



# Foreword

The Newsletter of Friends of the Palo Alto Library

Fall 2019

## Members' Annual Meeting

Date: Wednesday, October 16, 2019

Time: 10:30 am

Place: Rinconada Library, Embarcadero Room

Agenda: Election of Board members and Officers, annual financial summary, other business from the members

### FOPAL BOARD ELECTION

**Proposed for re-election to the Board for a two-year term**

Nancy Cohen, Karen Neier

#### Continuing Board Members

Charlotte Epstein, Tina Kass, Suzanne Brown Little, Shaun Maguire, Gerry Masteller, Young-Jeh Oh, Melinda Parry, Steve Staiger, Jim Sutherland

#### Proposed FOPAL Officers

President: Nancy Cohen

Vice President: Charlotte Epstein

Secretary: Melinda Parry

Treasurer: Brooke Bailey

Assistant Treasurer: Shaun Maguire

#### Proposed Board Members

Lina Arseneault, Brooke Bailey, Karen DalColetto, Bill Jones, Nancy Tillman (Nancy was appointed this year to replace a resigned board member.)

See bios on pages 2 and 3.

## President's Message

I was asked recently who does the business management and oversight for FOPAL. This person knew about the Board's activities and the many day to day and volunteer operations that Janette Herceg manages. But the question remained, who devises sales strategy and fixes the problems relating to growing sales. That made me realize that many affiliated with FOPAL may not realize all the work done by the Book Sale Committee (BSC).

BSC members are Charlotte Epstein, BSC Chair, and Vice President, member of the Board and manager of Judaica and Music sections; Nancy Cohen, Religion section manager and President; Karen DalColetto, Nature section manager, supplies coordinator and member of the high value ephemera team; Suzanne Little, former manager of Historical Fiction

*(Continued on page 2)*

## MEMBERS' CORNER

### MEMBERS' EARLY BOOK SALE

Main Book Sale Room

Saturday, December 14, 2019

Life Members and Sponsors: 9am to 10am

All Members: 10am to 11am

General Public: 11am to 4pm

### MEMBERSHIP BENEFITS

Life Members and Sponsors (each with up to one spouse or guest) may buy 100 books per membership or other items between 9am and 10am at our biannual Members' Early Book Sale. All other Members may buy 25 books or other items for each of two adult members at a time between 10 am and 11am at the sale. Sets, regardless of size, count as one item.

For Membership information see back page.

---

---

## President *(Continued from page 1)*

and History, (now assisting in each section), Co-Manager of Mitchell Park Store and Board member; Nigel Jones, manager for Humor, Philosophy, Sets and High Value sections, Board member and manager of high value operations; Melinda Parry, Classic & Modern Literature section manager and Board Secretary and member; and Janette Herceg, Director of Volunteer & Community Engagement.

Meetings are at least monthly, the Tuesday after each sale, supplemented by many interactions in between sales. Some July agenda items may give an example of the discussion items often encountered: review of Early Member Sale and process improvements to be made, management of donation pickups, review of sales overall and those of certain sections, facility improvements such as smoke alarms, procedures in case of an earthquake, space allocation in the sorting room, replacement of wheels on carts and the possibility of selling donated art at Rinconada Library.

In past months a major topic was space allocation for different sections in the Main Room based on before and after sale book counts. Real estate there is valuable and we try to put it to the best use possible. What used to be classics on one aisle side and Modern Literature on the other has now been changed to a general fiction section with all books arranged alphabetically by author as well as two bays of short stories. The Asian media has been moved closer to Asian books, in a bay given up by Mysteries. Prize and recent fiction has been consolidated leaving more bays for computers and business. This is usually an ongoing process as we see needs change.

Special sales such as the recent one for LP's and paper ephemera are managed by the BSC, which suggests managers and volunteers for these efforts and provides logistical support. More such sales are forthcoming—ephemera in November and vinyls/CDs in December.

BSC approved a revision of the pricing section of the Volunteer Handbook to help section managers research prices and discern how to price items in the Main Room.

