

Peninsula Friends of the Library

invite you. . .



Saturday ~ March 12, 2011

6 pm to 9 pm

Peninsula Center Library

Tastings from Around the World, Libations

Silent Auction, Entertainment

Watch your mail, RSVP by February 23

Martin Study Room Dedicated

In late 2009 the Board of Library Trustees adopted a Naming Opportunities program for donors who would like to have their name or that of a loved one attached to an item of library furniture, a room or space within one of the PVLVD libraries, or even a library itself.

The Naming Opportunities program was launched at PVLVD's 80th anniversary gala, where Diana and Ray Martin were the successful bidders on the opportunity to have a Study Room at the Peninsula Center Library named in their honor.

Following the Gala, the Martins became aware that their bid was below the listed amount for a Study Room in the Naming Opportunities schedule adopted by the Board of Trustees, and generously increased their gift to the listed amount.

The Diana and Ray Martin Family Study Room was unveiled on Monday, January 10, 2011 at a small reception held at the Library. In dedicating the study room in the Martins name, Nancy Mahr, President of the Board of Trustees, said *"We are so pleased to dedicate this study room in honor of Diana and Ray Martin. The Martins have continually invested in the Peninsula community for the benefit of its residents. We are very grateful for their support of the Palos Verdes Library District. It is through such generosity that the Library is able to continue to provide high quality information services to the Peninsula - in books and materials, technology, programs and facilities."*

Thank you to the Martin family for their generous support of our libraries.

The Naming Opportunities program is being administered by the Peninsula Friends of the Library in conjunction with the PVLVD. If you'd like to know more about this program, further information is available from PVLVD's District Director Kathy Gould or PFL's Development Director Judy Hessick.

(Submitted by Kathy Gould, Director PVLVD)



Above: Ray and Diana Martin

Below: Kathy Gould, Director PVLVD; Norma Burns; Nancy Mahr, President Library Board of Trustees; Ray and Diana Martin; Glenous Absmeier; Connie Davenport, Library Trustee; Jane Jones, President Peninsula Friends.

Photos by Fran Pullara



Friends Website

A Wealth of Information, Activities, News

How many of you know the Peninsula Friends of the Library website, with up-to-date news and photos, is as close as the click of your computer mouse? At this time in history, the recent award-winning film "The Social Network" proves that communication is going more and more electronic.

So, I'm not that tech savvy, you say. What do I do to get there? When you are in your computer's browser, just type in pvlvdfriends.org and voila! You will find many things of interest about the Friends.

(Friends Website continues on page 7)

An Interview with Linda Sun “Around the World” Chair

Your newsletter editor had the opportunity to talk with Linda Sun about this year's PFL fundraiser. Here is what the chair of "Around the World in an Evening" had to say about the upcoming event.

This is the second fundraiser the Friends are putting together to benefit PVLD. What was the biggest lesson learned from last year's event?

One important aspect of the planning that we learned from last year was that we needed to approach sponsors earlier. We started planning for this year back in April of last year and came up with the sponsorship packages in August and started to approach potential sponsors in September.

How was the theme for this year's event, Around the World in an Evening, developed?

A couple of the committee members thought about this because we wanted to reach out to everyone in the community. We thought the library served the function of a community hub regardless of any nationality or race. It's a natural theme for the library and we brainstormed about the exact wording. We played around with the words and decided Around the World in an Evening was very appropriate for this event because we are going to bring in international food and international entertainment and even the planning committee itself is very international in makeup – we are Chinese, Iranian and American.

How will Around the World differ from last year's Gala on the roof?

First of all, we're not going to have the tent and not using the roof -- just the library itself. Eliminating the tent and the use of the roof will be a big cost savings. We want more of an informal and interactive event -- want everyone to mingle with each other and really feel that they are in the library. Many people will find it exciting to go to the library after hours and, well, mess it up a bit! We'll be able to talk, laugh and make a lot of noise,

even eat and drink in the Library, which, of course, is definitely a no-no during normal operating hours.

What are the goals for this year's event?

Of course, it's no secret this is a funds-raising event and we definitely want to reach a certain monetary goal. Last year's event raised about \$40,000 for the library and we hope for even more this year. That is why we decided not to repeat our roof-top event. Tenting the roof was the single biggest expense we incurred last year. Containing all our fundraising activities within the library this year will cut expenses significantly.

Considering your busy schedule, what made you want to accept the major challenge of chairing this event?

I know. Well, I like to tell people why I got involved with the library in the first place. A while back, for 16 years, we lived on the East side and it's much warmer there. We had no air conditioning and I remember many summers I spent in the library staying cool. The library was a good friend to me for many reasons during those summers, but high on the list – air conditioning.

