

July 2017

## Our Logo Gets a New Look

By Hannah Onstad, Board Member

Just in time for summer, we're showing off our new **Friends of the Oakland Public Library** logo.

Granted, our old logo (on the right) might be familiar, but with the unveiling of our new artwork, we invite you to say goodbye to the logo that served us well for close to a decade.



This year, when thinking about the library's future, there were a few ideas we wanted to communicate. First, we knew we wanted to acknowledge our "friendship." Being "a friend of the library" describes our outreach, and our success, and we wanted to see that front and center.

Second, we wanted to convey how much energy the libraries have today. Oakland Public Libraries provide so many resources to our community – not only rich, inclusive, and accessible opportunities to explore books, films, and music, but 100 other community services as well. Everything from teen and summer reading programs to literacy help, legal services, tax help, bike repair, maker days, digital privacy workshops (and occasionally even haircuts and meal services) can be found at the library. The scope of library services has expanded with our community's needs and, importantly, your support!

Third, our new logo is a bit more modern. Far from being a static, inflexible institution, Oakland Libraries are vibrant, dynamic, and safe places that continue to serve families, seniors, students, and working professionals – reflecting the amazing diversity of our city itself.

You'll be hearing more about all that your membership supports as we take an active part in talking to the community over the coming months. We hope you like the update and as always, we're grateful for your support.

Lastly, we'd like to thank Tammy George, who designed our new logo. You can learn more about Tammy and her work at [www.tammygeorge.com](http://www.tammygeorge.com)

## Get to Know Your Grants

By Sara DuBois, OPL Coordinator, Grants and Volunteers

In January, the Oakland Public Library's Community Relations Librarian, Sharon McKellar, called for artists of all ages and mediums to participate in OPL's first ever Library Card Design contest. Thanks to a grant from Friends of the OPL and media support from AC Transit, this contest generated lots of fun and goodwill – and six beautiful new library cards for patrons to choose from!

The contest was divided into three age groups – children, teens, and adults – and two winners were selected from each group. There were more than 300 entries and more than 10,500 votes were cast online in the public voting portion of the contest. All entries can still be viewed at [www.facebook.com/OakLibrary](http://www.facebook.com/OakLibrary).

The winners were announced at a ceremony on April 12, and the winning designs were promoted on AC Transit buses in April and May. The new cards – paid for by the Friends of the OPL grant – are available at all library locations. If you'd like to "upgrade" your library card to one of the new designs, just ask at your branch. There's no fee to do so, and you will have a work of art for your wallet!



AC Transit's Dwain Crawley with **Jacob Paltiel** and his winning design **Happy Books**. The other winning designs are displayed elsewhere in this newsletter. Photo by volunteer Valentina Aityan.

## New Board Members: Maria Poppas and Hannah Onstad



Maria's first memory of a library was a visit to the Lakeview branch when she was five years old. She has been hooked on libraries ever since! Born in San Francisco and raised in

Piedmont, libraries have been an integral part of Maria's life.

She grew up visiting the Lakeview, Piedmont Ave (in the old building), and Main Libraries. As an undergrad at UC Berkeley, she both worked and studied in Moffitt Library, the university's undergraduate library, and remembers wandering the stacks to shelve books, only to find herself frequently "lost" for long periods of time in the history and literature sections. While living in Taiwan, she was a frequent visitor to the National Library, which had a dedicated English language department that was also air-conditioned (providing a pleasant respite from the 90 degree heat and high humidity). During business school in Philadelphia she enjoyed studying in the Penn graduate library and participated in a graduate student program to assist the Free Library of Philadelphia with fundraising efforts. She also enjoyed the local libraries of San Francisco and Fayetteville, Arkansas.

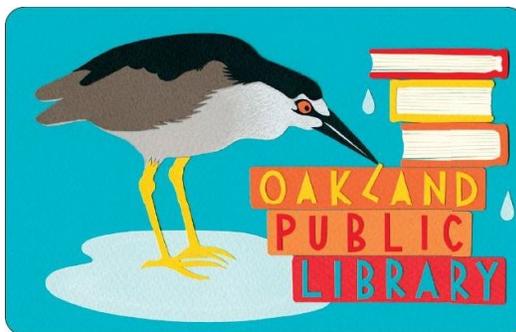
Maria is delighted to be part of an organization dedicated to raising funds to help the Oakland Public Library!



