

## Oakland Library Director Retires

Oakland's Library Director Carmen Martínez retired in style on December 14th at a party held at the African American Museum and Library at Oakland (AAMLO). City and Library staff, library colleagues from the Bay Area region, Oakland Library Commissioners and other City officials as well as Friends of the library turned out to thank Ms. Martínez for serving as OPL's director since 2000. Mayor Jean Quan and Oakland's first Youth Poet Laureate, Stephanie Yun, spoke at the celebration. Governor Jerry Brown, who as Mayor of Oakland hired Ms. Martínez, stopped by to wish her well and to present a proclamation.

Oakland City Administrator Deanna Santana appointed Gerry Garzón to serve as Interim Library Director. Mr. Garzón has been with OPL for 13 years, previously serving as the Library's Associate Director. We look forward to working with Mr. Garzón in his new role.

Thank you, Carmen, for your service as Oakland's head librarian. You have our best wishes for a happy and fulfilling retirement.

- Ellen Moyer, FOPL President



### Highlights of Library Director Carmen Martínez' Career in Oakland:

During her tenure, Ms. Martínez led the Library through substantial growth and a series of notable accomplishments that continued the long tradition of providing first-class library customer service to Oakland's community. Examples of her contributions:

- Developed a Master Facilities Plan that responded to the community's need for improved services through revitalized facilities and paved the way for facility improvement projects throughout OPL's system of branches;
- Passage of Measure Q, the renewal of the parcel tax that secured funding for Oakland's Library system;
- Unveiled the Main Library TeenZone thus changing the way the OPL provides library services to young adults; and
- Opened a new branch library—the 81st Avenue Branch, a public/school library co-located with two public elementary schools, the first of its kind in Oakland.

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## AN INTERVIEW WITH GERRY GARZON, INTERIM LIBRARY DIRECTOR

By Sophie Fynland Souroujon

*Editor's Note: Carmen Martinez retired on December 15, 2012, after serving as Library Director for 12 years. Oakland City Administrator Deanna Santana appointed Gerry Garzon as Interim Library Director noting "I am confident that Gerry holds the skills and dedication to ensure a smooth transition of leadership." Off the Shelf's interview took place on January 18, 2013.*

Born and raised in Southern California, Gerry Garzon began his career in libraries as a Bookmobile driver and later, Branch Assistant in Ventura County. Upon the suggestion of Gerry's Library boss who saw that he had a passion for his work with the public, Gerry went to Library School at the University of Denver in Colorado. His first library job was with the Western Interstate Energy Board (WIEB) in Denver, a government organization that advises the 16 Western State governors and delegates on energy and environmental policy issues. Gerry stayed for a total of 11 years with WIEB, working with governors and appointees, first as Librarian, then as Administrative Assistant to the CEO, and later, as Administrator.

In 1988, Gerry decided to return to public libraries, working in several Denver area library districts before being hired by the Arapahoe Library District as Associate Director of Public Services in 1993, a job he very much enjoyed. In 2000, when leaving Arapahoe to return to California, he received The Contributors Award for Service Friendship and Leadership from the Arapahoe Library Friends Foundation, the first to receive such an award, which he still proudly displays in his office.

In February of 2000, Gerry went to work for the Oakland Public Library as Administrator over the Main Library, Technical Services and Computer Services. In October 2000, Carmen Martinez was hired as Library Director. Both Gerry and Carmen came from well-funded Libraries (Gerry at Arapahoe District in Colorado; Carmen at Los Angeles Public Library).

In 2000, Oakland was very different in terms of funding. In Oakland, Measure O (predecessor to the current library parcel tax, Measure Q) was not meeting the needs of the community and the Library, and the general fund was stretched; the budget allocated for books was supplemented with grants. Later, City Manager Robert Bobb, proposed closing seven of the Oakland Public Library Branches. As funding worsened it energized the community at large. Then-City Council Member Jean Quan, the Friends of Oakland Public Library, and individuals from the community formed a campaign and worked in various ways to have Measure Q passed. Measure Q is the dedicated parcel tax that now provides the major source of funding to the Library. There were phone banks that took place, community meetings, knocking on doors, signs and flyers placed throughout the City, and the effort paid off with Measure Q passage in 2004 by 77% of the voters!

Carmen and Gerry continued to work together on long-term planning for the Oakland Public Library and developed a Master Plan for Oakland's libraries. The final plan was issued in 2006 and was instrumental in the successful application for state funding of the 81st Avenue Library and is used as a guidepost for branch refurbishments and makeovers.

In 2005, Gerry was promoted to Associate Director of the Oakland Public Library. It was a new position, right-hand to the Director, who could step in for her as needed. The Associate Director would be responsible for all public services – no longer divided between the Main Library and Branches, work with Carmen in responding to elected officials and the City Manager, and work toward Library services cohesion.

Carmen Martinez and Gerry Garzon worked together for 12 years, side by side, until Carmen's retirement on December 15, 2012. He's looking forward to working with the Friends of Oakland Public Library on a regular basis. As Associate Director, he knows and has attended meetings with most of the Branch Library Friends, so he will continue that same style of close Friendship with FOPL.