After we moved to the Estates, I decided it was payback time for all those summers of cool afternoons. I responded to an advertisement in the library newsletter looking for someone to serve on the Library Advisory Council, the liaison between the public and the Library Board of Trustees. I was appointed and served about two years during which time the Council with a Library Trustee in attendance focused on public concerns regarding PVLD. Then I was approached to serve on the Library's Capital Campaign Committee.

Last year, planning the 80th anniversary of the PVLD, I was co-chair with CC Yu. She's a friend and she asked for my help. This year, becoming chair seemed a natural progression. I was a little hesitant at first. I work full time and my work is very demanding all the time. In fact, I have a 5-day trial in one week and a 3-week trial coming in February. I also have two children, 10 and 6, who have a lot of activities. I'm also a Trustee of the Peninsula Education Foundation. I just have to juggle my commitments and set priorities.

(Interview with Linda Sun continues on page 6)

How do the Friends Support PVLD Libraries?

The financial support PVLD receives from the Peninsula Friends of the Library makes it possible for our libraries to provide outstanding services and programs beyond what can be sustained by PVLD's tax revenues alone.

Each year the Friends provide **all** of the funding needed to have the Peninsula Center Library open on Sundays, and fund all of PVLD's special programs and events at all libraries - from the Summer Reading programs to concerts, speakers, craft programs, movies, and more. The Friends also support PVLD's volunteer program by providing name badges, gifts recognizing volunteer service milestones, and hosting the annual Volunteer Appreciation Luncheon.

Friends also provide funding for special projects and purchases to ensure that our libraries are able to offer excellent facilities and equipment for the thousands of people who visit them each week.

For the 2010/2011 fiscal year this includes:

- the purchase of specially designed computer stations for young children at the Miraleste and Malaga Cove Libraries,
- the purchase of a new microform reader/printer for Peninsula Center Library,
- funding for architectural design services for a planned remodel of the Miraleste Library, and
- support for upgrades to audiovisual and security systems at Peninsula Center Library.

Knowing that the PVLD budget is stretched tight due to depressed property tax revenues (an allocation of property taxes makes up over 95% of PVLD's budget), in 2010/2011 the Friends also offered to support staff training and development and to provide \$50,000 for the purchase of new items for the library collection.

All told the Friends are providing over \$300,000 of support to PVLD in 2010/2011 – and **your** support made it possible. Thank you!

(Submitted by Kathy Gould, Director PVLD)

Book Sale Report



2010 was a busy successful year for our Book Sale volunteers. We exceeded our goal of \$250,000 for the Library (even in the down economy).

Donated books were added to the Library collection thus saving the District \$33,000. We've been selling some of our more expensive books on Amazon and Alibris in addition to our monthly sales at Peninsula Center and Malaga Cove, and continuous sales at the Miraleste Branch. As you know, we are allowing patrons to shop in the main book sale room at Pen Center between sales when volunteers are working. This is not only a benefit to our book lovers, but has generated more revenue.

Three different set decorators for major studios purchased more than \$15,000 of books for movie sets. We are becoming known in the entertainment industry as a very good source of books for movie and television sets.

When we have surplus books (after we've attempted to sell them), we donate them to underprivileged schools, Boys and Girls Clubs, and even to the county jail. Our books for troops program is separately funded by donations of money and books designated for that purpose.

I'd like to thank our sixty Book Sale volunteers for the many hours they've put in to make our sales the envy of most libraries. All of the hard work would be wasted without the generous donations of great books we receive daily at all three library locations. Book donations are always welcome and since these donations decrease in the winter months now is the time when we can really use your clean and gently used books. Receipts for tax purposes will be provided.

(Submitted by Gene Roeder, Book Sale Chairman)

Library Quotes:

Knowledge is free at the library ---
Just bring your own container!

Unknown

Books for Troops

Thanks to community support, 2010 was another wonderfully successful year for the Books for Troops program of the Peninsula Friends.

This program has provided relaxation, education, stimulation and comfort to thousands of our troops across the globe. Since its start in 2004, PFL volunteers have gathered, sorted, cleaned, packaged and shipped more than 82,000 books, CDs, DVDs and magazines to U.S. Army, Navy, Air Force and Marine units all over the world. We are also sending children's books to service families.

It's been a lot of hard work, shipping 1,834 boxes weighing more than 40,000 pounds – the equivalent of lifting more than three elephants!



Actually, the books are handled multiple times before they are finally delivered to the post office so it's more than three or four times 20 tons.

