

# BERKELEY BOOKMARK

VOL. XV, NO. II

WWW.BERKELEYLIBRARYFRIENDS.ORG

MARCH 2016

## Look What You've Done! Congrats!

At both the annual meeting and in this newsletter, we regularly showcase the Friends annual budget—income (memberships, donations, book sales), and expenses (rental, utilities, postage, supplies, newsletter production, etc.).

Buried at the bottom of those columns of figures is a small category of “Expenses”: Gifts. It includes just three lines: Library Gift Fund, Scholarships & Employee Awards, and Foundation. It comes at the end of the document and the print is small. I expect many readers never even get that far.

Besides buying postage stamps and paying for this newsletter, *gifts* is where the Friends money goes. Your money. The money you spend in the bookstore, the money from your membership, the money you kindly donate. For a single year, the amounts may not seem very large. But looking back over the last decade, it adds up.

Here are the 10-year totals for the three categories mentioned above:

• Library Gift Fund (primarily for programming)	\$881,000
• Staff Scholarships (for graduate library school or paraprofessional training) and Staff Service Awards (for years of hard work)	\$63,000
• Foundation (in support of building campaigns and Authors Dinner)	\$387,000
TOTAL	\$1,331,000

As a member, donor, or book buyer, please pat yourself on the back. As a volunteer, whether in the bookstores or on the Board, please give yourself a high five. Job well done. We—and you—love the Library, and it shows.

### President's Report

You may have read Marie Kondo's bestselling book, *The Life-Changing Magic of Tidying Up*. I confess I have not, although I've read reviews and excerpts and think I have the gist of it, enough at least to apply her “Does it spark joy?” rule to a few of my own possessions. (No, I'm done with these pajamas, they do not spark joy. No, this old salad spinner has had its day in the sun and no longer sparks joy.)

I do wonder about her scorched-earth policy when it comes to books, however. Her draconian standards don't end with the jumbled mess in your closet or the junk drawer in the kitchen, but march right over to your bookcase and fling books right and left into the discard pile. Her rules are hard for a booklover to adopt. She pronounces you are unlikely to reread a book, so once you've read it, pass it on. And that book you've been meaning to read but haven't gotten to? You probably won't, so pass it on as well.

There is a bright side to all this, however, at least for those of us who toil in the Friends bookstores. It seems that not a few Berkeley booklovers have taken deep breaths and followed Marie Kondo's advice, and we have been the lucky recipients of a deluge of books, beautiful,

(cont'd p. 5)

### Beth Pollard Serving as Interim Library Director

*Editor's note:* This is a bit of old news, something that fell afoul of the quarterly nature of this newsletter. But it's such good news for the Library, its staff, and patrons, that we wanted to be sure you were brought up to date.

In November, the Library Board of Trustees (BOLT) hired Beth Pollard, former Albany City Manager, to serve as interim Library Director. She fills the vacancy from the departure of former Director Jeff Scott in September. She will continue to serve until Spring 2016 while BOLT prepares to recruit a new director.

Besides her 12-year stint as Albany City Manager, Beth has also served as interim Library Director for the San Anselmo Public Library and as Berkeley's interim City Manager.

BOLT member (and now BOLT chair) Julie Holcomb was quoted in *Berkeleyside*: “What we need at this time is a great administrator who can bring people together. Her personal skills, her management skills, will serve the library extremely well at this time.”

And in a library press release, Pollard noted she is thrilled to be returning to work in Berkeley, and in par-

(cont'd p. 6)

# Supporting the Friends = Supporting the Library

*Creating a great public library requires support from many sources. The Berkeley Public Library is fortunate to have many community supporters who firmly believe in the power of libraries. Your individual donations help keep Berkeley's library system vibrant and responsive.*

## New Members

Yuk Averill	Inez Hua
Judith Belzer & Michael Pollan	Madeleine Kahn
Gretchen Brosius	Michael Kate
Aneesa Davenport	Kristi Kenney
Betsy Dixon	Elizabeth Margarita
Laura Gottwald	Nancy Rubin
Tom Graly	Louise Sandler
Patience Hammond	Yvonne Shawver
	Eugenia Shmulevich
	Edie Silber