Hannah grew up in a town in New Jersey with a Carnegie Library and remembers pillars so wide she couldn't get her arms around them. This could have something to do with how she became a lifelong book lover. After graduating from New College

of Florida, she worked in publishing for more than two decades before recently joining the Friends of the OPL board. Her publishing career has spanned publicity and marketing positions at HarperSan Francisco, editorial and strategic alliance management at Peachpit Press, and finally at Pearson, where she worked for a short while in the U.K. and then again locally developing web products as a V.P. of Web Environments for a constellation of K-12 education websites. She currently has a new business, LOAKL.com, designed to help people find books from local independent bookstores online. An avid art lover and occasional art collector, she is also an art docent at the Oakland Museum of California.

**Profiles of the other new board members (Ynes Arce, Stephen Cole, Rebecca Pfiffner & Valerie Villanueva) will appear in future newsletters.**



Winning designs by (l-r) Katy Tanis, Lea Zalinskis, and Naya Chang

## The Board Recommends Books

**Gen Katz: Evicted: Poverty and Profit in the American City**, by Matthew Desmond. The author, a Harvard academic, lived in a trailer park and a rooming house in order to get close to his subjects. He goes beyond the given of vermin-invested, run-down spaces without heat and appliances, and speaks to the withdrawal of these amenities - Eviction. Without shelter these people are stuck in a downward spiral of poverty. He picks eight Milwaukee families - a good technique, because you get to know them and worry about them. There are almost no good guys - poverty has become a lucrative business. Not a "feel food book", but knowing is better than not knowing.

**Sheila McCormick: Things a little bird told me: confessions of the creative mind**, by Biz Stone. Sort of a memoir by the co-founder of Twitter.

**Hannah Onstad: Getting There: A Book of Mentors** by Gillian Zoe Segal. Have you ever wanted to have a cadre of hugely successful people share their tips on how they achieved what they did? Look no further. This book offers frank advice from Warren Buffett, Jeff Kinney, Laird Hamilton, Jeff Koons, Rachel Zoe, Frank Gehry, Craig Newmark and more.

**Maria Poppas: Mission to Paris**, by Alan Furst. This novel vividly depicts the pre-war tension of Paris in 1938. A quick read where pages just pass by....So good that I am now reading all his other books!

**Judy Toll: A Star for Mrs. Blake**, by April Smith. Why does the U. S. government send thousands of women to Europe on an all-expenses paid trip? Read this interesting and informative novel and find out.

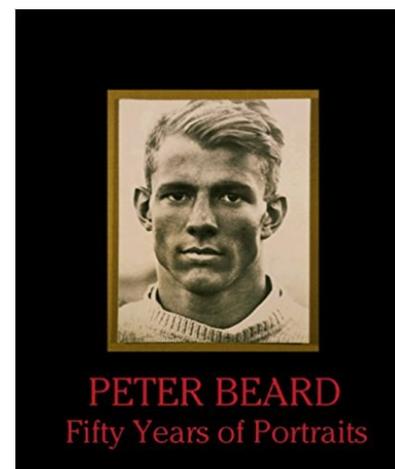
**Julie Waldman: Fortune Smiles**, by Adam Johnson (National Book Award Fiction winner, 2015). This is a set of six stories; I listened to the audio version, where each was read by a different person, and the narration was wonderful. The stories cover the gamut from natural disasters, to political mayhem, to love and loss. Definitely a book I'll revisit!



## 2017 Summer Reading Program: Explore, Connect & Grow

The Summer Reading Celebration runs from June 10 to August 5. Still plenty of time to join in! Reading for fun during the summer helps children maintain or improve their skills so that they are ready for school in the fall. Caregivers with young children can ask at any library for a special pre-reader card, which rewards activities that help them to get ready to read and learn. Teens can get stamps for their virtual passport by visiting museums, skate parks, library programs, writing reviews and more; every 3 passport stamps enters a raffle for prizes. Adults can earn badges or raffle entries by writing book reviews or by completing other activities. Please see [oaklandlibrary.org/summer](http://oaklandlibrary.org/summer) for details, and for a list of donors and prizes.

