



FOREWORD

The Newsletter of the Friends of the Palo Alto Library

Spring 2012

Meet Janette Herceg, FOPAL's new Volunteer and Sales Manager

FOPAL is pleased to welcome Janette Herceg as its new Sales Manager and Volunteer Coordinator. Janette is a native of Palo Alto and brings a love of the city and commitment to its libraries to her new job. She worked for City of Palo Alto for the past 20 years, most recently as Volunteer Coordinator for the City's Art Center, where she recruited, trained, and supervised volunteers in the Art Center's various programs. Before that, she worked with the City of Palo Alto's Recreation Department, coordinating special events and adult sports programs. In both positions, she showed outstanding listening and organizational skills, and brightened the work environment with her warmth and interest in people.

As Janette is learning the ropes at FOPAL, she will be able to call on former Sales Manager Jerry Stone, who will continue to manage FOPAL's on-line book sale. She will also have the support of FOPAL's Book-

**\$2 Coupon for any
purchase of \$5 or more
at a FOPAL book sale.
One per customer, please**

Sale Committee. You can usually find Janette in her office in the FOPAL Annex (Children's Book Room) at the north end of the Cubberley Campus, or at one of the other two FOPAL sites at Cubberley. You can also reach her by phone at 650-494-1266, or by email at jherceg@friendspaloaltolib.org.

Janette met FOPAL volunteers, board members and members on March 1 at an event in honor of her joining FOPAL. After the event, she shared her thoughts with the FOREWORD about her past work with the City, and the opportunities and challenges that lie ahead.



continued on page 2

FOPAL and Palo Alto Library News

FOPAL's upcoming book sales are April 14th and 15th, May 12th and 13th, and June 9th and 10th. Check pages 3 through 5 for a look at the book offerings in 13 of the more than 30 book sections you'll find at the sales.

Did you know that the Bargain Book Room's already low prices are cut in half on Sundays. What is left at the end of the weekend can be hauled away free on Monday night,

between 6 and 8! The Bargain Books are in Room K7 on the Cubberley Campus.

FOPAL sells many of its high value books on Amazon.com, at competitive prices. You can find a listing of the books at <http://www.amazon.com/shops/grandmabetsybooks>.

The Downtown and College Terrace Branches have reopened to the public. See page 6.

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Interview with Janette Herceg, *continued from page 1*

FOREWORD: *What were some of the highlights of your work as Volunteer Coordinator for the City's Art Center?*

The most satisfying for me was an all-city volunteer recognition event that I coordinated for the City. The event took place at City Hall, and it was an opportunity for hundreds of City volunteers to meet the Mayor and other city officials, and hear their words of appreciation. It was a wonderful occasion to remind ourselves that volunteers are the backbone of many of the arts, parks, and recreation services we enjoy in Palo Alto.

Another highlight for me was in analyzing other Bay Area Museum volunteer programs, for comparison and evaluation of the Palo Alto Art Center's volunteer department. Here I was able to identify a number of good ideas from museums around the Bay Area, and I think we became a more interesting art center, both for volunteers and users, as a result of the new ideas I was able to implement.

I'm also proud of my work in coordinating the publication of our quarterly volunteer newsletter, and for creating promotional materials for child and adult programs at the Art Center.

What aspects of coordinating volunteer efforts do you find most satisfying?

I am a people person, so getting to know volunteers on a personal level is the most satisfying part of what I do. Volunteers come in many personalities, of course, but they all share a love of service. That makes them interesting to me, and in most cases, that interest has been returned and has developed into real friendships.

What are the main challenges in coordinating volunteer efforts?

A successful volunteer organization depends on the dedication of its volunteers as well as a recognized structure for them to flourish in. Day-to-day, that means volunteers should be doing what they enjoy doing best, and receiving appreciation for the jobs they are doing. There also needs to be an effective program for training new volunteers and for opening up new opportunities to the volunteers. In the long term, I would say that listening to volunteers' suggestions,

and trying to make a good organization even better by acting on the suggestions, where possible, helps morale while producing a more efficient operation.