## Membership Renewals

Jody Ames	Chris, Amanda, & Nina Howell
Sharon Anderson	June Hunt
Susie Bailey	Phoebe Janes
Beverly Bense	Carolyn Kolka
Judith Brady	Gerda Korner
Barbara Braun	Karen Lassen
Judith & Burton Calder	John & Nancy Lawrence
John Caner, Jr.	Helene Lecar
Shanyin Amy Chang	Irene Martens
Landy Chapman	Margaret McGarrahan
Barbara Conheim	Anne-Marie Miller
Lawrence Cotter	Mary & Joe Morganti
Frederick Crews	Judy Nakadegawa
Rose & Sam Ginsburg	Tom Reilly
Susan Goldstein	Sally Sachs
Deene Goodlaw	Franz Snyder
Charlotte Gray	John Spitzer
Helen Green	Neda Tomasevich
Sidney Guthrie	Christopher Wagstaff
Pauline Hale	
Heather Hernandez	

## Donations in Honor & in Memory...

In honor of all the great hard work  
done by Friends volunteers  
from Toni Klassen

In honor of Andrea Foley, neighbor of many years  
from Elsa Tranter

In honor and memory of Ann Carroll  
from Bessie Chin  
from Fran Crossen  
from Kate Frankel  
from Pam & Elmer Grossman  
from Natalie Hahn  
from Loretta Higgins  
from Adeline Kahn  
from Pat Mullan  
from Marion & Joel Selbin  
from Martha Ann Singer  
from Dorothy Walker

In memory of Guen Logan  
from Heo Park

In memory of Patricia Spear  
from Robert Spear

## Donations \$26 to \$75

Vernon Ambrose	Ann-Marie Hogan
Marcia Anderson	Billy Karp
Keith Barton	Louise Lidicker
Jacqueline Beth	Laura McCrea
Adrienne Bryant	Kathleen Maestas
Lane Coleman	Luana Morimoto
Patricia & Michael DeVito	Lynn Murdock
Betsy Dixon	Betty Olds
Merle & Michael Fajans	Nancy Rubin
Grace Fawcett	Renata Schmitt
Sabrina & Michael Frank	Victoria Shoemaker & Richard Friedman
Hope Friedman	Stan Severson
Evelyn Gahtan	Kathleen Sikora
Barbara & Kevin Galvin	Elsa & Revan Tranter
Ken Goldenberg, Direct	Zan Turner
Line TeleResponse	Sayre Van Young
Ann Goldman	David & Marvalee Wake
Elaine & Arnold Grossberg	Michael Wild
Richard Hack	Linda & Steven Wolan
Ellen Hahn	Ranko Yamada
Patricia Hammond	
Pam & Joe Helms	

## Donations \$76 to \$200

Barbara Alesandrini	Martha Rabkin
Dan Bellm & Yoel Kahn	Karen Rosenbaum & Ben McClinton
Judith Belzer & Michael Pollan	Jeanie Rucker
Gretchen Brosius	Linda Schacht
Susan & Ronald Choy	Reed Schmidt
Christine & Richard Colton	Patricia Shanks
Donna DeDiemar	Lily Shih
Elsa Glines	Edie Silber
Jane & Tom Graly	Steve Sternberg
Jane Kaplan	Richard Stevens
Stephen & Linda Lazzareschi	Molly Sullivan & Phillip Monrad
Carole Leita	Marge Sussman & Cindy Shambar
Rosa Luevano	Emily & Robert Warden
Robert & Ann Lynn	Betsey & Sheridan Warrick
Robert Marsh	Marian Wolfe & Scott Scheffler
Linda Perkins	Charles Wollenberg
Audrey & Mike Powers	

## Donations \$201 and above

Anonymous	Madeleine Kahn
Yuk Averill	Peggy Kirihara
Sandy Bails	Madan Kumar & Anna Giske
Ryann & Guhan Cheung	Conor & Kimberly Murphy
Aneesa Davenport	Paul Wintroath
Morris Friedell	
Inez Hua	

## Authors Dinner a Delight Once Again

The 14<sup>th</sup> Annual Authors Dinner, held in the Central Library on February 6, was another boffo get-together, raising big bucks for the Library as well as delighting over 300 Berkeley booklovers. As usual, the Friends sponsored two tables and filled them with lucky bookstore volunteers who won a ticket to attend. Several of the 16 FOL attendees sent kudos along to the Library Foundation for hosting such a gala affair, an annual gathering that's been called—for many reasons—"the smartest night in Berkeley."

