places where these fascinating amphibians still exist. In fact, the Chiricahua Leopard Frog is listed as one of the most endangered amphibian species in the state of Arizona. Scientists think this decline is due to a combination of factors, including loss of habitat, introduction of predatory crayfish and bullfrogs into remaining habitat and a fungus associated with amphibian loss around the world.

To combat this loss, Chiricahua Leopard Frogs are being bred in the Phoenix Zoo and in the Arizona-Sonora Desert Museum to be released back into the wild in regions where threats to their survival have been minimized by the ongoing efforts of agencies like the Arizona Game and Fish Department. However, raising public awareness is the key to sustainable rehabilitation of this threatened species—and the future of preserving endangered species like the Chiricahua Leopard Frog lies in the education of our children.

Recognizing the role *Cheery* can play in educating young readers about protecting the environment, the Arizona Game and Fish Department has provided financial support for the publication of this book. Beyond publication of the book alone, *Cheery* is part of a concerted outreach effort to teach schoolchildren (in 2nd through 5th grades) about Arizona's native Chiricahua Leopard Frog. The book includes a comprehensive curriculum guide, and a "Cheery" puppet has been created to accompany the author during classroom presentations and public appearances throughout the state.

In partnership with author and educator Elizabeth W. Davidson, PhD and the Arizona Game and Fish Department, Five Star Publications, Inc. would like to propose the formal recognition of *Cheery: the true adventures of a Chiricahua Leopard Frog* as an Arizona Legacy Project. We propose to promote the book to libraries, schools, book fairs, zoos, bookstores and other venues in Arizona throughout the Centennial Year and beyond. The book will also be marketed/distributed nationally.

Describe how the project meets the Legacy Project criteria:

1. *Cheery: the true adventures of a Chiricahua Leopard Frog* accurately portrays a significant aspect of Arizona's history AND our future.

Written by a research scientist at Arizona State University, *Cheery* accurately outlines both the plight of the Chiricahua Leopard Frog and Arizona's efforts to save it.

Ecology is significant in Arizona history because humanity has always been impacted by the environment. The animals and plants that surround us enrich our lives and fill us with wonder. Frogs, in particular, play an important role in the ecosystem. From a biological standpoint, the health of an ecosystem can be evaluated by the health of its frog population. The Chiricahua Leopard Frog has been part of Arizona's ecological history much longer than people have. The frogs help control insects and algae in their habitats and help keep the ecosystem in balance. Furthermore, an indirect benefit of safeguarding the Chiricahua Leopard Frog is that these efforts result in improvements to Arizona's water system at large—a critical resource of both historic and future significance.

Sadly, humans far too often *impact* the environment in negative ways, and more than 80% of the Chiricahua Leopard Frog's traditional habitat has been destroyed or significantly compromised by human interaction—property development, pesticides, herbicides, environmental toxins and global warming. Beginning in 2000, the US Fish & Wildlife Service began to take notice of the Chiricahua Leopard Frog population's decline and took measures to protect this valuable native species.

2. *Cheery: the true adventures of a Chiricahua Leopard Frog* is accessible to large number of visitors/users:

Cheery and its accompanying curriculum materials will be marketed and available to elementary schools throughout not only Arizona, but also the United States. The book's website, www.cheervafrogstale.com, is user-friendly and provides secure online purchasing opportunities. The book is also being utilized in Arizona libraries, with the author already being invited to participate in special events at facilities like the Robson Library in Sun Lakes.

Cheery is also being considered for book signings at Arizona Costco and Sam's Club locations. As production of the book nears completion, Five Star Publications has launched a marketing/public relations campaign to stock the book in gift stores, visitor centers, museums and bookstores. *Cheery* will also be marketed to state parks, zoo gift shops, educational outreach centers, children's museums and other pertinent venues. A book trailer is available for online viewing at <http://www.youtube.com/fivestarpublishations#p/a/u/0/E4YMN3TVEhU>, enhancing *Cheery's* marketability to a large and diverse audience. Already supported by the Arizona Game and Fish Department Heritage Fund, designation as a Legacy Project will further augment the book's accessibility.

Five Star Publications would be honored to incorporate this designation on the book's cover and within all of its marketing materials.