FOPAL is always looking for additional volunteers. What approaches have you used in the past to attract and retain volunteers?

We had about 250 volunteers at the Palo Alto Art Center, and many of those came in during my tenure. Probably the most effective recruiting tool we used is the old-fashioned personal touch--volunteers who brought in their friends as new volunteers. We also relied on websites devoted to volunteer recruiting, and on social networking sites. Having a good database for the volunteers--what work they want to do, what hours they are available, and so on-- is also important to staying close to the volunteers that are already on board.

Are there any changes the book sale customers can look forward to?

It's too early to know, but I have been talking with the Book-Sale Committee about a couple of ideas. We'd like to see more student volunteers helping on both sale days, mostly in the main room and outside tent areas. Also how best to organize the different sections, so that book-sale customers can find what they are looking for more easily. Another area we are discussing is a more efficient way of pricing high-value books and making them available for online sales.

Do you have a favorite book section?

I majored in applied design in college, with an emphasis in metals, so art books about jewelry and sculpting are special favorites. Travel books are another, because I love traveling, sometimes just vicariously. I also have an interest in psychology and counseling, which I have done in the past, so books in that area interest me too.

Well, good luck in your new position. FOPAL's volunteers and book sales are in good hands.

-Peter Dehlinger



Book Sale Sections

Games and Puzzles: This section features games of every kind, along with jigsaw puzzles, large and small! There are also shelves of books about games and gaming, from chess to poker and bridge. Many books feature crosswords, Sudoku, mind games, quizzes and puzzles. There is also a section for games on CDs and books on computer gaming and role-playing games such as Dungeons and Dragons.

~Judy Wagstrom & Betty Moore,
Section Managers

Science Fiction and Fantasy: For readers who dream of skimming the stars in a spaceship, or of slaying a dragon or two, the Sci-Fi and Fantasy shelves have books to fuel that imagination. On the Sci-Fi shelves are many books written by the early classic authors such as Isaac Asimov, Robert A. Heinlein, and Arthur Clarke. Current authors Orson Scott Card, Neil Gaiman and many others are there

as well, for more space exploration and adventures on other planets. For readers who prefer the world of wizards and dragons, the Fantasy shelves are full of books about magical kingdoms and mythical monsters, from humorous adventures to great sagas. Books about vampires, werewolves and witches are also big sellers.



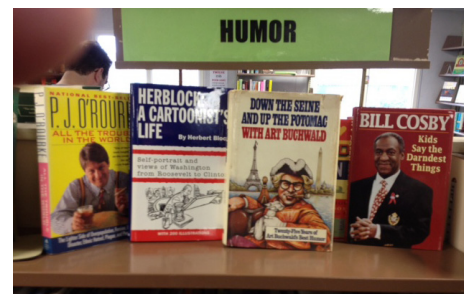
~Betty Moore, Section Manager

Welcome to the Modern Fiction Department, where we offer up to 400 books (hard cover and trade paperback) each month. These are primarily contemporary novels, published since 2000, and arranged on shelves and tables in

alphabetical order by authors' last names. We also feature separate sections of works by authors who have received the most prestigious national and international prizes for fiction: the Man Booker prize; the National Book Award; the Pulitzer Prize; the Nobel Prize. All of the books are in good to very good to excellent condition, and are available at irresistibly low prices. This section is in the far right-hand corner of the main room.

~Marian Knox, Section Manager

Humor: From American wit and wisdom to New Yorker cartoons, the Humor shelves are full of fun. There are books of jokes,



Home and Crafts Books

Section Manager Nancy Welch loves to talk about her Home and Crafts Section. "When I first took over this division it was called Miscellaneous and indeed that is sort of what it is. It is possibly the most diverse section in the entire book room, and IS the most fun to manage and for you to browse. There's a huge jumble of topics: books on owning, maintaining and decorating your home are plentiful. You can learn how to combat clutter, or to organize in the Feng Shui manner and with perfect etiquette. Books on Weddings and

Personal Appearance take up another shelf.

