



FRIENDS  
of the  
OAKLAND  
PUBLIC  
LIBRARY

# OFF THE SHELF

April 2015

## New Co-Managers of The Bookmark Bookstore

By Sheila McCormick, FOPL Board Member



Richard and Phyllis make an effective management team because of their complementary skills. Richard has extensive business experience from owning and managing Sunrise Books and an online book selling business, while Phyllis has expertise in process management and merchandising, customer service, and familiarity with store operations gained by working closely with the

*(Continued on page 2)*

Please welcome our new co-managers, Phyllis Couillard and Richard Cook. Phyllis first heard about The Bookmark in 2009, when she became a bookstore volunteer – she first worked on Thursdays, but when she found out that the store was not open on Sundays, she decided to volunteer on Sundays – and since then the store has been open 7 days a week. Richard was a long-time customer and donator of books (even at the previous location, 815 Washington). He had his own bookstore (Sunrise Books, on Telegraph in Berkeley) for 30 years and when he closed Sunrise in 2011 he was asked by The Bookmark manager at the time, Bob Frey, if he would like to join the bookstore committee. Phyllis is a Massachusetts native and moved to California in 1991, attracted by the weather; Richard is a California native, born in Stockton.

### *Spring Sale at The Bookmark!!!*

April 9 to 12 (Thursday - Sunday)

721 Washington Street

Oakland, CA - 510-444-0473

**Special sale hours: 10:30 a.m. to 5:30 p.m.**

**50% OFF for members only on “Members’ First Choice” Sale Day, Thursday, April 9**

**And for all book lovers:**

**30% OFF - Friday, April 10**

**40% OFF - Saturday, April 11**

**50% OFF - Sunday, April 12**

Sale proceeds benefit the Oakland Public Library

*(Co-Managers continued from page 1)*

former Bookstore managers and interacting with volunteer staff.

They are both very happy that The Bookmark has become a destination for people coming to Old Oakland, but are still surprised when customers tell them that they had never known about our store until that day. They hope to further raise awareness by initiating some author events, perhaps in conjunction with Manifesta Salon's 'Festa program (manifestaoak.com), which has provided space to diverse pop-ups in the neighborhood, and with Laurel Books (laurelbookstore.com), which recently moved to their new site in Frank Ogawa Plaza.

The Bookmark is already a wonderful, well-organized store that the customers love. The co-managers plan to continue Bob Frey's legacy, but hope to add some arm chairs to encourage more comfortable browsing. Richard pointed out that we really have no competition: "we have really good books at really good prices" and that the diversity and the quality of the donations makes selling easy.

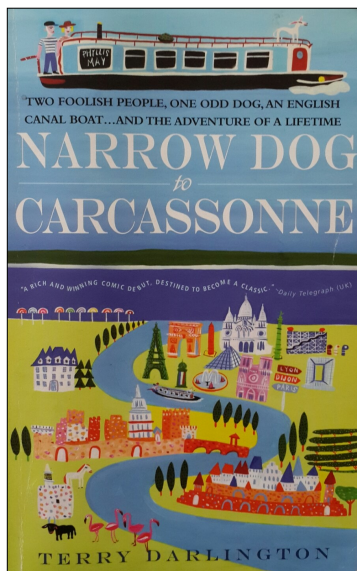
They emphasized that any book listed on our site [amazon.com/shops/the\\_bookmark\\_bookstore](http://amazon.com/shops/the_bookmark_bookstore) can be purchased directly from the store: if you see something you want to buy, please call one of the managers at 510-444-0473 to arrange it. They also noted that if you like the music you hear while shopping, you can buy it – the playlist is all from donated CDs available in the store.

Phyllis works Friday, Sunday, and Monday, and Richard works Tuesday, Wednesday, and Thursday, veteran volunteers manage the store on Saturday.

## TREASURES

### Found at The Bookmark

By Sheila McCormick,  
FOPL Board Member



This book is from the travel literature (armchair traveler) section of the store. It recounts the adventures of a couple who don't know anything about boats, accompanied by their dog, Jim, a whippet who does not like boats, as they take a 7 ft. wide and 60 ft. long boat 240 miles through English canals to the Thames, then across the English Channel (not recommended for their unseaworthy narrow boat – but they make it), and through more canals and many locks, to the South of France. Oh, and they don't speak French! Great writing style and very funny.