**Kristi Kenney**, coordinator of the children's area at the Channing Bookstore, wrote, "It was so great to get to experience such a 'Berkeley' event. I loved seeing the library transformed with neat lighting and so many full, fancy dining tables. Sitting with the author and artist of *Rad American Women A-Z* was also a highlight for me. If I had gotten to handpick which author to sit with, it would have been them! Thanks so much to the Friends for the ticket and opportunity to attend."

**Rosemary Hardy**, one of the Friends' Amazon-checkers, noted: "The library was



### Lucky Friends volunteers who won a ticket to the Authors Dinner

Ana Albul	Gerda Korner
Sharon Anderson	Liliam Montoya
Lucia Blakeslee	Donna Rabin
Liz Crumley	Harry Robertson
Jeri Ewart	Dennis Shambaugh
Roz Hardy	James Stenquist
Kristi Kenney	Stan Weitzer
Peggy Kirihara	Hildred Yost

Pablo Meza and Barbara Galvin were originally winners, but both were unable to attend; Roz and Gerda filled in.

transformed into a magical, enchanting space, with dimmed lighting and sparkling centerpieces. The food was delicious and abundant. The wonderful company of Friends volunteers at the table and the gracious presence of our charming authors added to the delights of the evening. It was an honor to participate, as a Friends volunteer, in such an elegant event."

And finally Channing volunteer **Gerda Korner** commented on her evening—though she doesn't note that because of a slight computer glitch, she had all of 20 minutes to get ready:

"First of all, it was a thrill to have my name drawn as an alternate. It was an even bigger pleasure to get a last-minute invitation to attend. I quickly donned my most sophisticated rendition of elegant attire and got there in plenty of time. Utter posh event, tasty appetizers, drinks from Prosecco to martini, dinner as good to look at as to eat, and our author Richard Nagler provided interesting conversation about his work. We were given a gift bag that included his book—he has a truly innovative approach to his craft. The silent auction had a variety of items, most too expensive for my pocket book, but I did win the one for Jon Carroll, whose column I miss. It was a wonderful experience !!!"



Editor: Sayre Van Young  
Layout/Design: Ann Higgins

The *Bookmark* appears quarterly; we welcome your letters and your ideas for articles. Contact us at *Friends Bookmark*, 2090 Kittredge, Berkeley 94704, or by e-mail at [svanyoung@earthlink.net](mailto:svanyoung@earthlink.net).

# Editorial Meanderings and Maunderings

**Upcoming Book Events:** The second **Bay Area Book Festival** is scheduled for June 4-5 in Downtown Berkeley's Arts District. For more info, check their website: baybookfest.com. The **Friends Annual Sale** will be the following weekend, June 11-12. Interested in volunteering for the sale? It's fun. Contact Lucia Blakeslee, FOL volunteer coordinator (lucia.blakeslee@gmail.com). And the **Friends Annual Meeting** is scheduled for Wednesday, June 15. Whew, that's three local book-related events in about 11 days!

**Some Good News:** The Friends workroom crew at the Central Library—both book sorters and Amazoners—held the first ever Library Staff Open House on January 29. They kept the workroom open all day, encouraged library staff to stop by, and promised every visitor one free book and at least one free homemade cookie. Another attraction was the “free box” of odd items that turn up with book donations—from milk crates to jewelry to empty gift boxes (a very mixed bag indeed!). Over 40 staff members took advantage of the offer, and library staff and Friends all had so much fun that the FOL Board felt this should be a semi-annual event. Next one comes in June. Happily, given the plethora of events mentioned in the paragraph above, it will be at the end of the month!

**Some Very Sad News:** We wrote in the last *Bookmark* about former volunteer Don Foley tootling around on his scooter. Alas, dear Don died last month at the age of 99. He was just a few months shy of his 100<sup>th</sup> birthday, and remained active and involved in the world right up to the end. We'll have a fuller obituary in the next issue.

**New Book:** Longtime Friend Alan Bern (he's also the son of former volunteer Estelle Bern) has just published his third book of poetry—*greater distance and other poems* (yes, he prefers all lowercase for the title). Beautifully illustrated by Robert Woods, it's published by *Lines & Faces*.

**Volunteers Gathering:** Ed Cullen noted this after the recent All-Volunteer meeting: “It is always fun to be in a room with many Friends of the Berkeley Public Library.” Elsewhere in this issue you'll find a lengthy list of good reads suggested at that meeting.