How to enjoy your spare time is amply covered in the Hobbies and Crafts area with separate sections for Quilting, Knitting, Textiles, Pottery, Needlework, Sewing, Flower Arranging, and Woodworking.

Just around the corner from these shelves there is a truly random section (adjacent to Gardening) You'll just have to check this out for yourself, it defies description. Let's just say this month you can learn about nu-

dity in the hot tub, Cigars of the World, Frumpy Folds for Napkins or How to Hold a Crocodile.

The shelves are always overflowing with great books that need adopting, so please stop by our Section 7, the tiny alley tucked behind Art history. You may have to push some of the computer folks out of the way to get to it, but you won't be sorry. And remember to make way for your new acquisitions by bring in the books you are no longer using so others can enjoy them.

~Nancy Welch,
Section Manager

Book Sale Sections, *continued*

riddles, and puns, and many books by well-known cartoonists. Books by humorists, from P.G. Wodehouse and James Thurber to Dave Barry, along with political humor, anthologies, memoirs and novels fill the shelves. Readers will surely find a lot to tickle their funny bone!

~Helen Smith, Section Manager

Science and Technology:

This is one of the most popular book sections and encompasses a broad range of topics. When the doors open on sale day, it is amazing how many buyers make a bee-line for his section and leave with their carefully selected 12-book armload, only to return moments later for another 12 books. The section contains "popular science" books and magazines, textbooks and treatises in virtually every field of science and engineering. The subjects range from aerodynamics to zoology, from earth sciences to astrophysics. Boxes of technical books arrive between sales as people downsize and donate their books and as firms

streamline their technical libraries. Consequently, buyers frequently find on FOPAL shelves many older and hard-to-find classic volumes on technical topics. It's a regular treasure hunt for many sale-day buyers, and Rob's aim is to offer our buyers a better deal than can be found anywhere else.

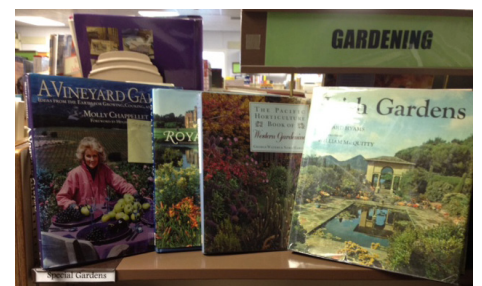
~Rob Black, Section Manager & Chinchilla Fancier

Computers: The Computer section in the Main Room houses an ever changing assortment of computer-related books, periodicals, references, conference proceedings, specifications, journals, and software, and is a "must see" section for those looking for rare, or out-of-print, or just plain inexpensive computer-related publications, be it "<you name it> for Dummies," through programming, to computer science research materials. Vintage materials are on a special shelf for collectors and nostalgia buyers. The computer section benefits tremendously

from being in Silicon Valley, and receives donations from large and small corporations and individuals. Section Manager Frank McConnell is delighted that his section is so popular and says it's rare when he does not turn over half of his inventory each month. FOPAL maintains a close relationship with the Computer History Museum in Mountain View which often donates surplus materials to us for our book sales. In return, when we receive material that might be appropriate for the Museum collection, we gladly donate these items to them.

~Frank McConnell,
Section Manager

Gardening: If you're looking for a book to satisfy your garden passions, you'll find here. Want to put in a drought-tolerant garden, become a bonsai artist, try floral arranging, or discover the organic gardening secrets of pest control? You'll likely find what you are looking for among the books in this section. We have beautiful photo and watercolor sketch coffee-table books, technical books on trees, flowers, fungi, plant pests, extension-service pamphlets and many old volumes of Organic Gardening and Home and Gardens. And, of course, everything is reasonably priced.