PFL ships to front line units, USOs, hospitals, ships and anywhere our military personnel are located. A partial listing of destination addresses includes: Afghanistan, Arabian Sea Fleet, Bahrain, Bosnia, Crete, Diego Garcia, Dubai, Egypt, England, Germany, Greece, Honduras, Hungary, Iceland, Iraq, Italy, Japan, Korea, Kosovo, Kuwait, Kyrgyzstan, Macedonia, Okinawa, Oman, Pacific Fleet, Pearl Harbor, Persian Gulf Fleet, Philippines, Qatar, Republic of Georgia, Saudi Arabia, Spain and Turkey.

You can help with the heavy lifting:

- ✓ The most requested genres are: Science Fiction, Fantasy, Mysteries, Westerns and Adventures. Car and Sports magazines are also very popular.
- ✓ Donate books, CDs, DVDs and magazines (in good condition please) by dropping them off at any of the three PVLD libraries and mark them "Books for Troops" to distinguish them from other donations. Books are sorted and packed at the Malaga Cove Branch.

- ✓ Help cover the cost of shipping and handling by sending a donation. Checks should be made payable to Peninsula Friends of the Library and sent to 2400 Via Campesina, Palos Verdes Estates, CA 90274. Please note "Books for Troops" on the memo line of your check.

2010 was indeed a banner year for the Books for Troops program. Let's see if we can make it four elephants in 2011!

(Submitted by Gene Roeder, Book Sale Chairman)

Support PVLD Through the PVLD Website

Many of us routinely shop online and amazon.com is one of the most popular websites. Do you know you can support the library every time you purchase something through Amazon? You can, but only if you connect to amazon.com through the PVLD site.

Simply go to pvld.org and from the home page click on the amazon.com connection on the right at the bottom of the page. You will be connected directly to Amazon and you can proceed to shop as usual.

Try connecting to amazon.com through the pvld.org website the next time you go online to make a purchase – it's fast and easy and provides PVLD with a percentage of the merchandise cost of your purchase. Donating to PVLD could not be simpler.

Look for this connection at pvld.org . . .

Support **PVLD**
A portion of sales through
this link are donated to PVLD.
amazon.com[®]

Happy Shopping!

Interview with Linda Sun

(continued from page 3)

Fortunately I have a lot of capable, dedicated and responsible members on my Committee without whom I could not chair an event of this magnitude. I am just so appreciative of their wonderful help and understanding support. It's not about me, but team effort at its best.

The event is March 12, when will invitations go out?

The invitations are done and they really capture the theme of this year's event. They will be mailed approximately six weeks before the event – so probably the beginning of February.

This year's event cost is the same as last year --- \$125. Even in this economy, the ticket price for other area fundraising events seems to be on the rise. How have you been able to keep the cost the same?

When planning a fundraising event, of course, the key is to raise as much as possible. We certainly want to do this, but not at the expense of making the ticket price too high for certain members of our community. We are able to use the library itself, unlike other organizations, so we can save on facility rental cost. We have eliminated the big expense of the tent and heaters by moving inside the Library this year for our entire event. This has allowed us to price our fundraiser reasonably enough to reach out to the entire community. We don't want to be elitist or exclusive – many of our patrons are senior citizens, others are young families with children – we want to make it economically feasible for everyone to support the Library.

This year, it's also a cocktail reception rather than a sit-down dinner. There will be five or six food stations, Chinese, Italian, American, Middle Eastern, and Latin with performances and entertainment to complement the food, for example, mariachis, belly dancers, etc.

We are also making use of another location in the library for the silent auction and going to make use of every available space for seating, food and entertainment. It is meant to be very casual, informal and interactive this year.

Is there a concern that the lack of a sit-down dinner might discourage some supporters from attending?

We thought about that and want to break away from that formal setting. Last year was a very special milestone for the library, the 80th anniversary. Naturally, we wanted to make it formal, festive and very celebratory. This year, we want to scale back in the sense that it will not be a formal affair. However, we are still going to have great food, fabulous entertainment, and hopefully the same number attending but with a very different feel, a different format while still at the library. There will, of course, be seating areas.

Some people, of course, prefer more formal events but others will be just as drawn to the more informal cocktail party. After last year's gala, we did hear from many attendees who thought the reception hour inside the library was the entire evening and never expected the rooftop dinner. They would have been just as happy with only the first part of the evening and were surprised when we moved to the roof to dine. Switching it up this year, means we will again be able to surprise and delight our patrons.

Some Friends may not be able to attend this year's event, what can they do to help your committee make this fundraiser an even bigger success than the first?

Like all libraries, PVLD is in constant need of donations and volunteers. If they can help monetarily, that would certainly be appreciated. They can become a member of Peninsula Friends of the Library and they can also donate their time in service to the library – there are dozens of jobs from helping with book sales, working in the library shop, sorting and shelving books, and many others that are left to library volunteers to perform.