3. *Cheery: the true adventures of a Chiricahua Leopard Frog* has been a collaborative effort. Its partners are outlined below:

- **Author**— **Elizabeth W. Davidson** received her doctorate in entomology from Ohio State University, where she studied the interactions between insects and bacteria. In 1973, Dr. Davidson joined Arizona State University's faculty. An acclaimed research professor, her work centers on insect and amphibian pathology, with her research in this field now being used worldwide to help control mosquitoes and black flies. In recent years, she has focused her research on the diseases of amphibians and has worked in collaboration with scientists from around the globe. Their work has shown that amphibians are disappearing at an alarming rate in countries all over the world (nearly half of all species could become extinct during our lifetimes). Dr. Davidson and her colleagues are working to isolate the various causes of these population declines, thereby helping to preserve these fascinating creatures.
- **Illustrator**— **Michael Hagelberg** began his career as a designer with agency and freelance work after graduating from Northern Arizona University, but his lifelong desire to combine science and art soon took him into educational publication. He became creative director, designer and illustrator of Arizona State University's award winning *Research* magazine. His graphic design and illustration have been recognized by awards from the University and College Designers Association, the International Association of Business Communicators and the Council for Advancement and Support of Education.
- **Curriculum Guide Developer**— *Cheery's* curriculum guide was written by Arizona educator **Jean Kilker, M.A.** (English), M.Ed. (Technology), NBCT (National Board Certification), who has taught language arts, reading and science. Currently, she is a Teacher-Librarian and former Follett Librarian of the Year. She is also a member of the Public Library Advisory Board and co-chair of the State Teacher-Librarian Organization. A Phoenix, AZ native, Kilker teaches and writes curriculum at the university level for continuing teacher education in ESL, elementary language arts, reading and librarianship.
- **Publisher**— *Cheery* is being published and marketed by Five Star Publications Inc., headed by Linda Radke, a founding member of the Arizona Book Publishing Association. For 25 years, Five Star has produced and marketed award-winning books, garnering many international, national and regional honors. In addition to authoring two books of her own, Radke

has been named “Book Marketer of the Year” by Book Publicists of Southern California. Since 2005 alone, more than 35 Five Star titles have been recognized for excellence on local, national and international levels. More information is available at www.FiveStarPublications.com.

- **Funder**—Partial financial support for the production of *Cheery: the true adventures of a Chiricahua Leopard Frog* has been provided by the Arizona Game and Fish Department Heritage Fund. In 1990, Arizona voters created this fund for the conservation and protection of the state’s wildlife and natural areas. Designating up to \$10 million a year from lottery ticket sales, the Arizona Game and Fish Department spends its Heritage Fund dollars to recover threatened and endangered species, to help urban residents appreciate and coexist with our unique wildlife, to educate children about the environment, and to create new opportunities for outdoor recreation. The fund is critical to recovering and sustaining Arizona’s unique native wildlife and to managing more than 800 native species.
- **Partnering Projects**—Two Five Star Publications titles have already been designated as Arizona Centennial Legacy Projects, *Arizona Way Out West & Wacky* by Conrad J. Storad & Lynda Exley and *Addie Slaughter: The Girl Who Met Geronimo* by Susan Krueger, Ed.D. & Reba Wells Grandrud, Ph.D. Five Star Publications and the authors of these books enthusiastically support the addition of *Cheery: the true adventures of a Chiricahua Leopard Frog* into this select group and look forward to collaborative opportunities throughout the Centennial Year.

4. ***Cheery: the true adventures of a Chiricahua Leopard Frog* will endure beyond 2012:** Slated for a summer 2011 release, *Cheery* will be marketed heavily throughout 2012 as the book and its accompanying curriculum guide are formally launched. However, the message *Cheery* shares with schoolchildren and families is an enduring message of environmental appreciation, conservation and respect that can cross-apply to many endangered species. Our hope in publishing *Cheery* and presenting it as an educational resource is that students who are introduced to *Cheery* in their youth will be impacted by the lessons they learn. These students will then grow up to take their heightened awareness into the world, immeasurably influencing future generations.
5. ***Cheery: the true adventures of a Chiricahua Leopard Frog* has a strong educational component:** *Cheery* concludes with an Author’s Note explaining the decline of the Chiricahua Leopard Frog and the plight of amphibians around the world. It also includes “Froggy Facts” designed to further increase a reader’s knowledge. Authored by an Arizona State University professor, and illustrated by an artist whose specialty is educational publication, *Cheery’s* primary function is geared toward education. *Cheery’s* accompanying curriculum guide includes innovative suggestions for classroom use before, during and after the book’s reading.
6. **Plan for implementation:** *Cheery* will be marketed locally, regionally and nationally, with emphasis on classroom distribution. Specific marketing venues include: School visits, Catalogs for educators, Curriculum fairs, Book fairs, Libraries, Zoos, Gift shops, Local and national bookstores, Online distribution through Amazon.com, B&N.com, borders.com, Wal-mart.com, Target.com, etc., National book distributors: Ingram, Baker & Taylor, Co-op book displays: Tucson Festival of Books, Book Expo America, LA Times Festival of Books, Texas Book Festival, etc., Electronic distribution through Amazon/Kindle, iBooks/iTunes, Kobo, etc.
7. **Additional Project Details:** The production of *Cheery the true adventures of a Chiricahua Leopard Frog* is Arizona-based, with the book’s publisher, Five Star Publications, headquartered in Chandler. The project’s budget includes \$13,000.00 for the production of the book and \$24,000.00 for marketing throughout the centennial year. Production will be complete in summer 2011, and Five Star Publications has created a comprehensive marketing plan to be implemented immediately.

