



# OFF THE SHELF

April 2014 Edition

## BOOKSTORE

### Bob Frey, Bookmark Manager, Retires after 18 Years of Service

Bob Frey became the Bookmark Manager in October 1995, soon after the store moved into its current location at 721 Washington. The FOPL board hired Bob to be the full-time manager of the store because of his extensive retail and marketing experience. Bob had been a customer at FOPL's first store next to Ratto's, so was familiar with the organization and its role in supporting Oakland's libraries. Under Bob's leadership, the store's profitability increased and continues to be a major source of revenue, supporting FOPL's annual grants to the Oakland Public Library.



Bob provided a special thank you to Bookmark volunteers at the annual appreciation brunch last December. He compiled a list of statistics (published in the January 2014 edition of *Off the Shelf*) describing a year at the Bookmark. Bob's insights reveal the core elements of what makes the Bookmark tick: **volunteers, book donations and customers.**

The FOPL Board, the 40-plus volunteers at the store, and undoubtedly thousands of customers and book donors wish Bob all the best.

## New Manager at The Bookmark

Julian Segal is the new store manager of The Bookmark. Julian has extensive experience in the book trade, including stints at Shakespeare and Co. on Telegraph Avenue and at Heyday Press. A profile of Julian and his plans for The Bookmark will appear in the next issue of *Off the Shelf*.

## FUNDRAISER

### Calling All Baseball Fans – Tickets Available!

Join FOPL for our annual baseball fundraiser: **Saturday, May 10th.** The Oakland A's will play the Washington Nationals (game time 6:05 p.m.).

Tickets for plaza infield seats, great for fireworks viewing, are \$35 each.

To purchase, send a check made out to **“FOPL-A's Fundraiser”** to:

FOPL – A's  
721 Washington St.  
Oakland, CA 94607

Last day to purchase tickets, while supplies last, is April 17th. For more information send an email to [baseball@fopl.org](mailto:baseball@fopl.org).



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## An Interview with Sheila McCormick, FOPL Board Member

by Sophie Fynland Souroujon, FOPL Board Member



I had the pleasure of interviewing Sheila at my home on Thursday, December 19, 2013.

Sheila was born in Alton, Illinois, a city on the Mississippi River, just north of St. Louis, Missouri. She has three sisters. Sheila's love for reading began when she was very young — no surprise, as everyone else in the family read a lot.

When Sheila was nine, her eye doctor informed both mother and daughter that Sheila should rest her eyes and not read all summer. This was a sad blow! When she was 11, she decided to run away from home. Where did she go? To the local Jennie Hayner Public Library. Yes, her parents thought that she might be at the library, and found her there.

Sheila graduated from high school in 1970. She received a B.S. in Biology from Illinois State University, in December 1973 (in 3.5 years rather than the standard 4 years). In 1978, Sheila received her Ph.D. in Genetics at the University of Missouri-Columbia. Her thesis was on *The Genetics of Purple Pigments in Corn*.

Sheila was awarded two Post Doc Fellowships (NSF and NIH) to work at Michigan State (1 year) and at the Carnegie Institution of Washington in Baltimore (2 years), then worked at two biotechnology companies, for 1.5 years in San Carlos, CA and then for 3.5 years at Monsanto in St. Louis. In December 1986 she moved back to California to start her current job, at the Plant Gene Expression Center (PGEC) in Albany, a joint institute of the USDA/ARS and UC-Berkeley. Her research lab focuses on the molecular biology of plant sex. Sheila is an editor for several scientific journals and she teaches a grant writing course at UC-Berkeley.

Sheila and her husband, Paul Herzmark, also a scientist, enjoy attending live theater and are subscribers to six theater groups in the East Bay (Impact, Shotgun, TheaterFirst, Aurora, Berkeley Rep) and one in San Francisco (SF Playhouse)

Her main hobby is raising chickens. Her 7 "girls" lay white, blue or different shades of brown eggs. In addition to commercial feed, the chickens get lots of treats, such as dandelions that she collects on walks around the neighborhood, discarded lettuce acquired from local grocery stores, and donations from neighbors (the chickens love leftover rice). Her other hobby is helping with swimming classes (21<sup>st</sup> Century Swimming Lessons) for adults afraid of water, now being taught at the Albany Pool. She took the classes herself in 2002 and loves to help others learn.

