

2012 Gala The Living Library

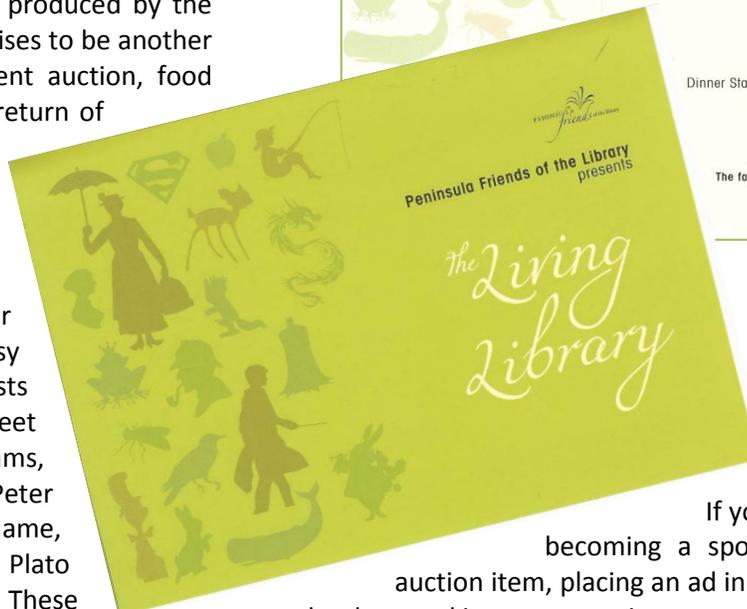
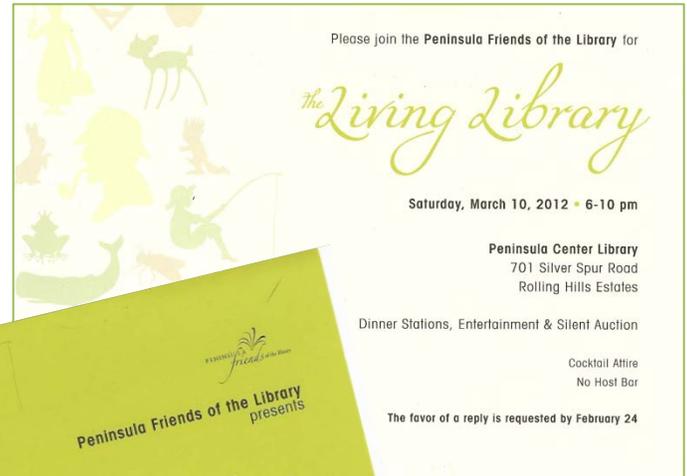
This year's annual fundraising event, produced by the Peninsula Friends of the Library, promises to be another fun-filled evening and includes a silent auction, food stations, live entertainment and the return of last year's popular balloon prizes. The party happens on Saturday, March 10, beginning at 6pm in the Peninsula Center Library.

The Gala Committee, chaired this year by Francine Dominique, has been busy planning an exciting program. Guests will have the unique opportunity to meet famous book characters – Abigail Adams, Annie Oakley, Hercule Poirot, Peter Rabbit, Queen Victoria, Auntie Mame, Hester Prynne, Einstein, Tom Sawyer, Plato and even the Queen of Hearts. These characters along with memorable authors from the past will “come alive” for the evening and talk with party goers about their lives and adventures.

Greet Pinocchio from Jim Gamble Puppet Productions. Visit scenes from your favorite books – the ball at Netherfield from *Pride and Prejudice*, the witches at their cauldron from *Macbeth*, the giant squid from *Twenty Thousand Leagues Under the Sea*. A local-author section will enable guests to meet and talk with community authors about their books which will also be available for sale at the event.

Participating local restaurants include the Original Red Onion, Trio Mediterranean Grill, Szechwan Restaurant, and Misto. No-host bar stations will offer wine, cocktails and assorted beverages.

Invitations are in the mail. Check your mailbox and make your reservations early. This is one party you don't want to miss!



Peninsula Friends of the Library welcomes the support of the community.

If you are interested in becoming a sponsor, donating an auction item, placing an ad in the event program book or making a reservation to attend at \$125.00 per person, please call 310-377-9584, ext. 300 or e-mail to staff@pvlfriends.org.