**More Good Books:** Whoops, we never mentioned books recommended at June's Annual Meeting. Winning the “Longest Title” award was Dianne Leonard's suggestion of *Seeds: One Man's Serendipitous Journey to Find the Trees That Inspired Famous American Writers from Faulkner to Kerouac, Wiley to Wharton*. Most recommended book was *All the Light We Cannot See*. And “Most Unusual Title”: *Make It Mighty Ugly: Exercises and Advice for Getting Creative Even When It Ain't Pretty*, a suggestion from BPL staffer and artist Teresa Albro.

**Starr Moves On:** North Branch patrons may remember Starr Latronica, very possibly the best and goofiest children's librarian on the planet. Formerly youth services/

outreach manager for the Four County Library System in Binghamton, New York, she's just been named Library Directory of the Brattleboro Public Library in Vermont. Incidentally Starr once said, “Thank you North Berkeley for making me the librarian I am today.”

**Telegraph Improvement:** Your editor met recently with Stuart Baker, new executive director of the Telegraph Businesses Improvement Association. Sounds like there may actually be some “improvement” ahead—celebrating the area's culture of books, music, and art, and improving both safety in and bicycle access to the area. He's working closely with Councilmember Kriss Worthington and is making a point of getting to know businesspeople in the area. Hurrah for him. Incidentally, he also suggested a must-read book: *Angles of Repose* by Wallace Stegner.

**More Sad News:** Former Central Bookstore volunteer Ruth Maguire died in early December. Always charming and hardworking, Ruth never much discussed her rich and full life outside the Friends. She was a dedicated Gray Panther and Occupier, and she stood in SF's Union  
*(cont'd next page)*

## Letters, We Get Letters...

Dear Friends of the Library,

“It takes a village to raise a child,” says an old proverb. We witness this first-hand every day in Habitot Children's Museum and we see this in your generosity.

The bag of [children's] books in multiple languages and ethnicities you donated will be added to Habitot's book library which will be used by any kid or parent who needs it. Through your donation, you have helped raise a child!

On behalf of all Habitot staff, members, and guests, we sincerely thank you.

—Christine Muscolo  
Senior Operations Manager  
Habitot Children's Museum

Hello, Ms. Melandry [Friends Membership Chair],

In your welcome letter to my husband and me as new members of the Friends of the Berkeley Public Library, you asked how we learned about the organization. We were very pleased to learn about it from Debbie Carton at a classical guitar concert at the library.

We moved to Berkeley two years ago from Washington, DC. I cannot tell you how much we appreciate all of the Berkeley Central Library's activities. Foremost among them is Debbie's weekly playreading group. We've also attended Friday movies and special events. In addition, I also am always reading the library's eBooks and hardcover books and we view the library's DVDs.

Thank you so much for helping us to enrich our lives.

Best regards,  
—Louise Sindler

## Editorial Meanderings, cont'd

(from previous page) Square regularly with Grandmothers Against the War. As Ying Lee, another local activist, put it, "Ruth was a humanist who practiced her values. She was unique and will be painfully missed."

**A Reminder:** Just because a payment envelope is enclosed with your newsletter, don't assume your membership has expired. Check the mailing label—if there's a red line of type with something cryptic like "Pls renew Membership exp 12/24/15," then we'd love it if you renewed. And we always appreciate donations. But the envelope does not equal membership expiration. It does equal odd postal regulations, but that's another story.

## President's Report, cont'd

(from p. 1) desirable books, often in excellent condition. The unpacking of boxes these days is likely to be accompanied by oohs and aahs, so you should come by the store before all the best treasures are snapped up.

Perhaps some of you began the New Year with earnest resolutions (see above) but some twenty of the volunteers who work at the bookstores marked the arrival of 2016 by showing up bright and early the first Sunday in January at the Channing store to give the whole place a thorough going-over. We didn't exactly recreate the scene from Walt Disney's *Snow White* where Snow White enlists the help of birds and squirrels and mice to bring order to the dwarves' cottage—we're not the slobs the dwarves are, after all—but it was a great swirl of (mostly) happy activity, and at the end of four hours the place was organized (not exactly Marie Kondo-style, but organized nonetheless), dusted, and ready for business. [Editor's note: For photos of the worker bees, and a full list of participants, see page 6.]