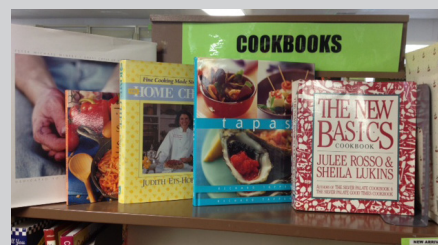


~Ann Justice, Section Manager

From Soup to Nuts

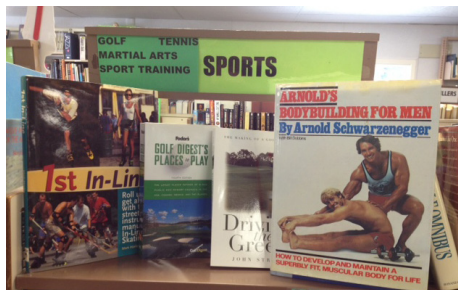
That's what you'll find in the Cooking section at our monthly sales. Section Manager Rosemarie Giamalis never fails to cook up a wonderful display of the best of the lot. Every month she receives, sorts, and prices hundreds of cookbooks from (you guessed it!) soup to nuts. There are cookbooks devoted entirely to culinary items such as Garlic, Tofu, Peanuts, Tea, Coffee, and Chocolate. In her section each month, you can find books by celebrity chefs such as Jamie Oliver, Paula Deen, Jacques Pepin and Emeril Lagasse with selections of their best recipes. One special section on the shelves is devoted

to books about food from such authors as Ruth Reichl, Calvin Trillin and Anthony Bourdain. No reservations necessary! Hope to see you soon at the table of delicacies in the Main Room on the second Saturday of the month.



~Rose Giamalis,
Section Manager

Sports: Name a sport, and you'll find it well represented in our Sports Section books. How-to books, books on the history of sports, and photographic studies of great athletes. Some of the intriguing books that we've had on our shelves recently are pictured below:



~Althea Andersen,
Section Manager

Foreign Language books: This section is becoming one of the most popular at the FOPAL book sales. Here you find novels, technical books, works of history and cultural studies in Spanish, Russian, French, German, Mandarin, and Japanese, in addition to language-

study books and dictionaries. In a typical month, we have about 1,400 foreign language books for sale, and almost half of these are sold on the book-sale weekend.



~Georgia Schwaar,
Section Manager

Bargain Books: Books that don't sell on the Main and Children's Rooms within three months are moved to the Bargain Room (K7, a short walk south of the Main Room), where they become bargain books with a 25¢ to \$1 price tag. The books are shelved according to subject, so can be easily located with a little browsing. The Bargain room is by far the larg-

est collection, with about 15,000 books each month.



~Karen Bobonich,
Bargain Books Manager

Ephemera: Look for Ephemera outside the Main book sale room on book-sale weekends. Here you'll find old magazine treasures, trading cards, maps, comics, pamphlets, and other "spineless" printed material, as well as an assortment of knick-knacks, coins, and stamps. Althea Anderson provides a personal touch that makes browsing an experience.

Jerry Stone transitioning to Internet Sales

After three and a half years of leading the charge in book sales, Jerry Stone will step down as FOPAL's Sales Manager to concentrate on FOPAL's internet sales. During his tenure, Jerry saw new marketing opportunities and better ways of capturing value from the FOPAL Book Sales. Book sale revenues rose significantly; FOPAL expanded its Children's book sales operation into a separate and now very popular venue; and FOPAL's online book-sale operation matured into a major source of revenue. Perhaps most impressive, Jerry was able to keep the FOPAL book sales going at near normal level after the Main Room fire in 2010.

Never one to miss a marketing opportunity, Jerry instituted the popular Outdoor Dollar sales, encouraged the Bargain Room sales, was successful in pulling in big donations from book sellers, publishers, estates, and guided the publication of the monthly book sales newsletter. All this, while real and on-line sales were

growing, FOPAL's footprint at Cubberley was expanding, and FOPAL's IT infrastructure was taking shape.

FOPAL will miss Jerry's talents at the monthly sale, but we are fortunate that he will now be focusing his energy and marketing skills on FOPAL's online book sales. The remainder of Jerry's time will be devoted to what he does best, but in a private setting. Jerry is starting up his own business in on-line retail. We wish him well, and expect another success story from him. His favorite friends, Trixie and Astro, (pictured) are appreciative, too.

