



Fall 2010

Friends of the Sausalito Library

The Power of Friendship

Anne Walbridge

As a member of the Friends, you play a powerful role in helping make the Sausalito Public Library the rich resource that it is. Your generous financial contributions – whether through your membership, donations, or bookstore purchases – have allowed the Friends to commit \$14,000 to the library's "wish list" items and \$16,000 to the book budget for the city's 2010-11 fiscal year.

"Wish list" items include the ever-popular Speaker Series, computer classes, museum passes, and a wealth of children's programs. Perhaps would you be interested in hearing a docent from the DeYoung speak about a current exhibit? Or would you like to learn how to use Skype and Twitter to keep in touch with friends and family? Maybe you feel like exercising your dramatic muscles by portraying the Wicked Witch of the West in an interactive play reading. You could even help your child build confidence by reading a book to a dog. (Who knows, you could wind up on the front page of the *Marin Independent Journal!*) These are all programs made possible by your donations to the Friends.

The book budget is the other key component of the support you provide. That \$16,000 the Friends committed this year may sound like a lot, but it's actually far less than what the Friends have been asked to contribute over the last several years due to city budget shortfalls. For five of the last six years, the Friends have stepped in and contributed over \$50,000/year for the book budget alone, for a total of \$256,000. That's over a quarter of a million dollars! Imagine what would have happened to our public library's collection without your support.

Fortunately, the 2010-11 city budget, which just passed, brought some great news for the Library – and by extension for the Friends. First, the book budget has been increased over last year by a healthy 23%, or \$14,800, to \$79,000. That's quite an achievement in this dismal economy, and the City Council deserves our thanks. This brings the book budget back up to the 2003-4 level. What makes this even better is that the bulk of the expense will be covered by the city this year, not the Friends.

Things are definitely moving in the right direction. However, you can see how critical your ongoing support is. You don't just help provide the library with luxuries, but necessities. Thank you for your generosity. Speaking for the entire board, we look forward to seeing you at the Holiday Party and thanking you in person.

The Sausalito Library Speaker Series ***

Sponsored by the Friends of the Sausalito Library

420 LITHO STREET
CITY HALL COUNCIL CHAMBERS
6:30PM REFRESHMENTS - 7:00PM SPEAKER

Monday, November 15th

Nancy Forster

Encounters: a Lifetime Crossing Cultural Frontiers

Following internment by Japan in Manila at sixteen, Cliff Forster championed dialogue, not conflict, among nations in a diplomatic career which took him to the Philippines, Japan, Burma, and Israel. His widow, Nancy, will read from and discuss her biography/memoir which intertwines several stories: his personal quest for peace and understanding, their shared foreign adventures, eye-witness Asian history, and an account of the development and practice of effective people-to-people diplomacy from 1949 to the 21st century.

*** This is the final Speaker Series event for 2010

The 2011 schedule will be available soon on the Sausalito Library web site

<http://www.ci.sausalito.ca.us/Index.aspx?page=100>

Follow the link in the menu on the left side of the page to "Sausalito Library Speaker Series"

Seasonal Festivities at the Library for kids of all ages!

Sponsored by the Friends of the Sausalito Library

4:00 PM - 5:00 PM - FREE
City Hall Council Chambers, 420 Litho Street

Halloween Program Oct 28th Creepies, Crawlies and Critters!

Get in the Halloween spirit with an afternoon of live reptiles and insects. The East Bay Vivarium's wild collection will entertain and educate - with a Halloween thrill!

Winter Holiday Program Dec 9th Fratello Marionettes: The North Pole Review!

A juggling penguin, ice skating snowman, and the Hawaiian singing sensation the Hi-Fi Sisters - this puppet show is a great way to get in the holiday spirit!

Save the date!



Sunday, December 5th is the Friends' Annual Book Sale and Christmas Party!

Members only ... renew now!