Both Sheila and Paul enjoy traveling and their trips often combine work and pleasure; they've traveled to 26 countries since they've been married, including sabbatical stays in Lyon, France, in Lisbon, Portugal, and 5 month-long stay in China. As a child her family took driving vacations around the U.S. every other year, but she didn't leave North America until 1986.

Sheila McCormick became a member of FOPL in 1988, and has visited The Bookmark Bookstore nearly every week. A year ago, she noticed an article in *Off the Shelf* that said the FOPL Board was interested in having new members. The column worked and the rest is history!

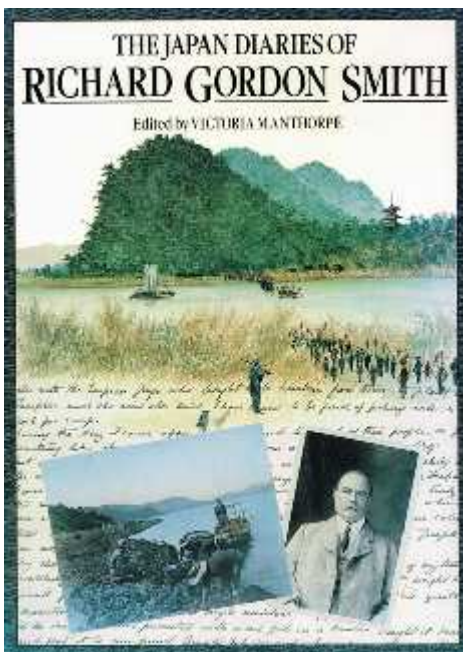
Congratulations, Sheila, on your first year as a FOPL Board Member, and on becoming the new Editor of *Off the Shelf*.

## TREASURES

**Found at the Bookmark**

by *Sheila McCormick*,  
FOPL Board Member

The Japan Diaries of Richard Gordon Smith (edited by Victoria Manthorpe). I picked up this hefty book because I like diaries. This is some diary! Mr. Smith, born in 1858 in England, was a world traveler for 20 years. He first went to Japan at the end of 1898 — these diaries start from then and continue until 1907. Except for his first visit, when he was basically a tourist, he rented houses and tried to experience “old” Japan. He was a big game hunter, but he also collected samples, especially fish, for Natural History Museums. He became an aficionado and collector of Japanese art and Japanese folktales. The book is beautifully illustrated with photographs and his sketches, and he even commissioned original art when needed. This is a British publication and the listed price on the dust jacket is £14.95 – I bought it for \$6.00.



## EVENTS

**National Library Week is April 13-19th**

The Oakland Libraries will be full of activity! There will be featured author talks, writing workshops and children’s activities. Find out all the options in OPL’s National Library Week Booklet, available in early April. The Booklet also features nearly 100 book recommendations by library staff members, for readers of all ages. Attend an event and read a good book during National Library Week!

### **Martin Luther King, Jr. Branch Friends Rummage Sale**



**When:** Saturday, April 12th  
10 a.m. to 4 p.m.

**Where:** 6833 International Blvd.

**What:** Books, jewelry, games, clothing, household items, and more!

All proceeds will support community library events!

**Have items to donate?** Call 510-629-93779 or email [jazgonz@yahoo.com](mailto:jazgonz@yahoo.com).

**Our Spring Book Sale, April 10-13th**

April 10th (Thursday): Members First Choice Sale Day - 50% OFF!

Not a FOPL member? Join FOPL on the day of the sale (or anytime) and receive the discount. Annual membership starts at \$25 (\$15 for full-time student/senior 65+).

**For all Book Lovers:**

April 11<sup>th</sup> (Friday): 30% OFF;  
April 12<sup>th</sup> (Saturday): 40% OFF;  
April 13<sup>th</sup> (Sunday): 50% OFF.  
Most of the store’s 17,000 books are \$3-\$6.