Frequent updates are made to the list of what FOPAL does and does not accept for sale, as well as policies for volunteers such as culling for the bargain room in a timely manner.

Arrangement of art on outside fences for the sale and how to care for that art are periodic topics. Amir Bernstein does the heavy lifting before, during and after sale. Carolyn

Spitz and Phiroze Petigura curate and price the art between sales. Andrea Lozano, manager of the Art section, also contributes pieces from her section to the outside sale.

There is an ongoing need for more volunteers listing books in the high value area. The Amazon and eBay listing and shipping processes are well under control. Nigel constantly reviews the Amazon process and interacts with their representatives on any problems, with discussion among BSC members.

Bargain Room volunteers have bonded as a team and seem to manage that area well as seen in the Spring Foreword article. The BSC decides what sort of items go to the Bargain Room and facilitates that movement. The same is true for the Children's Room.

*Nancy Cohen, President*

---

---

## Board Nominee bios

### Lina Arseneault



Lina Arseneault has been a California resident since 1998, Palo Alto resident since 2004 and has volunteered with FOPAL since 2018. At FOPAL she is a member of the high value team especially packing and shipping items to Amazon.

Lina has over twenty-five years of management experience with emerging and established businesses, including as Vice President of Marketing and Business Development at AirTight Networks and Director of Marketing and Sales Enablement at Cisco Systems. She started at Cisco in 1998 as a Business Development Manager with the Global Alliances team, dealing with global customers. Prior to joining Cisco, she worked for Nortel, Bell Canada, and System House.

Lina holds a computer science technology diploma from Algonquin College of Applied Arts and Technology, a certificate of business administration from the University of Ottawa, and a master's degree in business administration from the University of Ottawa.

Lina's first job was at the municipal library in her home town. She's a voracious reader of business literature and historical fiction. Lina strongly believes in the power of giving back to a community through activism and volunteering.

---

---

## Nominees *(Continued from page 2)*

### Brooke Bailey



Brooke Bailey has been a resident of the Barron Park neighborhood in Palo Alto for over ten years. She has a professional background in financial consulting, is a Chartered Financial Analyst (CFA) charterholder, and received an MBA from Georgetown University. A lifelong reader, she has fond memories of time spent in Pittsburgh's Carnegie library system as a young girl, and now enjoys using the Palo Alto libraries. She looks forward to continuing the responsible financial stewardship of FOPAL.

Brooke has been an active volunteer in the community, serving on the board of her homeowner's association (2010-2014), providing a foster home for cats through Community Cat Rescue (2017-present), and serving as a Santa Clara County Election Inspector (2018 June Direct Primary Election and November General Election). She is an avid sailor and hiker.

### Karen DalColetto

I came to Fopal after reading an intriguing request for a volunteer to research book values on Volunteermatch. Five years later, as the manager of the Nature section, a Book Sale Committee member and a curator of High Value Ephemera, I am as intrigued as ever! After a long career in the medical field, I am enjoying this wonderful transition to the world of books, as well as the opportunity to provide resources to the many worthwhile Palo Alto Library programs. Interests include: Legal Nurse Consulting, mixed media art, artist books and repairing/restoring damaged books for FOPAL. I am grateful for the nomination to serve on the FOPAL board and hope I bring value to the process.

### Nancy Tillman

I started with FOPAL in February 2018 doing donation pickups. Now I also sort donations, serve as co-manager of

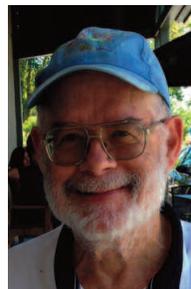


Classic and Modern Literature. I love to greet and meet our donors, and am intrigued by their eclectic collections of books, art and memorabilia. I also work part-time as Marketing Manager for a local startup, Teen Job Find.

I grew up in New Jersey, earned a BA in Psychology from McGill University in Montreal, and an MBA from Rochester Institute of Technology. I enjoyed a 20-year career at Xerox doing program and sales management, business strategy, and international marketing. I left Xerox to raise a family and volunteer at local schools and sports clubs. My husband and I have twin boys entering college now.