A new coffee shop (SodoI—pronounced "so do I") has opened up diagonally across the walkway from us, and we're hoping to benefit from some more walk-by traffic as a result.

We could not exactly cross the palms of volunteers with gold in grateful thanks for all they do and for the store clean-up most recently, but occasionally we do come up with a perk. (Do you know, by the way, that once someone has worked in the stores for three months they qualify for a half-off discount on their purchases? You might want to think about joining our ranks....) The Friends purchased two tables for the Authors Dinner gala on February 6, and offered those 16 pricey tickets in a lottery for volunteers. A good time was had by all, including one alternate ticket-winner who got the call at 6:15 pm that a seat was available if she could get dressed and to the ball in time. She did, was there fully and splendidly clothed by 6:35, and joined the merry throng. [Editor's note: More info and photos on page 3.]

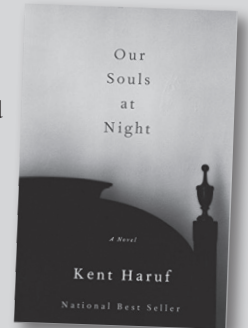
We'd love to see you at the Channing and Central bookstores as a shopper, and we'd love to field your inquiries about joining us as a volunteer. There's a lot of fun to be had at the stores and in our workroom, a fair amount of joy sparked on a regular basis, and it would be selfish not to share it.

—Sandy Bails

## Book Recommendations

A big topic at the annual All-Volunteer gathering, besides bookstore policies and procedures, is, of course, books. Here's what bookstore volunteers are reading.

- Avenue of Mysteries*, by John Irving  
*Badger's Parting Gifts*, by Susan Varney  
*Born to Run: A Hidden Tribe, Superathletes, and the Greatest Race the World Has Never Known*, by Christopher McDougall  
*Brooklyn*, by Colm Toibin  
*Call Me Debbie—True Confessions of a Down-to-Earth Diva*, by Debbie Voight  
*Citizen: An American Lyric*, by Claudia Rankine  
*Colored People*, by Henry Louis Gates, Jr.  
*Cruel Birth of Bangladesh*, by Arthur Blood  
*Dead Wake*, by Eric Larson  
*Education of a Wandering Man*, by Louis L'Amour  
*Elegy for Iris*, by John Bayley  
*Golden Age*, by Jane Smiley  
*The Great Gatsby*, by F. Scott Fitzgerald  
*The Guernsey Literary and Potato Peel Pie Society*, by Mary Ann Shaffer and Annie Barrows  
*Heminges of Monticello: An American Family*, by Annette Gordon-Reed  
*High Fidelity*, by Nick Hornby  
*Hotel du Lac*, by Anita Brookner  
*In Search of Memory*, by Eric Kandel  
*The Invention of Wings*, by Sue Monk Kidd  
*Kavalier and Clay*, by Michael Chabon  
*Lila*, by Marilynne Robinson  
*Meanwhile in San Francisco: The City in Its Own Words*, by Wendy MacNaughton  
*Moby Dick*, by Herman Melville  
*Norwegian by Night*, by Derek B. Miller  
*Our Souls at Night*, by Kent Haruf  
*Persuasion*, by Jane Austen  
*Prometheans in the Lab*, by Sharon McGrayne  
*Season of the Witch: Enchantment, Terror, and Deliverance in the City of Love*, by David Talbot  
*The Shepherd's Crown*, by Terry Pratchett  
*Signs Preceding the End of the World*, by Yuri Herrera  
*Stumbling on Happiness*, by Daniel Gilbert  
*Tangled Vines: Greed, Murder, Obsession, and an Arsonist in the Vineyards of California*, by Frances Dinkelspiel  
*The Unlikely Pilgrimage of Harold Fry*, by Rachel Joyce  
*Visitors*, by Anita Brookner  
*The Wall*, by John Hersey  
*The Year 1000*, by Robert Lacey



## The Life-Changing Magic of Tidying Up the Bookstore

Every year, usually during the holiday closure period, bookstore volunteers gather to spruce up the Chan-ning Way Bookstore. They scrape, scrub, dust, scour, polish, sweep, arrange...and even alphabetize. Special thanks to Sandy Bails, who captained the happy crew; Andrea Foley and Sandy, who assured that lunch was

terrific, and Yvonne Shawver for her excellent photos.