Gala Committee Members take a break from planning this year's event to smile for the camera. Left to right: Charles Crouse, Pal Foltz, Bill Roberts, Judy Hessick, Jane Jones, Diane Scott, Kathy Gould, Francine Dominique, Jean Rodgers and Nancy Mahr. Chairs not pictured: Glenous Absmeier, Jim Gamble, John Heath and CcYu.

Book Sales Report

2011 was another busy year for our book sale volunteers. However, the economy finally caught up with us and total book sales were down slightly from the previous year. This can be largely attributed to two interior designers going out of business as well as the lack of new business from studio set decorators who had all been excellent customers in past years.

Our Internet sales and monthly Malaga Cove book sales were up slightly over the previous year while book sales at Peninsula Center remained flat. Our continuous sale at Miraleste contributed about the same as last year, even during the extensive remodel at that branch.

Supplementing Library Collections

A little known use for books that are donated to the Peninsula Friends of the Library is to supplement the library circulating collections. In 2011, donations of 1200 books, CDs and DVDs were added to library collections, thus saving almost \$22,000. With the District having to cut its purchases of new materials in order to balance the budget, contributions of donated works have a significant positive financial impact.

Distributing Surplus Books

After we've attempted to sell some books, we donate them to underprivileged schools, Boys and Girls clubs and even to the county jail.

Books for Troops

Thanks to community support, 2011 was another wonderfully successful year for the Books for Troops program. We shipped 406 boxes containing 13,536 items. Even though our troops have exited Iraq there are well over one million active duty and reserve military personnel in need of reading material.

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 95,000 books, CDs, DVDs and magazines to front line Army, Navy, Air Force and Marine units, USOs, hospitals, ships, service families and to anywhere our military personnel are located all over the world, at a cost of more than \$21,000 separately funded by donations designated for this purpose.

It's been a lot of hard work, shipping 2,200 boxes weighing more than 50,000 pounds. Actually, the books are handled multiple times before they finally arrive at

the post office; so it's more like three or four times the 25 tons.

You can help with the heavy lifting.

- ✓ The most requested genres are: science fiction, fantasy, suspense, western and adventure. 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 PVLVD libraries – mark them “Books for Troops” to distinguish them from other donations.
- ✓ Help cover our shipping and handling costs by sending a check payable to Peninsula Friends of the Library, 2400 Via Campesina, Palos Verdes Estates, CA 90274. Indicate “Books for Troops” on the memo line. ONLY money donated for Books for Troops is used for these expenses.

Thanks to Volunteers and Donors

I'd like to thank our 60 book sale volunteers for the many hours they've put in to make our sales the envy of most libraries. They are truly a hardworking and dedicated group of book lovers.

All of the volunteer effort would not be possible without the generous donations of great books we receive daily at all three locations. Book donations are always welcome, particularly during the winter months when the volume decreases. Receipts for donations for tax purposes are always provided.

We anticipate another successful year in 2012 for the Peninsula Friends of the Library book sale program. We hope you will consider becoming a volunteer, donator or customer at an upcoming sale.

Gene Roeder, Book Sale Chairman

2012 Friends Book Sale Dates			
Peninsula Center		Malaga Cove	
January	5-8	January	20-21
February	2-5	February	17-18
March	1-4	March	16-17
April	12-15*	April	20-21
May	3-6	May	18-19
June	7-10	June	15-16
July	12-15*	July	20-21
August	2-5	August	17-18
September	6-9	September	21-22
October	4-7	October	19-20
November	1-4	November	16-17
December	6-9	December	21-22

*Peninsula Center start dates are the 1st Thursday of each month except in April and July which are on the 2nd Thursday.

The Malaga Cove sales dates are the 3rd Friday and Saturday of each month.

Sales at Miraleste Branch are ongoing.

All sales are held during Library operating hours.

Friends Annual Business Meeting Report

Peninsula Friends of the Library President Jane Jones presided at the general meeting of the Friends held Thursday, December 8, which was well attended.

Past Two Years Reviewed

Jane began the meeting with some highlights of the past two years:

- In 2010 we celebrated the 80th anniversary of the Palos Verdes Library District with a very successful Gala attended by about 500 people. It was so enjoyed by the attendees and profitable for PFL, we have continued to hold annual Galas.
- We updated the design of our Newsletter to coordinate it with our other printed materials and to be more informative and easy to read.
- The major change for the Friends organization has been in its primary purpose which is to raise funds to support PVLVD. This is exemplified in our purpose, planning and organization. First change came in our Mission Statement:

The Mission of the Peninsula Friends of the Library is to raise funds to support the Palos Verdes Library District and to build community awareness of and enthusiasm for Library services, programs and needs.