CONRAD J. STORAD

Science Writer * Editor * Author

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May 20, 2011

Arizona Historical Advisory Commission
Arizona Centennial Legacy Projects
c/o Arizona State Library, Archives and Public Records
1700 W. Washington Street, Suite 200
Phoenix, Arizona 85007

To whom it may concern:

I am writing to support the application of Elizabeth W. Davidson for approval from the Arizona Historical Advisory Commission. The approval would support an Arizona Centennial Legacy Project to promote her children's science/nature book titled:

Cheery: The True Adventures of a Chiricahua Leopard Frog.

Amphibians around the world are getting sick and dying, including the Chiricahua Leopard Frogs in Arizona. Elizabeth Davidson is one of many research scientists working to solve the problem. She and her colleagues at Arizona State University have studied amphibians for years. They have learned much to help other scientists understand the current situation. But members of the general public need to know as well.

This is where the Arizona Historical Advisory Commission can help. I can think of no better way to inform millions of readers of all ages than via a well written story supported by brilliantly rendered illustrations packaged together in a children's book. Professor Davidson and illustrator Michael Hagelberg have done exactly that with their book. The story is told simply and clearly through the eyes and voice of one little frog. Michael Hagelberg's colorful, exquisitely rendered illustrations bring Davidson's words to life. Arizona is there. The history is there. The science is there. The educational components ooze from every page. And the story is important. I really believe that this book will be a "must have" for anyone in Arizona, and around the world, who loves animals and cares about the health of our small blue planet. I support this application with the sincere enthusiasm of an author who has dedicated his career to improving science literacy among readers of all ages. I look forward to sharing copies of *Cheery* with lots of young readers in years to come.

Respectfully,

Conrad J. Storad

Conrad J. Storad
Author, Editor, Science Writer

Arizona Children's Author of the Year – 2001
Arizona Governor's Book Choice Award – 2005
Arizona Book Publishers Association - Best Book – 2008
Arizona Authors Association – Best Children's Literature - 2010
Glyph Awards – Best Children's Non-Fiction – 2007, 2008, 2009, 2010, 2011



ARIZONA STATE UNIVERSITY

COLLEGE OF LIBERAL ARTS AND SCIENCES

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May 2, 2011

Arizona Historical Advisory Commission
Arizona Centennial Legacy Projects
c/o Arizona State Library, Archives and Public Records
1700 W. Washington Street, Suite 200
Phoenix, AZ 85007

To whom it may concern:

I am writing to support the application of Dr. Elizabeth W. Davidson for approval from the Arizona Historical Advisory Commission. The approval would support an Arizona Centennial Legacy Project to promote the children's book, *Cheery: the true adventures of a Chiricahua Leopard Frog*. A Legacy Project must meet six criteria.

Accurately portray a significant aspect of Arizona history. Among the handful of truly "grand challenge" questions in environmental sciences today, two are especially interesting: What are the ecosystem consequences of the global loss of biodiversity? And what are the causes and consequences of emerging infectious diseases? Dr. Davidson's book addresses the role that emerging infectious diseases play in causing amphibian decline and extinction, so its subject matter sits right at the intersection of these two big questions. Choosing an amphibian as the focal point for the book is an effective literary device. First, frogs and salamanders are inherently interesting to many people, especially children, and second, for nearly two decades now we have been observing the decline and extinction of amphibian populations across the globe at rates that exceed by some 200 times historical extinction levels. Increasing evidence shows that pathogens are one cause of declines and extinctions, even in pristine, protected national parks in remote forests. So this is an important issue, and one that is being felt right here in Arizona. Our biodiversity is one of the most distinctive features of Arizona's history, and we are losing amphibian populations and even species from this rich legacy. Chiricahua Leopard Frogs are among the most endangered amphibians in Arizona, the U.S., and even the world.