I moved from the east coast to Portola Valley in August 1989, and have lived in Palo Alto since 1997. I love working out in the gym, running in the foothills, listening to opera, and indulge my addiction to literature at FOPAL. It's my great pleasure to work among colleagues at FOPAL who are endlessly fascinating, informed, and hard-working.

### Charles William Jones III (aka C. Bill Jones)



I was raised in Ft. Smith, Arkansas and received a BA in Mathematics from the University of Arkansas in 1962. After college I was hired by IBM, Federal Systems Division, to work in Houston on NASA's Gemini and Apollo projects.

I moved west in fall of 1967 as my experience in IBM computer systems was in demand in Silicon Valley. I've lived in Palo Alto since 1972. My three children all attended Palo Alto schools and still live in the Bay Area. My first grandchild was born the last week in July.

After I retired, I started playing tennis again and discovered that FOPAL's main book store was outside my back gate. Ellen Wyman recruited me to volunteer at FOPAL about 12 years ago. I started by doing online pricing at home. Later I started cashiering.

After I was widowed in 2015, I joined a social tennis club (Bay Area Tennis Society) and have served on its board since 2016. When able, I still play tennis several times a week and have started taking piano lessons this year for further amusement.

---

## Vinyl Record Sale on May 11



*Henry Yu and Frank McConnell at the May 11 special Vinyls sale.*

FOPAL is synonymous with books, but we get a surprising amount of vinyl record donations. We sell records in the bargain room for a real bargain at \$1, and high value records go online to the “discogs” website. But what about records in the middle, the mid-priced stuff? Well, they went to pasture in a corner of Cubberley, where a motley assortment of boxes had been growing steadily (over years?) to the point at which one couldn’t walk from one side of the storage room to the other.

Inspired by our memory of nearby local college radio station KFJC ‘s big all-comers “Record Swap” during vinyl’s heyday, we (FOPAL veterans Frank McConnell and Jim Dean, and newbies Amy Rosenberg and myself ) embarked on a lofty goal to throw a big vinyl only sale of these mid-priced records where we could bring together local vinyl junkies, free up some storage space, AND make revenue for FOPAL. We tapped KFJC as a partner, and they were jazzed to sell a jazz collection they had been donated.

Dealing with 40 boxes of records in little time was challenging. Trying to sort into genres, decide fair but accurate prices, physically sticker thousands of records, in a room that was standing room only? One order of business was to do something about the many boxes of “Scottish dance music” we had gotten as a single donation. Once we found them a happy home at a Scottish society, we had enough space to maneuver. Weeks of slow but steady progress, it was finally coming together. We had been blessed with a great selection, we just needed to make it presentable and get the word out.



*May 11 special Vinyls sale. Frank McConnell, Nigel Jones and Henry Yu in background.*

To get the word out, our marketing machine did postings on social media. Amy arranged an in person interview at FOPAL with the Palo Alto Weekly! KFJC used their broadcasting might to plug the sale on the air.

On the day of, people started arriving hours early, led by new sandwich boards and flyers put up by Janette and Tyler. By the 10am opening, we were slammed! People even swarmed the back of the tables trying to flip through records backwards as others were going through them forwards! People buying records by the armful. Thankfully, Nigel Jones sent over reinforcements.

What brought vinyl lovers here? Nostalgia ruled among many (70s and 80s were popular). Jazz had huge fans. Vinyl’s popularity has surged in recent years (even Target carries records now!) so a younger generation was also present. Nothing gets past the tech savvy, with their iPhones and google searches, while some records were bought by other criteria: “I have no idea what it is, but I really like the cover!”

By day’s end, we had raised over \$5500 for FOPAL. KFJC did over \$500 for their non-profit. They want to do it again! And Nancy Cohen has asked: “Can you do another one? How about December?!”. (Get in touch if you would like to help!)

*Henry Yu*

---

---

# Ephemera Sale



*Gerry Masteller getting ready to open special Paper Ephemera sale June 8, 2019*

In June FOPAL held its first special sale of ephemera in one of the Cubberley classrooms; it was a great success contributing \$2,590 to sale revenue. And as long as we continue to find unusual and intriguing items amongst the materials so generously donated to us, we will be able to hold further sales of this kind – the next in November.