## Giving

In honor of the Asian Branch from the Overseas Alumni Association of the Chinese University of Hong Kong

In honor of the Rockridge Branch Teen Zone One Year Anniversary from Chris Noll, Noll and Tam Architects and Planners

In honor of Richard Randall on his milestone birthday from Sophie and Ruth Souroujon

In honor of Bob Frey and all of the Bookmark Bookstore volunteers—past and present—on the occasion of the store's 20th anniversary from Winifred and Tom Walters

In honor of Phyllis Heft from Darlene Ceremello and Jessea Greenman

In honor of Tom and Winifred Walters from Jane Gilden and Adam Myers

In honor of The John Mooney Family from Katharine Mooney and Jeffrey Haydu

In honor of the great work of the Chavez Branch Library from Nico Sayavedra

In memory of Harvey Steinberg from Anonymous, Dr. and Mrs. Norman H. Burg, Lynn Bloch, Michael Gallagher and Daniel Farber

In memory of Dick Petch from the Chabot Park Literary Society

In memory of Kathy Hull 12/2/76-10/26/2003 from Jean Hull

In memory of Jennifer Lamphier from Saira Malik

In memory of Lea Shannon Williams from Susan D. Martin

In memory of Jana Lane from Ruby Bernstein, Mary Morgan, Leona Chester, Steven Weinberg and Georganne Ferrier, Barbara and Tom Sloan, Elizabeth Echols, Adrienne and Donald Hillebrandt

In memory of Steven G. Reuss from Norma Jean Reuss

Please note the following addition to the October 2012 member listing:

Book Angel

Gay Chemists Support Fund of Horizons Foundation

## Thank you to our Bookmark Bookstore 20th Anniversary Raffle Donors:

Alyah Baker-Show and Tell Concept Shop

Annalee Allen-Oakland Tours

Arash Ghasemi-Cafe 15

Bookmark Bookstore

Borgo Italia

Charlie Haas

Chris Hanrahan-Endgame

Coobi

Dale Chung-Little Red Box

Dominica Rice-Cosecha

Elena Durante-Voiron-Ratto's

Esther Phan-Food Coma Cafe

Gustavo Loza-Shoe Spot

Heyday & Adam David Miller

Jack Ringer-Club One

January Ruck-Oakland Heritage Alliance

Jimmy Kwong-Reef Designs

Jon D'Angelica-District

Judy & Bob Toll

Kate Ellen Murphy-Crown Nine

Kayoko Akabori-Umamimart

Kerri Lee Johnson-Marion & Rose's  
Workshop

Lisa Schoonover

Marissa Moss

Matt Werner

Nicole Buffett-Piper and John's General  
Goods

OB's Coffee Cafe

Phyllis Coulliard

Posh Polish

Rich James

Sarah Reyes-Ajar

Scott and Emily Goldenberg-Caffe 817

Tamika Anderson-Topps Salon Day Spa

Tina Ramos-La Borinquena Mexicatessan

Trevel Adanandus-730 Barber Lounge

### 20th Anniversary Birthday Bash

We had a fantastic time on November 14th at our 20th Anniversary Birthday Bash! To start off, we had a nice crowd of Bookmark Bookstore volunteers and FOPL board members show up, and everyone seemed to enjoy the food from Cosecha, pies from Pietisserie and wine from Persicope Cellars. Below you will see a few photos from the evening – the dinner, raffle drawing, authors’ panel and the Q&A session with local authors Charlie Haas, Lisa Schoonover, Adam David Miller and Marissa Moss. All in all, it was a great night. Thanks so much to everyone who participated, and we encourage you to check out our online photo album to see all of the great pics from our event (there are almost a hundred of them!). Thanks again!

Facebook Photo Album: <http://on.fb.me/UQIrTV>



**Dominica Rice**  
 Chef and Owner  
 Cosecha Restaurant



**Brook Vanderford**  
 FOPL Board Member and  
 Anniversary Committee Chair



**Ellen Moyer**  
 FOPL President

Photos: Courtesy of Ken Lem

### TRIBUTE TO STEVEN G. REUSS

FOPL is the grateful beneficiary of an extraordinary gift in memory of Oakland resident Steven G. Reuss.



Photo: Roberto Costa, MacArthur Metro, Feb 2011

Steve Reuss had roots in Waukesha, Wisconsin and attended the University of Wisconsin. Later he received a degree from University of San Francisco and was employed by Xerox. An Allendale Park resident, Steve was known for his dedication to his neighbors and his good works in his neighborhood. Steve was active in his Neighborhood Crime Prevention Council as a founding member of the Allendale Park NCPC board and as its Chair. According to a February 2011 article in the MacArthur Metro, Steve helped create the Allendale Park triangle garden, spearheaded Earth Day clean up events, and contributed to many neighborhood beautification efforts. Steve earned a commendation as a District 4 Local Hero in 2008 for his work on the Allendale NCPC “Feet on the Street Team”.