Other hard workers this year: Sharon Anderson, Dick

Bails, Claudia Berger, Cathy Brown, Diane Dav-enport, Ellen Feldman, Andrea Foley, Rosemary Hardy, Judith Justice, Kristi Kenney, Carolyn Kolka, Gerda Korner, Peggy McGarahan, Bar-bara McPhail, Marilyn Pew, Terry Rillera, Harry Robertson, Amy Roth, Barbara Sargent, Rhoda Slinger, Margi Stromberg, Sayre Van Young, and Andy Washburn.



Photo: Yvonne Shawver



Photo: Yvonne Shawver

### Beth Pollard, cont'd

(from p. 1) ticular in the Library. "Libraries grow minds and expand hearts," said Pollard, "and Berkeley is a leader in seeing that growth and expansion are available to everyone." She added, "I look forward to partnering with Berkeley Public Library's enthusiastic and dedicated Board, Staff, Friends, Foundation, and community to maintain excellent library services over the coming months."

## Amazon

## Index

Remember the old "Harper's Index" in Harper's magazine, filled with quirky facts and figures? Here's our take on it, focused on the Friends' Amazon selling. Note: "Fiscal year" or "year" here means 2014-2015. And "items" means mostly books but also CDs and DVDs. Many thanks to Barbara McPhail and Margi Stromberg, Amazon mavens, for the information.

First day the Friends listed items on Amazon	October 19, 2009
Total number of items sold since then	18,022+
First item the Friends sold on Amazon	<i>The Lost Symbol</i> , by Dan Brown, for \$13.19
Second item the Friends sold on Amazon	<i>Underground: The Tokyo Gas Attack and the Japanese Psyche</i> , for \$5.66

[We actually lose money for selling a book under about \$8 because of Amazon fees, postage, and mailing supplies. We quickly learned to list only those items with a base price of about \$10 or over (a little lower for media), and only those with very good rankings, based on their popularity and salability on Amazon.

Volunteers checking and listing items in 2009	1
Volunteers checking and listing items today	11+
Highest price for a single item we've sold	\$2,000 [a book about Antarctica]
Items sold on Amazon in the last fiscal year	2,502
Number returned by buyers	39

[Yes, people do sometimes return things. Perhaps a class was cancelled, or they found it elsewhere. We do our best to be accommodating, and our good feedback rating is proof of that.]

Items listed on Amazon at any one time	About 1800+
Net amount earned via Amazon in the last year	\$50,013

## Word Gets Around

*Editor's note:* The Publicity Committee of the Friends, chaired by Andrea Foley, is composed of Sandy Bails, Roz Hardy, Harry Robertson, and Yvonne Shawver. Here's a brief overview from Andrea about what the committee has been up to.

The main focus of our committee is not only to inform people that we sell “gently used” books, but to make our two bookstores more visible in the community which, in turn, brings in more patrons and even more donations. It's surprising that so many Berkeleyans are still unaware of our stores.

In years gone by, “publicity” for a small organization like the Friends usually meant laboriously mailing out press releases to the local newspapers in the hope that the information would be printed before the event had passed. One could also plaster neighborhood parking lots with flyers, or put up notices in the corner grocery or church bulletin board, or even pin notices to telephone poles.

Along came the internet and myriad social media outlets to make publicity and marketing so much easier and effective. Now hundreds of people can be informed with a click on the keyboard. We send out a monthly e-blast to over 800 people who signed up to be on our e-mail list. Bookstore news, upcoming sales, store phone numbers and addresses, plus our Amazon site are all featured. (Want to add your name? Let us know: [berkeleylibraryfriends@gmail.com](mailto:berkeleylibraryfriends@gmail.com).) And of course we're on Facebook and Yelp.

The old-fashioned press release is still used to inform local news outlets, city officials, other nonprofits, book dealers, and school leaders—but instead of snail mailing that info, we can e-mail it. Calendar items are inserted


quickly as well. Whenever possible, we prominently display the Friends logo and photographs in all our publicity.

Recently we began purchasing small ads in various outlets such as the Berkeley Chorus and Community Orchestra printed programs and the Welcome Back issue of the Daily Cal. Results can't be quantified, but most of the volunteers in the stores feel the volume of patrons has increased this past year, and our book sales and donations certainly back up that perception.