**Hours during the sale:**  
**10:30 a.m. – 5:30 p.m.**

**The Bookmark Bookstore**  
721 Washington St.  
(in Old Oakland and operated by the Friends of the Oakland Public Library)  
(510) 444-0473

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





## Enjoy Fentons Ice Cream and Support Oakland's Libraries

May is the month to order an ice cream sundae at Fentons Creamery. For the entire month, 25% of each Myrtle's sundae sold will benefit programming at all OPL locations.

**Open 7 days at —  
4226 Piedmont Avenue**

**Thanks, Fentons!**

### VOLUNTEER OPPORTUNITIES

## Get Involved: Volunteer Information Sessions

If the recent *Off the Shelf* article about the many different types of volunteer opportunities piqued your interest, don't miss this upcoming event.

Interested in volunteering at the library? Come to the following information session to learn more about our volunteer opportunities for adults.

**Saturday, April 5th  
11 a.m. to 12 p.m.  
Melrose Branch Library  
4805 Foothill Boulevard**

Advance registration is encouraged, but not required.

For information and to register, visit [www.oaklandlibrary.org/volunteer](http://www.oaklandlibrary.org/volunteer) or contact Sara DuBois at (510) 238-6572 or by e-mail at [sdubois@oaklandlibrary.org](mailto:sdubois@oaklandlibrary.org)

## The Bookmark Bookstore Needs Volunteers

- ◆ Do you have a vehicle and are you able to lift 30 lbs?
- ◆ We need volunteers to occasionally pick up donations.
- ◆ Could you occasionally fill a shift at the bookstore?
- ◆ Do you have public relations or marketing expertise?
- ◆ **Volunteers receive a 50% discount at the store.**

**Please contact: [bookmark\\_bookstore@yahoo.com](mailto:bookmark_bookstore@yahoo.com) about these opportunities.**

### BOOKMARK ONLINE

## Did You Know?

We have selected new, used or collectible items available on Amazon.com (<http://www.amazon.com/shops/the-bookmark-bookstore>) and they are worth browsing. Among the current offerings:

- ◆ a DVD of I Dream of Jeannie (first season), \$69.95
- ◆ John Stanley's Creature Feature Movie Guide Strikes Again, \$19.95
- ◆ 1972 Preview issue of Ms. magazine, \$39.95
- ◆ 1959 paperback edition of Kurt Vonnegut's The Sirens of Titan, \$34.95
- ◆ 1934 edition of Old Monterey's Adobe Capital, \$59.95
- ◆ and a 1964 edition of China: As Photographed by Henri-Cartier Bresson, \$39.95.

### BRANCH FRIENDS

## Friends of the Piedmont Avenue Branch Library

In 2009 our former location was sold to Goodhue Investments and the rent increase necessitated our moving to a portable behind Piedmont Avenue Elementary School on Echo Avenue — one block off of Piedmont Avenue.

Our former location had a very charming exterior but a jumbled interior that wasn't ADA compliant. Our new location is a portable with a very plain exterior but a delightful interior that's bright, ADA compliant, and has air conditioning so we no longer need to close when the temperature exceeds 85 degrees inside!

However, a plain portable is a plain portable and so the Piedmont Avenue Friends decided to see what we could do to "liven up" the exterior.

What to do? It soon became obvious that painting a mural or attaching anything to the exterior of the portable was going to require all sorts of permissions and become way too complicated.

Upon reflection, we decided to approach the problem from another angle. What if we decorated the fence that surrounded the portable? Wouldn't that work?

So the Friends formed a sub-committee known as the "Cut Ups" who proceeded to develop what came to be known as the "Cut Outs" — jolly cartoon figures advertising our library.

We planned



We cut



We painted



And we developed a lovely cast of characters to decorate our fence.



And NO, we're not going to show you the completed project. We want you to stop by and see for yourself.