But what exactly is ‘ephemera’? Consulting the internet, ephemera is transitory written or printed matter, not meant to be retained or preserved. Thankfully, what we gathered together for this sale had been preserved. But it is exactly the transitory nature of the material that makes it uncommon to find, sometimes scarce, desirable to collectors, or a specialist in a particular field. For instance, are you a geologist, professional or amateur, with an interest in Alaska? If so, we found old bulletins that might be of interest to you. Are you nostalgic for the 60s, counterculture, music, poetry, arts of the period? Thanks to generous donations we came across material that might satisfy your desire to learn about or to relive those times. Are you an artist looking for inspiration for your work from items with bold & graphic covers or interesting illustrations? We uncovered a group of California seed company catalogs from the 1920s. Too late to order the seeds, the company is long gone, but the covers are beautiful, very much in the style of the times. In sorting through boxes of donations, we discovered quite a bit of California & the West ephemera. Items from the Panama-Pacific Exposition

show up as well as maps & promotional material from the early 1900s to the 1950s inviting tourists to our region, encouraging visitors to pick up stakes and move here to stay. Now that’s a thing of the past, no longer a need to encourage more people to move to the West Coast.

It takes a lot of work to put together a special ephemera sale. First there is the sorting & selecting of promising material from donations. Then there is the research & evaluation, which can be very time consuming given the ephemeral nature of the material. Every item was labeled & bagged for optimum protection, print-outs included where we had useful & relevant information to share. Finally there is the sale itself and we had a great crew to help.

Three of us worked very hard, using the internet wherever possible to assess what we had found. Sometimes we had a match. Other times our searches led us to new knowledge, about an author or personality we hadn’t heard about before, or an event or a locale. I found out about late 19th early 20th century art & literary journals I didn’t know existed, even though many of the contributor names were well known to me. It was a great pleasure handling ancient copies of the British humor magazine *Punch*. Just looking at the covers of *Life* magazines from the 1940s & 50’s was a chance to revisit history and some from the 50s I even remembered from my childhood. Someone had donated most every issue devoted to our country’s exploration of space & travel to the moon. We had two unusual 19th century British land deeds to different properties on vellum that sold quite quickly and a complete set of the Rorschach diagnostic inkblot images, which were later the inspiration for Andy Warhol’s 1980s painting series. I have to admit we interpreted ephemera as broadly as possible including photograph albums, matted art prints, framed maps, and even some art collectibles adding further interest to the sale.

*Gerry Masteller*

---

---

# Where can I find that novel I'm looking for?

## Classic and Modern Literature

The Friends of the Palo Alto Library recently reorganized several of their sections in the Main Room and moved or consolidated some topics. What used to be two separate fiction sections called "Classics" and "Modern Fiction" have been consolidated into a single section entitled "Classic and Modern Literature." All the books are now in alphabetical order, with Jane Austen near Margaret Atwood and Virginia Woolf near Tom Wolfe. This has made organizing the section, which generally has more than 1300 books for sale each month, much easier. The section has given up two bays to "Short Stories," its compatible sibling. Essays and anthologies have remained in their old location around the corner.

The material in "Classic and Modern Literature" ranges from Beowulf through traditional eighteenth- and nineteenth-century literature to very recently published books. Someone looking for a recent novel should look in this section as well as "Modern Fiction" in a different part of the building. There are certain shelves devoted to Asian authors in translation, Indian authors, and Judaic fiction in English. We have tried to keep "Classic and Modern Literature" near "Short Stories" and quite close to "Biography and Memoir." "Classic and Modern Literature" also shares the same aisle as "Mysteries."

## Other Areas for Fiction in the Main Room

Several categories of fiction are displayed in a different area of the Main Room. "Historical Fiction" is shelved on the southwest wall of the building and in a free-standing bookcase opposite. A different category, "Modern Fiction and Prize-Winners," (see below) is contained in two bookcases near the CD display. This section has more recent fiction, published since 2000, and displays of winners of major literary prizes. Yet another fiction category, "Science Fiction and Fantasy," is contained in aisle B2 opposite DVD's.