Be accessible to a large number of visitors/users. Dr. Davidson is a research scientist at Arizona State University who has published many papers describing the results of her studies—she knows how to reach an audience. In this case Elizabeth Davidson chooses to tell the story of Arizona's threatened legacy through a children's book. It is a wise decision that broadens the access to an entirely new audience of young readers as well as adults who will read this book along with the children. What a great idea!

Demonstrate collaboration in the planning. Dr. Davidson and I have worked together for nearly 15 years on research projects related to understanding the cause of amphibian declines. I know that she is a great collaborator. In this case Betty chose to engage her young target audience by collaborating with Mr. Michael Hagelberg to develop a series of effective and

charming illustrations. They are just the sort of images that would cause a young reader—and even adults—to take notice and remember the important story that these collaborators are telling with this engaging format.

Produce an enduring product that will live on after 2012. A book is of course something that can carry an enduring message. My colleague Dr. Martha Crump from Northern Arizona University and I published *Extinction in Our Times. Global Amphibian Decline* in 2009 (Oxford University Press). In it we discuss the causes and consequences of amphibian decline, and in a section on “Why we should care if amphibians decline” we make the following points, which touch on the enduring role of children’s books in particular:

“Amphibians, especially frogs and toads, provide inspiration for our artistic endeavors. Many cultures have folk tales about a kissed toad turning into a handsome prince. Who could forget Mr. Toad in Kenneth Grahame’s *The Wind in the Willows*, or Beatrix Potter’s Jeremy Fisher? How many millions of children have read and loved Arnold Lobel’s *Frog and Toad Are Friends* and its sequels? Amphibians provide inspiration for our music, from the English folksong “Froggy Went a-Courtin” to the 1906 ragtime hit “Frog Legs Rag.” Frog and toad motifs decorate our clothes and appear in just about every kind of art. Archeologists worldwide unearth ceramic vases and vessels with anuran designs, and frog and toad images are woven into tapestries and carved into wood and stone.”

I expect that *Cheery: the true adventures of a Chiricahua Leopard Frog* to be the sort of book that will join this group.

Include an educational component. Dr. Davidson has a reputation as a great teacher. Her reputation is deserved based on my personal experience in teaching with her. The proposed project has a major educational component, and I can think of no better way to reach a segment of our society that is ready to drink in life’s lessons that through the sort of lively and engaging children’s book that Elizabeth Davidson and Michael Hageberg propose. The book even has lesson guides for parents and teachers.

Include a plan for implementation. There is a clear implementation plan in place. *Cheery: the true adventures of a Chiricahua Leopard Frog* is accepted for publication and in production with a Web site for the book already developed <http://www.fivestarpublishations.net/cheery>.

In summary, author Dr. Elizabeth W. Davidson and illustrator Mr. Michael Hageberg have collaborated to produce a creative and interesting children’s book that portrays a significant aspect of Arizona’s heritage. It will appeal to a large number of users and the story is one that will resonate with readers for years to come. An implementation plan is in place, so the project is ready to go. Support from the Arizona Historical Advisory Commission for the children’s book, *Cheery: the true adventures of a Chiricahua Leopard Frog*, is just the sort of approval that is ideal for an Arizona Centennial Legacy Project. I support it enthusiastically!

Sincerely,

James P. Collins

Virginia M. Ullman Professor of
Natural History and the Environment

Letters of Support:

Dear Dr. Davidson,

Congratulations on the publication of your children's book! As you know, I am a proponent for presenting environmental education in child-friendly ways, so kids may develop an early love and respect for the natural world. After all, conservation will come to rest in the hands of our children. *Cheery: the true adventures of a Chiricahua Leopard Frog* will share the plight of one of our state's most endangered species, educating and inspiring the next generation and hopefully securing a brighter future for us all. I look forward to seeing the book and wish you great success in expanding our community's knowledge of this charming endemic frog.

Cheers for *Cheery*! This is a fascinating and important nature book for kids... and grown-ups, too. More than a beautiful look at a frog's unique life cycle, it inspires us to care about this disappearing species and strive for a real-life happy ending.

All best,

Brooke Bessesen

Children's author, *Look Who Lives in the Desert! (Ocean!), Zachary Z. Packrat and His Amazing Collections*