### BRANCH FRIENDS NETWORK

The next meeting of the Branch Friends Network will take place Saturday, April 18 from 10 a.m. to noon at the 81st Avenue Branch Library (1021 81st Avenue). Topics for discussion: recruiting members, banking, online presence, and fundraising. RSVP via [surveymonkey.com/r/BFNSpring15](http://surveymonkey.com/r/BFNSpring15). All welcome.

## CONGRATULATIONS TO — Gen Katz, FOPL Board Member, Honored by California Public Library Advocates



Gen Katz received the 2014 Award for Outstanding Service to a Local Library System. This award honored her long-term service: she joined the FOPL Board in 1998, has served on the Library Advisory Commission and has worked tirelessly to advocate for library funding. The CPLA citation specifically emphasized her efforts in creating the Branch Friends Network to encourage and foster the development of friends groups at the branch libraries. Recently she has developed a Tool Kit to help more branches develop such groups, and to facilitate ways for different branch friends groups to share ideas.

## Jamie Turbak appointed Permanent Associate Director of OPL



Jamie Turbak started as a part-time Library Assistant at the Piedmont Branch, and has held a variety of positions with increasing responsibilities: as a Children's Librarian, Branch Manager, Supervisor for Main and Children's, and most recently as Acting Associate Director. Ms. Turbak has an M.S. degree in Library Science from San Jose State. She has been instrumental in developing and improving the collections and in implementing Link+, which gives library patrons access to books from more than 50 other California and Nevada libraries. Congratulations to Ms. Turbak!

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### VOLUNTEERING

## Upcoming Volunteer Information Sessions

The library – and the Friends of the Oakland Public Library (FOPL) –

offer many ways to help our community. Volunteers run our bookstore, offer knitting instruction, provide tech support in library computer labs, read stories to preschoolers, and much, much more! If you're interested in learning more about volunteering with FOPL or the library, consider attending one of the upcoming volunteer information sessions:

- **Tuesday, April 21**

6:30 p.m. – 7:30 p.m.  
Dimond Branch Library  
3565 Fruitvale Avenue

- **Saturday, April 25**

10:30 a.m. – 12:00 p.m.  
Main Library  
125 14th Street

Advance registration is encouraged, but not required. To register, visit [oaklandlibrary.org/volunteer](http://oaklandlibrary.org/volunteer) or contact Sara DuBois at 510-238-6572 or by e-mail at [sdubois@oaklandlibrary.org](mailto:sdubois@oaklandlibrary.org).

## Story Readers Celebrate 20 Years

On January 25, FOPL was delighted to host a 20th Anniversary celebration for Books for Wider Horizons, an OPL program that trains and places 60+ volunteer story readers in Head Starts and other preschools throughout Oakland. We feted current and past volunteer story readers who make this fun and effective program possible, as well as staff who – for more than 20 years – have shared the library and a love of reading with youngsters in underserved preschools. Today, more than 1,300

children each week receive visits from trained volunteers through Books for Wider Horizons!

We were very grateful for the generous, in-kind donations from Ann's Catering, Trader Joe's (Lakeshore location), and Costco, which allowed us to host a wonderful party.

If you are interested in learning more about Books for Wider Horizons or how you might get involved, please contact Rochelle Venuto at [rvenuto@oaklandlibrary.org](mailto:rvenuto@oaklandlibrary.org) or 510-238-7453, or come to the library's Volunteer Information Sessions in April.

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### BRANCH RENOVATION

## Welcome Back Golden Gate Branch!

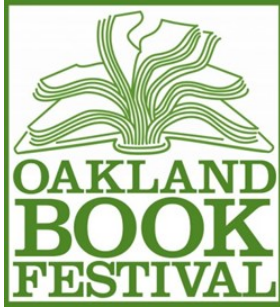


The Golden Gate Branch (5605 San Pablo Ave.) re-opened January 10, 2015. The nearly 100 year old building was built with funds granted to Oakland from Andrew Carnegie. It was closed for a few months to repair the windows and make other improvements; a celebration for the re-opening included jazz music and a performance by the Prescott Circus Theatre of West Oakland.