- To enable us to accomplish our development goals we needed a person experienced in development procedures. We hired a part-time employee, as Director of Development. With the added work and especially all the new computer data which is vital for development records and procedures, we also hired a part-time Development Assistant. Both are very busy and fulfilling their goals.
- Board members attended a Strategic Reality Check led by a professional library team which resulted in the creation of our Strategic Plan for 2011-12. (See insert in next column.)
- The last major change was to our bylaws which now reflect these areas and will provide for a more productive organization and more efficient Board serving our primary purpose. These changes were previously published for Friends review in the November newsletter.

Reports Presented and Bylaws Changed

Reports were then given by PFL Treasurer Alan Kennan, Investment Chair Dick Lohrer, Development Director Judy Hessick and PVLVD District Director Kathy Gould.

By-Laws Committee Chair Debby Stegura reviewed proposed changes to the bylaws and reminded PFL members that the complete bylaws as proposed have been available on the Friends website for the past month. She asked for questions and/or comments from those in attendance, but there being none, the proposed bylaws were unanimously passed by the membership in attendance.

Board of Directors Selected

President Jones acknowledged outgoing PFL Board members during the past two years: Aileen Hoy, Marilouise Huff (2010), Florence Marshall, Marjorie Miller (2010), Nell Mirels, Betty Mullen (2010), Debby Stegura and the late Ted Paulson.

Gene Roeder, chair of the Nominating Committee, presented PFL directors and new Board candidates who, because of the revised bylaws, were all up for election for the January to December 2012 term and who will serve one year terms beginning in 2012. Continuing directors elected were: Glenous Absmeier, Jane Jones, Alan Kennan, Dick Lohrer, Marion Martelli, Cindy Miller, Fran Pullara and Gene Roeder. New directors elected were: Jimi Andersen, Lisa Augustine, Kathryn Forte, Nancy Mahr, Lois Moore, Marlin Sue More and Cc Yu.

Peninsula Friends of the Library Strategic Objectives for 2012

During the next twelve months, the Board will concentrate on achieving measureable objectives in four major areas:

- 1) **Securing major gifts and grants**
- 2) **Developing and delivering fundraising training for the Board and others**
- 3) **Defining Board positions and responsibilities of Directors**
- 4) **Increasing active membership in the PFL organization**

Friends to Celebrate 50th

Did you know that the Peninsula Friends of the Library turned 50 last year? PFL Board member Lois Moore is chairing a committee to plan a "golden" celebration.

If you'd like to be part of planning this event, please let Lois hear from you. Either call her at 310-377-3189 or e-mail to lcm4pv@yahoo.com.

Many hands will be needed to make this celebration special.

Remembering Ted



Theodore Paulson, better known as just “Ted”, lost his hard-fought battle with cancer this past November. Though he is gone, he will long be remembered for his sage advice, pursuit of justice, untiring service to causes he believed in and wholeheartedly supported and his dedication to family and friends.

Ted had both a distinguished military service and successful business career before becoming a tireless community volunteer. Major General Paulson, USAR, retired in 1993 following more than 39 years of service, many military awards and induction into both the Artillery OCS Hall of Fame in Fort Sill (1982) and the Senior Army Reserve Commanders Association Hall of Fame (1997). In June of 1996, Ted retired from Southern California Edison after more than 25 years.

As a young father, he was an active volunteer with Boy Scouts of America, AYSO, Job’s Daughters and the YMCA. After retirement, he served on the Rancho Palos Verdes Planning Commission as a trustee and as a president of the Palos Verdes Library District Board of Trustees and as a director as well as a president of the Peninsula Friends of the Library. Under Ted’s leadership, the Friends became the key fundraising arm of PVL D. He attracted new members and brought strong leadership to the Friends and his sound analyses and well thought out advice made him an invaluable asset to the organization. Ted remained an active Director during most of his struggle with cancer.

Ted and his wife Pat celebrated their 50th wedding anniversary in 2010. Together they raised a daughter Hilary, married to Ralph Spickermann, and a son Jon who is married to Renee. They have five grandchildren.