There is no simple answer to why fiction is spread around the Main Room. The geographical distribution of fiction in the Main Room seems haphazard to some. To others, however, it represents a chance to explore many areas of the room and come upon an unexpected treasure. There are maps of the different sections posted throughout the room and

numerous volunteers who are happy to lead prospective buyers to the subjects they are seeking.

*The Classic and Modern Literature Team*

## Modern Fiction Boutique at FOPAL

According to Random House Webster, a boutique is "a small specialty section within a large store."

Our boutique is situated toward the back right-hand corner between the display of CDs on the left and the shelves of computer books on the right. Look for the following:

1) Novels by authors who have won the most prestigious national and international literary prizes:

- a) The International Dublin Literary Award
- b) The National Book Award
- c) The Man Booker Prize
- d) The Nobel Prize

e) The Pulitzer Prize, won this year by Richard Powers for "The Overstory" and in 2012 by Adam Johnson for "The Orphan Master's Son." Both Powers and Johnson are currently professors at Stanford University.

2) Novels recently published and reviewed in local and national newspapers and magazines, some of whose authors speak at literary events sponsored by Stanford, Books Inc., or Kepler's.

3) Special displays, such as a shelf of novels written by authors who own independent bookstores. For example:

- a) Louise Erdrich, who owns Birch Bark Books in Minneapolis.
- b) Larry McMurtry, who owns Booked Up in Archer City Texas
- c) Ann Patchett, who owns Parnassus books in Nashville
- d) Emma Straub, who owns Books Arc Magic in Brooklyn
- 4) Or a display of novels, one of whose main characters is a bookstore. To name a few:

"Mr. Penumbra's 24 Hour Bookstore," by Robin Sloan

"The Little Paris Bookshop," by Nina George

"The Bookshop on the Shore," by Jenny Colgan

- 5) Plus every month, a shelf of handpicked books "suggested for your consideration."

– Marian Knox

P.S. To make it easier to find your favorite authors or books, each section is arranged alphabetically by last name of author.

---

---

# FOPAL - VOLUNTEER OPPORTUNITIES!

## Section managers needed!

Bring your love of books in areas like Classic & Modern Literature, Politics, Psychology, and Large Format to name a few sections available. All books are pre-sorted and ready to be priced and displayed! Proceeds go to the Palo Alto Libraries to fund literacy & enrichment programming. Flexible schedule is available.

## Mitchell Park Library - Bookstore volunteers needed!

Help in the new Mitchell Park Library Friends of the Library (FOPAL) Book Store- Monday- Friday 3- 5pm. (Other days/times available) Neighborhood people who love books and libraries, and enjoy working with the public would make great volunteers.

## Volunteers @ book sales!

FOPAL Book Sale is the second weekend of every month. Monthly needs: cashiers, floor supervisors, set-up & break down volunteers. Meet hundreds of fellow bookaholics and experience the Thrill of the Marketplace.

## Book Sale "Day of Event" Coordinator -

Assist FOPAL's Volunteer Manager with coordinating assignments of the sale volunteers during the monthly sale. The time requirement averages 5-10 hours a month, with the majority of work during the sale dates, the 2nd weekend of each month.

## Sorting shifts available-

Help on the front line for FOPAL, volunteering in the sorting room one afternoon a week. Sorters work Monday-Saturday 2- 4pm, greeting donors, accepting donations... and sorting incoming books. Added perk of this important volunteer opportunity, sorters see new inventory first! Tuesday & Thursday shifts open.

## Bargain Room/H2 book shelving area opportunity-

By volunteering a few hours a week Bargain Room/H2 volunteers are able to take ownership of a specific section or

two. Section currently available: Science, Asian Languages, Psychology, Children Non-fiction. Flexible schedule! No pricing needed, all books sell for .50cents - \$1.