## EVENTS

## Oakland Book Festival Read. Debate. Celebrate.

Local luminaries were featured at the Oakland Book Festival launch on March 5 at Café Van Kleef. C.J. Hirschfield, Executive Director of Fairyland (and FOPL member), read from Joaquin Miller's "Oakland". Councilmember Desley Brooks read a 1906 letter from Jack London to his mentor Ina Coolbrith, poet and first director of the Oakland Public Library. Gerry Garzón, Oakland Public Library Director, was given a shout out as one of the Festival's partnering organizations.



Founding Directors of the Festival, Kira Brunner Don and Timothy Don, along with Rebecca Otto, Literary Council Chair, organized the event to preview the Festival, which is "Dedicated to books, ideas, and the pleasures of literacy, it aims to serve the reading public, to encourage debate, and to celebrate the City of Oakland."

Save the date for the **Oakland Book Festival:**

**Sunday, May 31  
Oakland City Hall  
1 Frank Ogawa Plaza**

Free and open to the public.

For more information visit  
[oaklandbookfestival.org](http://oaklandbookfestival.org).

## Antiquarian Book Fair Booth

The 48<sup>th</sup> annual Antiquarian Book Fair ([sfbookfair.com](http://sfbookfair.com)) was held for the first time in Oakland, at the Marriott City Center, Feb. 6-8, 2015. The Bookmark had an informational booth during the Fair, at which the bookstore managers, bookstore volunteers and FOPL Board members told attendees about our store and our fundraising efforts for the library. Even though we were not selling anything, we had a lot of customers!

## Forty Years at the Asian Branch Library



The Asian Branch is commemorating its 40th anniversary with an exhibit featuring photos along with quotes from the Oakland Chinatown Oral History Project. Staff from 1975 to the present and longtime Asian Branch Library patrons were interviewed for the project. For more information about the project go to: [memorymap.oacc.cc](http://memorymap.oacc.cc).

**Asian Branch  
through April 30  
388 9th Street, Suite 190**

## Mark your Calendars! Independent Bookstores

(including The Bookmark) will be celebrating California Bookstore Day ([cabookstoreday.com](http://cabookstoreday.com)) on **May 2, 2015**.

## City of Oakland Budget Process and the Library - Mayor's Proposed Budget for 2015-2017 to be Released by May 1

Every two years the City goes through a comprehensive budget process and adopts a balanced budget by July 1. The Library's two major funding sources are Measure Q, the 2004 extension of the **Library Services Retention and Enhancement Act**, and the City's General Purpose Fund. To offset a projected revenue shortfall for the budget year beginning July 1, the City Council has already approved \$1 million for Library services. The Mayor's Proposed Budget is to be released by May 1; Town Hall meetings and formal budget hearings before the City Council will take place during May and June. The website [openbudgetoakland.org](http://openbudgetoakland.org) has information about the budget process and a timeline.

FOPL is a member of a coalition of volunteers advocating for the public funding needed to keep the Oakland Public Library the great resource that our community depends upon. For more information about the coalition's work and budget updates visit [saveoaklandlibrary.org](http://saveoaklandlibrary.org) or sign up to receive the **LAC Advocate** via email by sending your email to [oaklandlac@gmail.com](mailto:oaklandlac@gmail.com).

**SUPPORTING FOPL****Estate Planning: Leaving a Legacy**

By Julie Waldman,  
FOPL Board Member

Recently my husband and I met with our attorney to update our wills, trust documents and the other papers that go along with planning for the inevitable (do you have a current power-of-attorney for healthcare decisions?). One of the interesting things I learned was that the money in my 401k account *would* be taxable if my husband or another individual inherited it, but *wouldn't* be taxable if it went to a nonprofit organization. Our attorney suggested that if I wanted to have some money go to some charities upon my demise, it made sense to have the money come from the 401k account.