The Bookmark just sold **PETER BEARD: Fifty Years of Portraits** for \$600 (on Amazon). Signed edition. Donated to the store by long-time Friend of the OPL, **Governor Jerry Brown. Yeah Gov!**



## Bittersweet Farewell to Richard

Since January 2015, Richard Cook, along with Phyllis Couillard, co-managed the Bookmark Bookstore. Richard and Phyllis have been a phenomenal team, with complementary expertise. Thus it was a shock when we learned this spring that Richard and his partner decided to sell their house and move to Shaker Heights, Ohio. Richard said “This was my dream job. I thought I’d be here for at least 10 years!” He was liked by everyone who encountered him, and his passion and commitment to the success of the store was clearly evident. We will miss his calm presence and wit. Richard was a long-time customer and Friend before becoming co-manager.

On behalf of the board, we are grateful to Richard for his service to Friends of the OPL and the Bookmark. We miss him and wish him well! And we hope that the weather in Ohio is not too much of a shock for a California native!



**Richard reading his goodbye cards in May (l-r):** Phyllis, Bob and Judy Toll, Richard, Winifred Walters, and Patty Hirota-Cohen.

**Mark your Calendars!!**  
**FALL SALE**  
**@ THE BOOKMARK**  
**October 19 through October 22**

## Q&A with a Bookstore Volunteer

**Annette Wood** has volunteered at the store since November 2004. She works on Fridays from 10-1. “I had recently moved to Oakland and read about Independent Bookstores in Oakland Magazine. The Bookmark was listed as being run by volunteers and as I was looking for places to volunteer I found it a perfect spot! As a book lover being in the presence of thousands of books keeps me in book heaven. There is barely a week that passes without finding something to purchase. Having regular customers is a bonus, as is meeting someone who has just discovered the Bookmark and is overjoyed.”

## The Branch Friends Network

By Winifred Walters

For many years, Branch Friends groups have supported Oakland branch libraries and their services. Some Branch Friends groups conduct fundraising through book sales, others focus on outreach to the community, still others organize volunteers to improve the appearance of local branches, through a monthly “litter walk”, gardening and other activities.

The Friends of the Golden Gate Library offer a summer *Jazz on Sundays* series, the Friends of the Tool Lending Library sponsor sales of used tools, the Friends of the Oakland History Room provide funding and expertise for special preservation projects, while Amigos of César Chávez Library helped launch a seed lending library.

In 2010, Friends of the OPL Board Member Gen Katz led a task force charged with outreach to branch friends groups. Gen and members of the task force visited branch groups and attended meetings as guests to learn about branch friends’ questions, concerns and successes. The task force also convened meetings and invited representatives of every friends group to participate and share their experiences.

By 2012, the Branch Friends Network was firmly established, with regular meetings convened jointly by OPL administration and Friends of the OPL. Volunteers created an online group for branch friends to facilitate communication about topics of interest. OPL’s Community Relations unit provides support to this self-directed group, by maintaining a roster and organizing the logistics for the semi-annual meetings.

The most recent meeting was held at the West Oakland Branch on Saturday, April 29. Twenty-one individuals attended, representing 10 different Branch Friends groups, OPL staff, the Library Advisory Commission, and the Friends of the Oakland Public Library. They shared their experience, knowledge, and passion for public libraries. Guest speakers talked about planning events with authors and how to effectively use social media tools.

To find out more about the Branch Friends Network and how you can get involved, please contact Sara DuBois at [sdubois@oaklandlibrary.org](mailto:sdubois@oaklandlibrary.org) or 510-238-6572.

*Outside of a dog, a book is a man’s best friend.  
 Inside of a dog it’s too dark to read.* Groucho Marx

## Dimond Library Makeover

By Sara DuBois

As you might remember from our January newsletter, the Dimond Library closed December 23 for renovations. Dimond has one of OPL's highest circulation rates, and after so many years of intense use, the building was overdue for improvements.

**The branch will reopen to the public July 15.**

Visitors can expect to see new carpeting, distinct program areas for Children, Teens, and Adults, fresh paint throughout the interior, new light fixtures and ceiling fans, an updated community meeting room, a new service desk and other furniture, and much more!