PFL Needs Your Support

The Palos Verdes Library District has a unique place in the Palos Verdes community. It is the only institution that serves everyone, regardless of age, background, belief, education level or economic circumstance. Whether you are a student who needs homework assistance, a lonely senior citizen whose interactions with library staff are a social lifeline, a young teen of a

single mother who can’t afford after school care but doesn’t want you going home to an empty house, an unemployed adult who uses the library computers to apply for jobs and unemployment benefits or the parent of a toddler who comes to story time to help your little one gain important early literacy skills and to connect with other parents and children, the library is here for you.

Each year:

- ✓ 675,000 people visit our Palos Verdes Libraries (nearly ten visits for every community resident)
- ✓ 800,000 plus books, magazines, movies and music CDs are checked out
- ✓ 3,600 children maintain their reading skills over the long summer break by participating in our Summer Reading program
- ✓ 42,000 people come to the library to enjoy movies, concerts, book groups, speakers and performers, computer classes, crafts and more

Each month:

- ✓ 35,000 people log on to PVL D’s website, a 24/7 virtual branch of the library, where they can find full-text magazine and newspaper articles, interactive language learning programs, downloadable e-books and music or access to homework help from qualified tutors via instant messaging

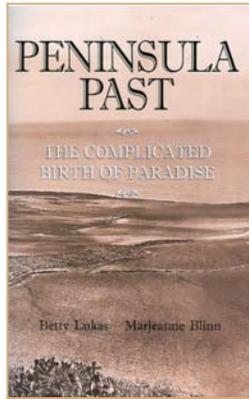
PVL D librarians regularly visit local schools to promote reading and teach vitally important information literacy skills.

All of this in the context of a continuing economic downturn that has meant reduced public funding for library services. That is why your support of the Peninsula Friends of the Library is so important. Money raised by Friends ensures that the Peninsula Center Library is open every Sunday afternoon, buys books for the library collections and subscriptions to the wonderful online services available on the website, underwrites the Summer Reading program and all of the special events and activities offered by the library, supports enhancements to library facilities and technology and much, much more.

Last year PFL raised \$300,000 to ensure that our libraries continued to provide these outstanding services. With your financial support, we can do it again this year. Please consider a contribution to Friends. The Peninsula Friends of the Library is a 501(c)(3) non-profit organization and donations to PFL are fully tax-deductible to the extent allowable by law.

Book Debut and Reception

Following the December 8 PFL general meeting, Peninsula Friends of the Library, as publisher and benefactor, announced the debut of the first book ever written under the auspices of the Palos Verdes Library District.



A press release was written by Fran Pullara and provided the following background about this book. *Peninsula Past: The Complicated Birth of Paradise* contains 31 essays focusing on the early life of Palos Verdes Estates and other Peninsula developments. The essays, written by PVLD's Local History Room docent Betty Lukas, first appeared in the *Palos Verdes Peninsula News* over a five-year period to familiarize residents with the extensive collection of photographic and written resources available to the public at the Library. Marjeanne Blinn, Adult Services and Local History Room Librarian, served as editor.

"I'm so proud that the Peninsula Friends of the Library have been able to support the publication," said Kathy Gould, PVLD Director. "Public libraries," she continued, "play an important role in preserving and making people aware of the community's history, and it is exciting that people will have the opportunity to learn more about Palos Verdes history through the words and photographs in this book."

In addition to the original newspaper columns and historic photos, its 68 pages end with a postscript including the last paragraph of a hand-written anonymous poster Blinn found rolled up in a closet when the Local History Room was moved from its former home at Malaga Cove Library in 2003.

The synopsis says, "We believe that it is the responsibility of a community to live up to its destiny and that people care about what they know about."

"That's what this book is all about," Lukas said. "I am extremely grateful to the Friends for their financial support because they immediately realized what a unique publication this is. The book is a chronological history of the original Palos Verdes Project and its evolution. And," she added, "when readers have completed their easy-chair introduction to the Peninsula's past, they may want to explore the local landmarks in person."

Blinn explained how the book came about. "Betty began as a docent in the Local History Room in 2005 and her first column for the *PV News* appeared in 2006. We come from two different academic disciplines, so collaborating on the columns and ultimately the book resulted in a unique distillation of ideas," she added. "Betty did extensive research in the collection to write the columns, a lot of it from the early *Palos Verdes Bulletins*. For long-time residents and newcomers interested in local history, these chapters offer a glimpse into how the Peninsula has evolved."