~Peter Dehlinger



Library Branch Events

The Downtown and College Terrace branches have re-opened to the public over the past 18 months, and the Friends have been strong supporters of the renovations and continue to fund special programs, events, and collections in both locations.

College Terrace

Originally designed by renowned architect Charles K. Sumner in 1936, the College Terrace Library is a classified as a Category 2 historically significant building in the City's historical building inventory. In 2009, the building underwent a year-long renovation designed by the KPA Group to be sensitive to the preservation of the historic building while allowing the needs of contemporary customers to be served.

The City-funded Capital Improvement Project upgraded the mechanical, electrical and seismic systems and made improvements to building accessibility. The building now has air conditioning, a new roof, improved lighting, and new paint and carpet. In addition, thanks in part to support from FOPAL, beautiful new furnishings have been installed. FOPAL also supported additional funds for the collection – and this will include new Children's books and materials. As part of this project, the surrounding Mayfield Park has also been re-landscaped using plants compatible with the building in size and proportion.

The branch reopened in fall 2010 and has been a busy neighborhood hub ever since. The College Terrace collection has been refreshed, and programming has been increased to meet customer demand. Children's programs are very popular, with story times for babies being particularly well-attended. Special programs featuring professional performers draw large crowds as well. This past December, the College Terrace Library attracted over 600 visitors in one day as the starting point for the neighborhood's Historic Homes Tour. Over the coming months, College Terrace Library customers will find even more new materials on the shelves and will continue to enjoy exciting programs for all ages.

From July – December, 2011, 40,031 items were circulated at College Terrace. Because it was closed for some time, the most recent similar time period for comparison is 2008, when 49,041 items circulated.



College Terrace continue to be well-loved, as nearly every seat is in use most days, and the library serves the neighborhood businesses and residents.

Downtown

The Downtown Library, built in 1971, is located on Forest Avenue across from City Hall. The branch reopened in July 2011 after a 14-month long renovation project funded by voter-approved Measure N. The building has increased public spaces for print and media collections and seating, better lighting and accessibility, and new mechanical systems. The renovation features vibrant new interior spaces, colors and finishes, while preserving the building's distinct exterior architecture. The Palo Alto Library Foundations provided funding for new furniture and equipment, and FOPAL provided funding to enhance the branch's collection.

One of the most exciting features of the Downtown Library is the new Community Room, the first dedicated program space in a Palo Alto library. Customers are enjoying author visits, technology programs, classic film showings, and even knitting circles. The library also has a dedicated children's room and a group study room, perfect for small meetings and students collaborating on homework projects. The building is always busy, attracting Downtown families, Paly students, and those working in or visiting downtown businesses. Due to popular demand, the branch recently added a fifth day of business, and is now open Tuesday-Saturday. Over the coming months, visitors will find even more books on the shelves and programs for every age and interest.

From July – December, 2011, 37,290 items circulated from the Downtown Library (although the library did not open till mid-July). The most recent comparable year is 2009, when 42,247 items circulated during the same time frame. Combined, the College Terrace and Downtown branches account for just over 10% of the total library circulation. And, like College Terrace, every seat is in use nearly every day at Downtown, serving residents and local businesses. Both branches are integral pieces to the neighborhood library services that are currently developing throughout the system. While collections and technology are similar in every library, the branch designs, furnishings, and program offerings will continue to grow and reflect the unique flavors of Palo Alto.

~Cornelia van Aken, Assistant Library Director



Recognizing our 10-year Volunteers

Over the past ten years, FOPAL earned and donated approximately \$2,500,000 to our Palo Alto libraries. You know -- we all know -- that we could never have done this without the magnificent help of a special group of volunteers, who deserve two and one-half million cheers for their service of 10 years or more to FOPAL.