FOPL is an established and well-managed organization that has given over \$1.2 million to the Oakland Public Library in just the past 10 years. Please consider including FOPL in your estate planning decisions! I ended up including FOPL for a percentage of my current 401k – here's hoping it will have a long time to accumulate and appreciate before it gets paid out!

Disclaimer: I am not an attorney or CPA - please consult with yours.

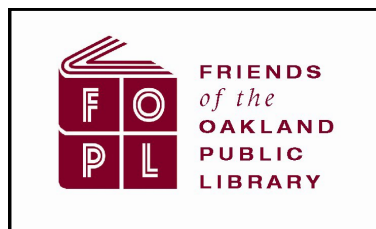
**Impressive Donations**

Occasionally The Bookmark receives remarkable donations. Shown is one image from "Facing the East: Views of Japan", signed by both James Michener and Jack Levine, the artist. This beautiful two folio set is selling for \$250, quite a difference from our more typical \$6 or less price for

most of our inventory. But well worth the money, and all sales help support the Library.

**Interested in becoming a FOPL Board Member?**

We would like to add additional members to our board, of any age. We are particularly interested in adding people with banking or web designer expertise, but other skills (outreach, fundraising, organizing, writing, etc.) are very welcome. The FOPL Board meets 6 times a year, so the time commitment is reasonable. For more information please contact [pres@fopl.org](mailto:pres@fopl.org).

**GIVING —**

In memory of **Patricia Isabel Wright** from Alice Jones

In memory of **Sue L. Moyer** from Ginnon Cunningham

In honor of **Nancy Kranich, Jaye Lapachet, Gene Hayworth and Kim Stucko** from Michael Crowley

In memory of **Bill Schwartz** from Dianne Sierra & Christine Pattillo  
Nicole Shaw  
Rissa Coplan & Reed  
Holderman  
Constance L. Adachi

In memory of **Barbara J. Chang** from Ramona Chang

In honor of **Theodor Schuchat** from Anonymous

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

In honor of **Tom Low** from Mark Pham

In honor of **Zachary Stockton & Sieka Chiarchiaro** from Patrick Stair

In honor of **Barbara Bibel** from Anonymous

In honor of **Marilyn Citron and her long-time book group** from Anonymous

In honor of **Lisa First** from Judy Kahn

Special thanks to the following for in kind donations:

**Ann's Catering**  
**Trader Joe's (Lakeshore)**  
**Costco**

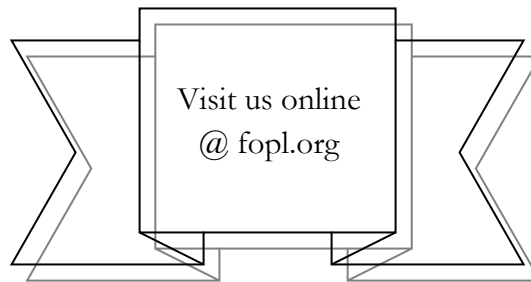


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### FOPL BOARD MEMBERS:

- Michael Dalton
- Suzanne Fischer
- Tamra Hege
- Genevieve Katz
- Ronile Lahti, Secretary
- Sheila McCormick, Newsletter Editor
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- Sophie Souroujon
- Judy Toll
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- Carl Alexander, Honorary Member



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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 – **850** strong – dedicated to supporting the Oakland Public Library!
- Leave a legacy by naming FOPL in your estate plan.
- Donate your gently-used books, CDs, DVDs, sheet music, and song books to The Bookmark Bookstore. Call **510-444-0473** for more information.
- Volunteer! To learn about volunteering at The Bookmark Bookstore and many other opportunities, please visit [oaklandlibrary.org/volunteer](http://oaklandlibrary.org/volunteer).
- Shop online at Amazon Smile. Amazon will donate 0.5% of your eligible purchases when you select Friends of the Oakland Public Library. To sign up go to [smile.amazon.com](http://smile.amazon.com).

### 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) \_\_\_\_\_

#### 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

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

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

**New way to get on our email list — go to [fopl.org](http://fopl.org) and sign up!**

Contributions are tax-deductible (Tax ID 94-2553734).

Make your Credit Card donation at [fopl.org](http://fopl.org).

Mail to: FOPL, 721 Washington St., Oakland, CA 94607.