### Come to the:

Piedmont Avenue Branch Library  
*The little library that can and does*  
 80 Echo Avenue  
 (behind Piedmont Avenue Elementary School — only one block off of Piedmont Avenue)

**They'll make you smile!**

FOPL

## FOPL Seeks New Board Members

FOPL is looking for Oakland Library patrons to join our Board. We are currently twelve people of all ages who share a love of the library system and want to do something more to help pay for things that don't make it into Oakland's ever-stretched budget. Last year, in part, we helped fund exhibit upgrades at AAMLO, chairs and tables at Chavez, Eastmont, Golden Gate and Piedmont, and programs and outreach for system wide staff and volunteers.

The FOPL board meets 6 times a year, so the time commitment is reasonable. And we always have snacks! We would welcome the addition of several more new Board members to help build on the work we do for the libraries, whether through outreach, fund raising, writing, organizing, being computer literate or any number of other skills. **We are especially interested in adding a board member who would serve as secretary at our meetings.** All you need to bring is your enthusiasm for our Public Libraries. To learn more, please email:

[pres@fopl.org](mailto:pres@fopl.org)

### Friendly Reminder:

Our volunteers send a renewal notice shortly before the date shown on the mailing label of your newsletter. If the date shown is **03-01-2014 or earlier**, please renew today. By doing so, FOPL saves money and more will go to OPL in the form of grants. Thank you!

## Giving —

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

In honor of **Beccah Rothschild** from Carolyn Foley and Chris Harwood and Corinne Calfee and Mark Sisson

In memory of **Gail Sullivan, Storyreader**, from Barbara Szudy

In memory of **Jana Lane** from Deborah Dashow Ruth

In honor of **Linda Sensabaugh** from Jeffrey Sensabaugh

In honor of **Tom and Winifred Walters** from Virginia and Rick Newton

In memory of **Jacob Schwartz** from Lillian Schwartz

In memory of **David Joseph Burke** from Steve and Alison Burke

In honor of **Max Vogels** from his grateful neighbor, Alice Erb

In memory of **Jill Reese** from Drew and Molly Robarts

A bequest from **Helen L. Knopp** in gratitude for the help given her by librarian **William W. Sturm** (former Oakland History Room librarian) while she was doing research for her book covering three generations of her family in Oakland



721 Washington Street  
Oakland CA 94607

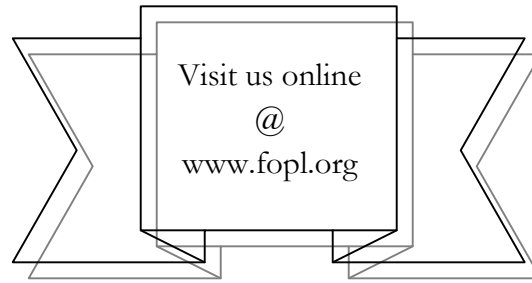
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### OFFICERS:

- Ellen Moyer, President
- Judy Toll, Secretary
- Julie Waldman, Treasurer
- Winifred Walters, Asst. Treasurer

### Newsletter Staff:

- Sheila McCormick
- Winifred Walters
- Sophie Souroujon
- Julie Waldman
- Ronile Lahti



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

### More ways to support the Friends...

- Share this newsletter. Ask a friend to join a growing organization—800 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? Visit [www.fopl.org](http://www.fopl.org) or call **(510) 444-0473** to learn more about our volunteer opportunities.
- Keep up with Library news and events by going to [www.oaklandlibrary.org](http://www.oaklandlibrary.org), click on 'Subscribe to our E-News' under 'Connect with Us' at the bottom of the home page.

### Join Us!

Yes, I want to support 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)

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

Address \_\_\_\_\_

City/Zip \_\_\_\_\_

Gift in honor/memory of \_\_\_\_\_

Email \_\_\_\_\_

(sign me up for email notices and updates)

### Membership Levels:

Book Angel \$1,000 or more

Bibliophile \$500 – \$999

Book Conservator \$250 – \$499

Book Worm \$100 – \$249

Book Friend \$50 – \$99

Family/Household \$35 – \$49

Individual \$25 – \$34

Senior (65+)/Student \$15 – \$24

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