Steve died in Oakland in 2010. His mother, Norma Jean Reuss of Waukesha, Wisconsin, asked that the donation in her son’s memory be used for purchasing books and for reading programs. With this legacy, Steve continues to inspire us all to make Oakland a better place.

### FOPL Scholarship Awards

Congratulations to recipients of the 2012-13 Friends of the Oakland Public Library Scholarship Awards! The FOPL scholarship program supports OPL staff enrolled in an accredited Master of Library and Information Science program. The program, now in its 14th years, is one of many programs and projects made possible by the Bookmark Bookstore and your membership dues. FOPL congratulates this year's recipients, each of whom received a \$500 cash scholarship: Katherine Hug, Sally Engelfried, Edward McCoy and Michelle Santamaria.

### Oakland Library Artists Go Public

Beginning March 5th, check out

"Oakland Library Artists Go Public", featuring quilts, prints, paintings, recycled art, knitwear, pottery and photographs by 23 artists. Exhibit runs through March 29th at the Rockridge Branch Library, 5366 College, Ave., 2nd Floor Gallery.

### BOOKMARK BOOKSTORE SPRING SALE

Mark Your Calendar for the Spring 2013 Friends of the Oakland Public Library Book Sale: **April 4-7, 2013**

50% OFF for members only on "Members' First Choice" Sale Day -Thursday, April 4, 2013.

And for all book lovers:

30% OFF – Friday, April 5

40% OFF – Saturday, April 6

50% OFF – Sunday, April 7



Most of the store's 17,000 books are \$3-\$6.

Hours: 10:30 am – 5:30 pm each day during the sale.

The Bookmark Bookstore, 721 Washington St. in Old Oakland, is operated by the Friends of the Oakland Public Library.

Join the Friends' e-news mailing list for special sale notices! Send an email to: [bookmark\\_bookstore@yahoo.com](mailto:bookmark_bookstore@yahoo.com) – Subject: e-news.

For information, call (510) 444-0473.

### Support YOUR Library ... Volunteer!

Learn about these opportunities for adult volunteers and more at OPL's Spring Information Sessions:

- Summer lunch program site volunteers
- Adult literacy tutors
- Pre-school story readers
- Bookstore volunteer staff and outreach

Thursday, March 14, 6:15-7:30 p.m.

Main Library, Bradley C. Walters Community Room  
125 14th St.

Saturday, March 16, 10:00-11:15 a.m.

81st Avenue Branch  
1021 81st Avenue (at Rudsdale)

To register, visit:

[www.oaklandlibrary.org/volunteer](http://www.oaklandlibrary.org/volunteer)

or contact

Sara DuBois at

(510) 238-6572

[sdubois@oaklandlibrary.org](mailto:sdubois@oaklandlibrary.org)



### Save the Date

Save the Date for the third annual FOPL Oakland A's fundraiser:

July 27, 12:05 pm – LA Angels.

Contact [baseball@fopl.org](mailto:baseball@fopl.org) for ticket information.





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- ◆ Judy Toll, Secretary
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- ◆ Winifred Walters, Assistant Treasurer

**Newsletter Staff:**

- ◆ Ellen Moyer
- ◆ Sophie Souroujon
- ◆ Julie Waldman
- ◆ Winifred Walters
- ◆ Evan Zubritsky

If your membership has expired,  
**PLEASE RENEW NOW!**

**JOIN US**

Yes, I want to show my support for the Friends of the Oakland Public Library!

Enclosed is my check payable to FOPL for \$ \_\_\_\_\_

- New (1 year membership)
- Renewal (1 year membership)
- Donation (\$ \_\_\_\_\_ in addition to my membership dues)

**Membership Levels:**

- Book Angel ..... \$1,000 or more
- Bibliophile ..... \$500 - \$999
- Book Conservator ..... \$250 - \$499
- Bookworm ..... \$100 - \$249
- Book Friend ..... \$50 - \$99
- Family/Household ..... \$35 - \$49
- Individual ..... \$25 - \$34
- Student/Senior (65+).... \$15 - \$24

Name(s) \_\_\_\_\_

Address \_\_\_\_\_

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Gift in Honor/Memory of \_\_\_\_\_

Email \_\_\_\_\_

(Sign me up for email notices and updates)

Contributions are tax deductible (Tax ID #94-2553734)  
Make your Credit Card donation online at [www.fopl.org](http://www.fopl.org)  
Mail to: FOPL, 721 Washington St., Oakland, CA 94607

**More ways to support the Friends...**

- Share this newsletter. Ask a friend to join a growing organization - 800 members strong, dedicated to supporting the Oakland Public Library.
- Donate your gently-used books, CDs and DVDs to the Bookmark Bookstore. Call (510) 444-0473 for more information.
- Do you have a few hours per month? Call (510) 444-0473 or visit us online at [www.fopl.org](http://www.fopl.org) to learn more about our volunteer opportunities.
- Donate items needed to improve Bookmark Bookstore operations:  
⇒ Sidewalk sign "Bookmark Bookstore"