From a One Room Jumble to On-Line Marketing

Libby Wilkinson

I have been working at the Friend's bookstore on Mondays, Wednesdays and most Saturdays for 23 years and have been involved with the evolution of this enterprise from its humble beginnings into a well-organized, productive and profitable bookstore. We are in the enviable position of paying nothing for our stock and have minimal monthly overhead. This has allowed us to price the books so they are attractive to our customers while at the same time earning a fair profit for our Library.

Since we are all volunteers, not professional book dealers, we have had to rely on our own ingenuity and best guess when it comes to pricing. With the advent of the computer, we started to consult various used book sites - Addall, alibris, ABEbooks, Amazon - to give us a better idea of book values. Over the years we have used pricing from these on-line sites as a guide, but have never considered trying to match prices. Trade paperbacks and hard covers have been priced at \$1.00 - \$2.00 for many years. Our only price increase has been in the pocket books where we made the long overdue adjustment of raising them from \$.50 to \$1.00 and \$2.00.

We have recently entered into an arrangement with a new company that handles the marketing of used books for many of the local Friends organizations. What they do is take care of all the business of posting books on line with Amazon, alibris and eBay, as well as the warehousing and shipping. The proceeds from the online sales come directly to us and we pay them a percentage for their service. They have provided us with a scanner that tells us instantly what a book is selling for on Amazon - a huge help when we're faced with twenty boxes of assorted titles. Nothing under \$5.00 even registers on the scanner, but when a title registers at \$10.00 or more, we determine whether or not it is worth it to send it off to them. Our first question is "can we sell it here?" We do have a number of customers with special areas of interest and if the book falls into that category it is kept at the bookstore for them. When it comes to pricing the books that we do keep, we take into consideration what price it could fetch on Amazon, but we also assess what our actual profit would be after deducting handling charges, shipping and fees to the seller and reduce the price accordingly.

All of us did some soul searching about this new arrangement, fearing that we might be siphoning off most of the choice titles and lose our regular customers. In practice, we need not have worried. What we have found is that the books that sell on the internet tend to be on very specialized subjects ... books that do not normally sell in the store. *Fruits of Warm Climates* sold for \$185.00 online and had been on our shelves for two years at \$50.00. *4 Vols. of Haiku* sold for \$322.23 online after three years on our shelves at \$80.00. *Conducting Tours for Professionals* sold for \$51.53 online and we were considering discarding it. *Goldratt's Theory of Constraints* sold for \$65.51 ... who knew???

These results are hard to argue with. Without compromising the fine selection of books we offer our store guests, we have increased the amount of money we can give to the Library, which is, after all, our purpose. Those profits have supported ongoing programs for the Library as well as a major portion of their new book acquisitions. For the last two budget years the Friends have been able to contribute \$53,000 each year towards the Library book budget. This year the city is in a position to cover a larger percentage of the Library's budget but there still are many areas in dire need of support. Next time you come in to the book store, poke your head into the back room and introduce yourselves ... we would love to show you the inner workings.

Book Store Hours: Mondays 9:00am - 1:00pm • Wednesdays & Saturdays 10:00am - 1:00pm

Say Hello to Erin Wilson!

Augie Webb and Anne Walbridge

Calling all kids, parents, and former kids! Have you noticed that lately there are all sorts of new programs geared just for you? These programs have been spearheaded by the new Children's Librarian, Erin Wilson, with funding from the Friends.

Erin became Sausalito's new Children's Librarian on May 4th, bringing great enthusiasm, experience, imagination, and skill in working with children. Before coming here, she had been working at the Mill Valley Library since 2007, where she officially became a Children's Librarian this past February, while completing her MLIS at San Jose State University. Prior to that, Erin worked at the Exploratorium for 10 years. As if that isn't enough, she also has an educational background in creative writing. Erin certainly brings a broad skill set to the table: in addition to what this position requires (program development, outreach, reader's advisory, and collection maintenance), she can also handle grant writing, marketing, budgeting, program analysis, and has been diligent in learning more about Sausalito's history and community.