Many of these dedicated volunteers started when we were at Terman and weathered the transition to Cubberley. The term "weathered" is more appropriate than many may realize since our first sale at Cubberley under Marty Paddock's leadership was on a rainy Saturday in January in a portable the roof of which leaked and where we had very limited lighting. It was simply a case of "the show must go on!" And "go on" it did. Our dedicated volunteers and loyal customers assured a successful sale and marked the expansion of FOPAL's monthly book sales into the two portables and two classrooms that we occupy today.

When our sales were at Terman in the 1990s, we thought that we were doing well to earn \$1,000 a month, and now we are pushing a quarter million

dollars annually! Of course, all of this success is due to the fact that we have so many wonderful volunteers. Their good work made our sales appealing, indeed so successful that we have up to 700 customers per sale. Our book donations have skyrocketed. It all adds up to success! Our sincere thanks to everyone who made this possible. We should all be proud of all that we've been able to accomplish.

If you would like to be a part of our volunteer team, come in and check us out. Volunteers can work at any level in the donation-to-sales chain: collecting books from donors, sorting books into categories, pricing and displaying books, and serving as cashiers or floor-assistants during the book-sale weekend. If you like to write, or have an interest in marketing, there's a place for you as well. It's a team effort and we enjoy knowing how valuable all of this effort is to Palo Alto's library system. There's room for you as a FOPAL team member; come in, visit us or call us at 650-494-1266 and see what it's all about.

With appreciation, here are the names of the volunteers in our ten-year club:

**Betsy Allyn
Althea Andersen
Maggie Anderson
Leslie Armistead
Letty Bird
Karen Bobonich
Norma Burchard
John Burt
Iris Chen
Bob and Marion Dannenberg
Carol Davidson
Edwin and Lena El-Kareh
Charlotte Epstein
Carl and Shirley Finfrock
Peter and Rose Giamalis
Marcia Goodman
Verna Graham
Alice Gross
Ray Jadwin
Rene Jurgens
Nancy Karp
Marian Knox
Janet Leigh**

**Rachel Levy
Doug MacDonell
Marion MacGillivray
Winnie McGannon
Gerry Masteller
Brenda Miller
Emmy Lou Miller
Betty Moore
Elsbeth Newfield
Fred and Nancy Olson
David Rearic
Ed and Verne Rice
Bob and Georgia Schwaar
Barbara Silberling
Hershel and Helen Smith
Mary Smith
Carolyn Spitz
Becky Spitzer
Steve Staiger
Ed and Tisa Walker
Judith Wangelin
Tom and Ellen Wyman
Micki Zatz**

~Tom and Ellen Wyman

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Book Sales:

Second Weekend Every Month
Cubberley Community Center
4000 Middlefield Road

Saturday Hours

Main Room: 11 AM - 4 PM

*(Free tickets to reserve place in line available
at 8 AM)*

Children's Room (Annex) & Bargain Room (K7):
10 AM TO 4 PM

Sunday Hours

All rooms: 11 AM - 4 PM

For details, see www.friendspaloaltolib.org

Book Discussion Group: Second Thursday

Lucie Stern Community Center Community Room
1305 Middlefield Road 7:30 to 9 pm

For information, see:

www.fopalbookgroup.homestead.com

Great Books: Second Wednesday

Oak Creek Apartments Club House
1600 Sand Hill Road, Palo Alto. 8 PM

For information, call Elsie Taboroff at 493-8629
<http://www.friendspaloaltolib.org/newsletters.htm>

Library Commission: Fourth Thursday

Council Conference Room,
250 Hamilton Avenue 7 PM

To confirm date/time see:

www.city.palo-alto.ca.us/clerk/schedule.html

Friends of the Palo Alto Library Membership Form

We are a public-benefit 501(c)3 non-profit organization. Your membership is tax deductible

Join / Renew	1 Year	2 Years
_____ Individual	\$15	\$27
_____ Family	\$25	\$45
_____ Student	\$10	\$18
_____ Senior	\$10	\$18
_____ Supporter	\$50	\$90
_____ Sponsor	\$100	
_____ Patron	\$250	
_____ Lifetime	\$500	
_____ Corporate	\$1000	

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