Our biggest publicity outreach? It's our summertime Annual Sale, formerly known as the Big Sale. New street signs are being made and will be placed on high-traffic city sidewalks for the two-day event. New banners outside the Library will promote the sale, and new banners in the Library's meeting room (where the sale is held) will promote our bookstores. The Bay Area Book Festival takes place the week before the Annual Sale, and we'll be handing out publicity during that event. Sometimes the old-fashioned methods work too!

We really want Berkeley to know where we are and what we do. Have **you** stopped by *your* local Friends bookstore lately?

—Andrea Foley, Publicity Chair



**Visit Berkeley's Two Most Hidden Bookstores:**  
 2433 Channing Way  
 510-841-5604  
 Tuesday-Saturday: 10am-4pm  
 2090 Kittredge Street  
 Central Library, first floor  
 510-981-6211  
 Monday: noon-4pm  
 Tuesday-Saturday: 10am-4pm  
 Sunday: 2pm-4pm  
 All sales support the community programs of the Berkeley Public Library  
[www.berkeleylibraryfriends.org](http://www.berkeleylibraryfriends.org)

**The Friends' Mission:** The Friends of the Berkeley Public Library is a non-profit organization whose purpose is to support and expand the educational, cultural, and outreach programs of the Library. The Friends work with Library staff to build collections and stimulate community interest in the Library.

### Amazon Index, cont'd

So what sells well on Amazon—what kinds of things do the Friends of the Library list? We tried to come up with a general list, and didn't get much past “Quirky” or “Unusual.” Here's a totally random sample of items currently and/or recently listed on Amazon by the Friends amazing Amazon team.

<i>Baseball: An Illustrated History</i>	(\$19)	<i>The Bible of Bee Venom Therapy: Bee Venom, It's Nature, and Its Effect on Arthritic and Rheumatoid Conditions</i>	(\$22.96)
<i>Introductory Crop Science</i>	(\$44.95)	<i>When Things Fall Apart</i> (Audio CD; \$175)	
<i>The Contemporary Kleinians of London</i>	(\$50)	<i>Brain-Based Therapy with Adults: Evidence-Based Treatment for Everyday Practice</i>	(\$19.93)
<i>Costa Rican Natural History</i>	(\$24)	<i>Ready to Roll: A Celebration of the Classic American Travel Trailer</i>	(\$27)
<i>Chansonetta: The Life and Photographs of Chansonetta Stanley</i>	(\$19.99)		
<i>Hamlet's Mill: An Essay on Myth and the Frame of Time</i>	(\$41.22)		
<i>Blue: The History of a Color</i>	(\$84.99)		
<i>Italian Villas and Their Gardens</i>	(\$110.81)		
<i>Heroes and Vagabonds: Solo Songs for the Male Changing Voice</i>	(\$18.50)		
<i>Undesigning the Bath</i>	(\$113.21)		

If you'd like to see what the Friends of the Library currently list on Amazon (new titles are added almost daily), check out our “storefront” at [amazon.com/shops/berkeleylibraryfriends](http://amazon.com/shops/berkeleylibraryfriends). Then click on “Products” to see all the books, CDs, and DVDs we offer.

## Friends of the Berkeley Public Library Board of Directors, 2015-2016

*President*, Sandy Bails (2013)  
*First Vice President*, Donna Rabin (2009)  
*Second Vice President*, TBA  
*Treasurer*, Barbara McPhail (2011)  
*Recording Secretary*, Peggy McGarrahan (2013)

*Directors-at-large*: Bob Baty (2013), Claudia Berger (2015), Lucia Blakeslee (2014), Andrea Foley (2015), Ruth Grimes (2011), Rosemary Hardy (2014), Judith Justice (2013), Peggy Kirihara (2014), Toni Klassen (2014), Amy Roth (2012), Yvonne Shawver (2015), Margi Stromberg (2010)

*Advisory Committee Chairs*: Membership, Mara Melandry; Publicity, Andrea Foley; Scholarship, Margi Stromberg

*President Emeritus (ex officio)*: Diane Davenport  
*Bookmark Editor (ex officio)*: Sayre Van Young  
*Liaison*: Library Director (interim) Beth Pollard; Library Foundation Director Kathy Huff

### Stay in touch with the Friends:

Channing Way Bookstore (510) 841-5604  
Central Library Bookstore (510) 981-6211  
Central Library Workroom/Office (510) 981-6152

[www.berkeleylibraryfriends.org](http://www.berkeleylibraryfriends.org)

### Visit our Amazon store:

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