This renovation was paid for entirely by private grants and contributions. Notably, the Friends of Dimond Library ([www.friendsofdimondlibrary.org](http://www.friendsofdimondlibrary.org)) conducted a community fundraising campaign, with a goal of raising \$50,000 toward the purchase of new furniture. With donations from more than 180 individuals – and a generous gift of \$7,300 from the Second Annual Piedmont Tri-Schools Read-a-Thon – the Friends raised more than \$54,000!

The Oakland Public Library plans to officially celebrate the re-opening on Saturday, August 19. Please come join the fun, see the improvements, and join in thanking the community for making this project a success!



Community Volunteer Natalie Heinrich (second from left) presents a check from the Piedmont Read-a-Thon to Oakland Public Library staff (l-r) Nina Lindsay, Sarah Hodgson, and Helen Bloch.

## National Night Out on August 1

This year, the Main Library and at least 10 OPL branches will have fun events. The times and activities at each location vary, so in late July please check the events section of OPL's website or the August calendar at [oaklandlibrary.org/news](http://oaklandlibrary.org/news)

## Librarian of Congress Visits!

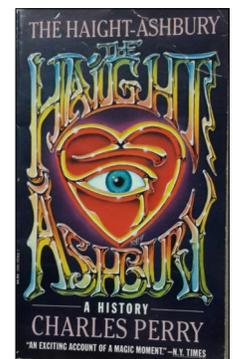
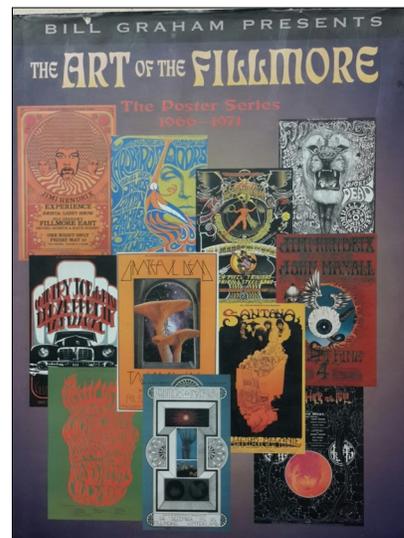
The staff and patrons of OPL were honored by a visit from Dr. Carla Hayden, the Librarian of Congress. Dr. Hayden assisted OPL Librarian Helen Block present her regular Saturday morning toddler storytime on April 22. Photo by volunteer Aida Jones.



**Gift idea:** Buy a Friends of the OPL membership. Your friends should be Friends of the OPL too!

## Summer of Love

Do you want to revisit the psychedelic past? The Bookmark has these “blasts to the past” for sale on Amazon. The Art of the Fillmore, The Poster Series 1966 – 1971 is \$60 and Haight-Ashbury, A History is \$20. Remember, if you are local, you can buy these or any of our Amazon listing directly from the store, no need to pay postage! Check out all our Amazon listings at [www.amazon.com/shops/the\\_bookmark\\_bookstore](http://www.amazon.com/shops/the_bookmark_bookstore)



## Naomi Epel, literary escort and long-time donator of books

For nearly 30 years, Naomi has been taking care of authors when they are visiting the Bay area on book tours. She has driven novelists, presidential candidates, Nobel prize winners and dozens of journalists and pundits to their speaking events or book signings.

During those hours spent in her car with famous novelists, the conversation often turned to dreams and nightmares and out of those conversations came her book **Writers Dreaming** (Random House 1994; also available at OPL), featuring interviews with 27 novelists, including Stephen King, Maya Angelou, Amy Tan, Isabel Allende and William Styron.

She also used her time in the car to explore what writers do when feeling stuck or seeking inspiration. This resulted in her book **The Observation Deck, A Toolkit for Writers** (Chronicle books, 1998), in which she expanded beyond writers of fiction to learn the secrets of their creative process. It included a deck of 50 oversized cards that readers could shuffle and then select a card, when needing help in enriching or motivating their own work.

Over the years she built her business to include 8-10 sub-contractors; she told me that often she assigns the really famous people (e.g. David Sedaris, Alan Alda) to sub-contractors, since she prefers early nights these days!