You can see how well-suited Erin is for the role of Sausalito's Children's Librarian by looking at the list of programs she has led so far this summer:

- Wildlife Associates: an educational presentation about endangered species, featuring live animals.
- Daffy Dave: a clown who juggles, tells jokes, and sings.
- Timothy James: a very funny and skilled magician.
- Shadow Puppets with Sean Powers: an original tale using handmade puppets, accompanied by live music.
- Uncle Jer's Traveling Bee Show: an educational presentation from a beekeeper, including demonstration hives and honey tasting. (This made the cover of the *Marin Independent Journal!*)
- Share a Book with a Dog: a chance for children to read one-on-one to specially trained dogs from the Humane Society. (This also made the cover of the *Marin Independent Journal!*)

In addition to all this, July was the month of Sausalito's Summer Reading Program, in which children agreed to read three hours a week for five weeks, in exchange for prizes. Each enrolled child could also enter a lottery for a free book of their choosing. Because all the prizes were given weekly, rather than just at the end of the program, the children were encouraged to interact more often with Erin and get to know her better. The children also created an Animal Mural on the Circulation Desk. As Erin says, "Helping kids feel there is a place for them at the Library shows our commitment to Sausalito families."

Funding for these programs is thanks to Friends like you. For the 2010-11 city year, which just began in July, the Friends have committed \$7,100 to programs for toddlers, older children, and parents. So *thank you* for your support. Please do come in and meet Erin – if you haven't already – and take advantage of all your library has to offer.

Brave New Librarians

John Walsham

In her best seller "*This Book Is Overdue! How Librarians and Cybrarians Can Save Us All*," Marilyn Johnson praises librarians as the priests of the information age. No matter where patrons may find themselves in their quest for direction in the information thicket, a non-judgmental librarian awaits their calls for help. Today information resides not just on physical Dewey Decimalized shelves but more so at the end of the electronic mouse-hole which leads to the vast stacks of the worldwide virtual library. Librarians happily lead spelunking patrons through the endless data caverns.

With many anecdotes, Ms. Johnson tells how librarians continue to master their ever growing list of responsibilities including information professional, teacher, community organizer, computer technician, clerk, story teller, confidant, and keeper of the peace. There are hilarious tidbits including one about an avatar librarian named Hypatia Dejavu who exists only on-line; one about the Facebook Group of Tattooed Librarians; and one about precision book cart drill routines performed to music at the American Library Association's summer conventions. In one such drill routine, a participant brought the house down by spinning a book cart on one wheel.

On a more serious note, Ms. Johnson reminds us how four Connecticut librarians successfully defended their patrons' right to privacy. They challenged a letter from the FBI issued further to the Patriot Act of 2001 demanding that they turn over their libraries' computer records and they prevailed in keeping their patrons' records private. This book is by no means an academic study of librarianship. Rather, it serves to advocate strongly for the members of an often undervalued profession.

Sausalito Public Library 415-289-4121

www.ci.sausalito.ca.us/library

Mon – Thur 10am – 9pm • Fri – Sat 10am – 5pm • Sun Noon – 5pm

**Please Note Expiration Date on Your Mailing Label and Renew Your Membership!
New Friends Are Always Welcome!**

YES! I want to renew my Friends of the Library Membership! \$ _____ Enclosed
SENIOR \$5 MEMBER \$10 FAMILY \$25 SUPPORTER \$50 BENEFACTOR \$100+

Payable: "Friends of the Sausalito Library"
Mail to: Friends of the Sausalito Library, PO Box 298, Sausalito, CA 94966.

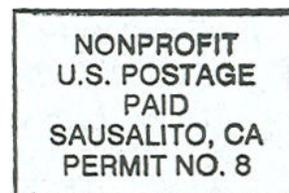
Name _____
Address _____
City _____
State _____ Zip _____
Telephone _____
E-Mail _____



Your Friendship is appreciated!

Save the Date
Wednesday, March 16, 2011
Friends of the Sausalito Library Annual Dinner

FRIENDS OF THE SAUSALITO LIBRARY
PO BOX 298
SAUSALITO, CA 94966
Address service requested



The Friends of the Sausalito Public Library is an all-volunteer, non-profit organization that is an important source of financial support to the Sausalito Public Library, augmenting much-needed services and materials not provided by the Library's budget.

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