## Children's Room Tuesday Team opening-

Sort and price children's book donations with a friendly team of volunteers that meets in the Children's Room each Tuesday afternoon, or work on your own schedule. See this featured story in the Palo Alto Weekly:

[http://www.paloaltoonline.com/news/show\\_story.php?id=27907](http://www.paloaltoonline.com/news/show_story.php?id=27907)

## LOVE to drive?

If you have a van, SUV or truck, enjoy driving and meeting people, you can help with making pick-ups and deliveries using your vehicle. You'd be picking up donations from estate sales, private homes and offices and delivering them to FOPAL at the Cubberley Community Center. (Snacks a plenty when you drop off donations a plus and, we reimburse for gas & mileage)

## Vintage Children's Books

Research prices for vintage children's books and list some of them online.

## High Value Team

Research prices and list items in our online stores. Help is also needed to pack and ship goods sold online.

*To apply for FOPAL volunteer opportunities contact  
Janette Herceg via email at [jherceg@fopal.org](mailto:jherceg@fopal.org) or  
by phone at 650-494-1266*

## Welcoming new volunteers!

Keran Abadian, Sebastian Bonolla, Ashley Buckner, Kyle Flynn, Karrie Huang, Lisa Heitman, Nate Hopkins, Laurie Jarrett, Laura Karr, Kai Park, Vincent Lomeland, Ryan Nair, Fabio Peruzzi, Anup Pydah, Geoffrey Rocca, Louise Roche, Marlene Strauss, Samyuktha Subramanian, Stephen Wang, Jiangli Wu, Corrine Zhao.



RETURN SERVICE REQUESTED

---

### Book Sales:

Second Weekend Every Month  
Cubberley Community Center  
4000 Middlefield Road - Palo Alto

### Saturday Hours

Bargain Room: 9:30am - 4pm [H2, H3]  
Children's Room: 10am - 4pm  
Main Room: 11am - 4pm

### Sunday Hours

All rooms: 11am - 4pm  
For details see [www.fopal.org](http://www.fopal.org)

### Free Books

After each sale, FOPAL gives away free books from its Bargain Room (H2/H3). On Sunday between 4pm - 6pm, teachers and nonprofits can take free books and on Monday between 6pm - 8pm, everyone can come and take free books. Be sure to bring your own bags and boxes

---

### Book Discussion Group: Second Thursday

Lucie Stern Community Center Fireside Room  
1305 Middlefield Road 7:30pm - 9pm  
For information see: [www.fopal.org](http://www.fopal.org)

---

### Friends of the Palo Alto Library Membership Form

"The Friends of the Palo Alto Library is a tax-exempt organization under 501(c)(3) of the Internal Revenue Code. Your donation is tax deductible."

Join / Renew	1 Year	2 Years
_____ Student/Senior	\$10	\$18
_____ Individual	\$20	\$35
_____ Family	\$30	\$50
_____ Sponsor	\$100	\$175
_____ Lifetime	\$500	
_____ Corporate	\$1000	

\_\_\_\_\_  
Name  
\_\_\_\_\_  
Address  
\_\_\_\_\_  
City / State / Zip  
\_\_\_\_\_  
Phone  
\_\_\_\_\_  
Email

**Matching Funds:** Many of our members and donors can increase their donation to FOPAL if their employers have a Matching Funds program for registered charities. Please contact [info@fopal.org](mailto:info@fopal.org) for more information.

Make checks payable to:

Friends of the Palo Alto Library

Return form to:

Friends of the Palo Alto Library  
P.O. Box 41 Palo Alto, CA 94302

If you would rather receive the FOREWORD by email, please notify us at [editor@fopal.org](mailto:editor@fopal.org).

Friends of the Palo Alto Library (FOPAL) Board of Directors: Nancy Mahoney Cohen, President; Charlotte Epstein, Vice President; Melinda Parry, Secretary; Shaun Maguire, Treasurer; Karen Neier, Assistant Treasurer; Tina Kass, Nigel Jones, Suzanne Brown Little; Gerry Masteller, Young-Jeh Oh; Steve Staiger; Jim Sutherland; Nancy Tillman