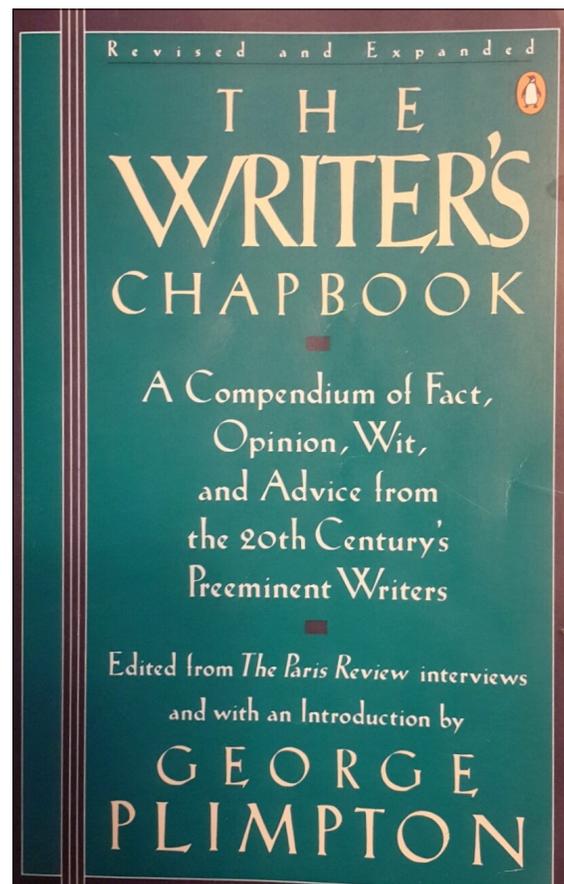
Publishers send her a book before each job and so she amassed a nice collection lining the shelves of an office garage next to her Berkeley home. At first she sold extra books to used bookstores but many years ago realized that donating them to her beloved Oakland library system would do more good. The Bookmark Bookstore has benefited from her generosity for a long time.

**Books-doors to knowledge  
Some know the combination  
Others are not lucky**

(Haiku by Sheila McCormick, when 13)



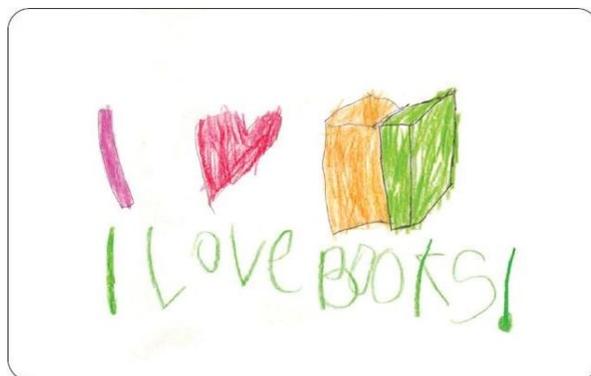
Winning design by Hannah Chang



## Found at the Bookmark

By Sheila McCormick, Board Member

A fun book to browse, especially for those that care about writing. According to this book's Introduction, the first Chapbooks (in the 1700's) were rag-paper booklets of 40 pages or less, often about folk heroes, sold by a Chapman (itinerant peddler) – by that definition, this one is not really a Chapbook (~350 pages), but it is a collection of author comments on various topics, including “On Motivation: Why I Write”, “On Plot”, “On Writer’s Block”, and “On Work Habits”.



Winning design by Sophia Ng

## Information, T-shirts, Books!

Friends of the Oakland Public Library had a booth at the Bay Area Book Festival in Berkeley, June 3 and 4, where they sold 23 OPL Advocates T-shirts and 12 of our popular *Blind Date with a Book* offerings. We also had an informational booth at the Oakland Book Festival on May 21, right next to the OPL Advocates' booth.

OPL Advocates took photos of patrons with "I LOVE OPL BECAUSE:" signs, sold 30 OPL Advocates T-shirts, and handed out buttons and bookmarks.

Best of all, festival-goers were invited to complete and sign postcards naming the library services they feel are most essential. Visitors eagerly lined up when they learned that OPL Advocates would deliver the cards to City Council.