Any final comments you'd like to offer our readers?

I would like everyone to appreciate the library. I see the library as a parent who is always there for us to give us wisdom and knowledge.

The library doesn't make a lot of noise when they need help – that is why I feel the urge to help this organization. We have all gained something from the library and I urge everyone to give something back.

Changing of the Guard

After sixteen years serving as Executive Assistant to five different PVLD Directors, **Merna Marshall** is embracing a major change in her life. Right now, she's working on getting her life organized and setting up her home office. But, she does have big plans for the future.

Merna plans on volunteering more during the week. Working full time, it was necessary to do everything during the weekend – shopping, laundry, volunteer work and the rest of life. Her weekends were sometimes just a blur between Friday and Monday. She's hoping, once she gets herself settled into retirement, this will all change. She also intends to enjoy spending more time with her five grandchildren, who range in age from 11 years down to just 10 months. All but two are local and the two in Whittier are not that far away. She expects to be able to see them all more often.

And, of course, there is travel. Having spent a month in Italy on three different occasions, she's hoping to do it again soon but for an extended period of time and making Italy the jump off point for shorter visits to other places.

We are grateful for the strong thread of consistency provided by Merna during her long tenure with the PVLD and wish her the best of health and happiness in her retirement.



Nicole and Merna

The new PVLD Executive Assistant is **Nicole Zamilpa**. Nicole searched for a new position online and found the PVLD opening quite interesting. She also knew that being a desirable position in an ideal location would make the competition stiff. Her years of government experience, most recently with the City of Anaheim, would be helpful but Nicole felt at a disadvantage never having worked in a library. She felt she was up for the challenge but never expected to be selected.

In the six week period following accepting the position, Nicole has already achieved more than most of us would dream of taking on in such a short period of time – she has started her new job, moved from Hacienda Heights to San Pedro and gotten married. Yes, Nicole Zamilpa will soon be known to us as Nicole Gentica, that is, if she can find the time to get her name changed. Jeremy Gentica, Nicole's new husband, has graciously accepted a longer commute to his work in Chino Hills so the couple can live locally. This past weekend they hiked in Palos Verdes enjoying their new surroundings.

Welcome to PVLD, Nicole, and congratulations on your marriage. We hope you will enjoy all the new aspects of your life for years to come.

Friends Website

(continued from page 2)

The current site was launched last summer by PFL's Communications Director Fran Pullara and Ed Long, PFL Past Vice President-Major Gifts/Endowments, with a lot of help from PVLD's IT experts David Campbell and Erik Adams. You can also reach PFL's website by going to the PVLD website (pvld.org) and clicking on Friends of the Library.

The home page of the site contains general information with several cross-links, but across the top of the page, is a wealth of other links including News (which is updated frequently); Join the Friends; Book Sales; Library Shop; Donate; About Us, and I Love PVLD. On the right of the page you'll see the Facebook logo where Friends and supporters can go to post library-related quick news. You will also find the PFL Flickr Galley where photos of most of the Friends major events can be viewed. On the News page there is a place to leave your comments and suggestions.

If you would like to submit stories or ideas, or share Friends news online, just e-mail Fran at redondowriter@verizon.net. And, be sure to check the website in about two weeks to view some of the auction items for the upcoming Around the World in an Evening benefit.

(Submitted by Fran Pullara, Communications Director)



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DATED MATERIAL

Save the Date:

March 12, 2011

Peninsula Friends
of the Library
present

Around the World in an Evening

Where Cupid Shops

The Library Shop is where you'll find great gifts for all the sweethearts in your life and at very reasonable prices. Beautiful jewelry and bags; toys, games and books; wood, stone, glass and pottery from around the world, and one-of-a-kind treasures you won't find elsewhere. But you need to visit the Library Shop to see it all. Come in soon.



*There's something for everyone.
Items as low are \$1.50*

Since 1983, the PFL Library Shop has contributed more than \$450,000 to benefit our libraries. Remember to visit the Library Shop first when looking for a special gift for someone special.

Do you have a couple of hours to spare a week? The Library Shop needs you so they can remain open during all library hours. Right now, we are short of volunteers for evenings and Saturday mornings. If you'd like to consider this opportunity to assist, please contact Aileen Hoy, Library Shop Director, at 310-373-3125 or aandehoy@aol.com.

Book Sales

<u>Pensinsula Center</u>	<u>Malaga Cove</u>
February 3-6	February 18-19
March 3-6	March 18-19
April 7-10	April 15-16
May 5-8	May 20-21

Friends is the newsletter of the Peninsula Friends of the Library. Please send comments and suggestions to Marion Martelli, Editor, at vinmar@cox.net.