True to their word, OPL Advocates spoke at the June 20 meeting of the Oakland City Council delivering 200 postcards to Council Members, the City Administrator and the Mayor. They also presented each recipient with a poster featuring many patron photos. The poster and postcards were created by Friends Board member Ronile Lahti and fellow advocate Helen Bloch (OPL Children's Librarian and co-leader of Save Oakland Libraries).



## East Bay Gives 2017: Community Supports Friends of the OPL

For the third year, the Friends of the Oakland Public Library participated in the 24 hour fundraising event sponsored by the East Bay Community Foundation. We received 29 donations totaling \$1,821. In addition we received a "Golden Ticket" prize grant of \$500, awarded through a lottery of nonprofits receiving donations during the lunch hour. And thanks to the generosity of an anonymous donor, the first \$600 in donations were matched!

**The grand total for the day was \$2,921!**

Friends of the OPL also met its goal to attract five new members. Thank you to new and loyal members who made the day a success!

## Follow OPL Advocates!

Friends of the Oakland Public Library is one of several advocacy groups that work year-round to support OPL and its programs, staff and city funding.

Follow our coalition of advocacy groups – called OPL Advocates – on social media to learn quick, easy ways you can support the library you love at the local, state and federal levels. For ongoing posts about the inspiring programs and events funded by Friends (aka YOU), use hashtag: #FriendsPaid4That

FACEBOOK: OPL Advocates  
INSTAGRAM: OakLibAdvocate  
TWITTER: @OPLadvocate

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

Questions? [OPLAdvocates@gmail.com](mailto:OPLAdvocates@gmail.com)

## Youth Poet Laureate 2017

Congratulations to **Lucy Flattery-Vickness**, the 2017 Poet Laureate. Lucy graduated from Oakland Technical High School in June. You can read more about her at [youthspeaks.org/poetlaureate/](http://youthspeaks.org/poetlaureate/)

The Oakland Youth Poet Laureate Program is co-funded by Friends of the OPL and the Youth Speaks Youth Poet Laureate Fund. The laureate receives a \$5,000 scholarship, leadership opportunities, and mentoring.

## Giving

In honor of **Barry Mathis** from Anne Robie

In memory of **beloved teachers** from Alicia Rivera

In honor of **Lionel Keffer-Moser** from David & Kathleen Keffer

In honor of **Robert Robson** from Sarah Gamble

## Interested in volunteering at The Bookmark?

There are shifts available, as well as other short-term needs. For more information, contact [bookmark\\_bookstore@yahoo.com](mailto:bookmark_bookstore@yahoo.com), or call 510-444-0473.



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- Judy Toll
- Valerie Villanueva
- Julie Waldman, Treasurer
- Winifred Walters, Assistant Treasurer
- Carl Alexander, Honorary Member

If the date on your mailing label is 6-01-2017 or earlier,

**PLEASE RENEW TODAY!**

**Our mission** is to advance the role of the Oakland Public Library as a vital community resource and as an institution critical to the culture, education, and welfare of our diverse community.

**The Friends of the Oakland Public Library is the only organization that provides support to all Oakland Public Libraries.**

In addition to that great feeling that comes with supporting the library, members receive our quarterly newsletter that includes a special feature highlighting grants to the library.

The Bookmark Bookstore operates on volunteer power and is a community resource for anyone who loves books. The Bookmark has been in Old Oakland since 1992. Proceeds benefit the Oakland Public Library. Members receive a discount on purchases.

**Your support is crucial:**

Your annual dues help fund grants to the Oakland Public Library. In the past 10 years, Friends of the OPL granted over \$1.5 million for library programs and projects.

**More ways to support Friends of the OPL:**

- Ask a friend to become a member
- Leave a legacy by naming Friends of the OPL in your estate plan
- Donate your gently-used books to the Bookmark Bookstore
- Volunteer! [www.oaklandlibrary.org/volunteer](http://www.oaklandlibrary.org/volunteer)
- Shop online at **smile.amazon.com** and Amazon will donate 0.5% of your eligible purchases when you select Friends of the Oakland Public Library.

**Thank you!**

To learn more, visit [fopl.org](http://fopl.org) or call The Bookmark Bookstore at (510) 444-0473.  
Contributions are tax-deductible (Tax ID 94-2553734).