Lukas, a graduate of the University of Michigan with an M.A. in Journalism from the University of Southern California, was a copy editor, feature writer and book reviewer for *The Los Angeles Times* for 18 years. When she retired in 1991, she was the news editor of *The Times* editorial pages. During that period, she also helped launch the Communications Department at Cal State Dominguez Hills and taught a variety of courses there for 12 years. Her bylines can still be seen regularly in *Peninsula People* and the *Palos Verdes Peninsula News*. She has lived in Palos Verdes Estates for 45 years.

Blinn, who received her M.L.S. from the UCLA School of Library Science, has worked for the Palos Verdes Library District as a librarian for 29 years. Her specialties are genealogy and Palos Verdes local history.

Jane Jones, president of the Peninsula Friends of the Library, said, "We are so pleased to support this publication based on the holdings of the PVLD Local History Room. The book is presented to our entire community to enhance its knowledge of and interest in our historical Peninsula. The book will also stimulate research and use of the numerous documents and pictures of local homes and points of interest in the Local History Room. We are deeply indebted to Betty and Marjeanne for their tireless efforts, enthusiasm and knowledge in the creation of this marvelous historical book."

Peninsula Past is available for purchase at \$10 per copy in the Friends Library Shop at Peninsula Center Library and at the circulation desks of all three PVLD branches.

Betty Lukas and Marjeanne Blinn autographed their book at the December 8 Friends reception that followed the annual meeting.



PFL Board Confirms Officers for 2012

In accordance with bylaws changes approved at the December 8 general meeting, officers of the PFL Board are now selected by directors at the first board meeting each year. At the January 5 PFL Board of Directors meeting, Nominating Committee Chair Gene Roeder presented the slate of officers for 2012 which included Jane Jones as continuing president, Kathryn Forte as vice president, Alan Kennan as continuing treasurer and new director Jimi Andersen as secretary. The slate was unanimously approved to serve a one-year term under the new bylaws.

A new board committee was also announced at the January meeting. Vice President Kathryn Forte will chair the Governance Committee. This committee will champion board best practices, review board functions, oversee board and committee structure, make recommendations concerning meetings and lead the process that identifies, cultivates, recruits, orients, involves, educates and evaluates the board and its individual directors.



2012 PFL Board Officers
(left to right):
Kathryn Forte, VP;
Jane Jones, President;
Jimi Andersen, Secretary;
Alan Kennan, Treasurer.

A fire alarm during the January board meeting caused evacuation of the entire library. The female contingency of the board, intent on achieving meeting goals, gathered in the parking lot to continue discussions.



After about twenty minutes, the Fire Department all clear was given and the meeting reconvened in the Community Room without further incident.

PVLD Director Honored

Palos Verdes Library Director Kathy Gould has been selected as the California Library Association’s “Member of the Year.” The award recognizes outstanding leadership and achievements in service to California Libraries.

The Palos Verdes Library District Board of Trustees nominated Gould for the award. The nomination stated that Kathy’s “strategic leadership has led to expanded library outreach and to organizational improvements at the community, regional and state levels.”

Working with the library staff, Gould has successfully expanded programs and services at all Peninsula libraries. She has overseen the renovations at the Malaga Cove and Miraleste Libraries and technology has been updated at all three facilities.



Gould has spearheaded collaborations with the school district and the Art Center and worked with Freedom4U to create and operate the Annex, a youth-centered library extension.

Extending her community outreach, Kathy Gould has worked with the Palos Verdes Chamber of Commerce and is currently president of the Chamber board. At the regional and state levels, she has chaired the Southern California Library Cooperative Association and the California Library Association’s (CLA) Legislative Committee, advocating for strong state support for public libraries.

The CLA “Member of the Year” award reflects Kathy Gould’s active and innovative leadership. The award was presented at a reception during the annual CLA conference in Pasadena this past November.

Anyone who says they have but one life to live must not know how to read a book!

Author Unknown

Recognizing Outgoing PFL Board Members

After many years of service to the Palos Verdes Library District and the Peninsula Friends of the Library, familiar names and faces have retired from the PFL board. We'd like to thank them for their dedication and service to both the Friends organization and our district libraries.

Kitty Edler

Kitty only served as a PFL director about a year and a half, but during that time she was involved with fundraising and human resources. In the latter capacity, she was responsible for interviewing and hiring Charlie as the development assistant. Kitty says, "I served on the board because I felt that our libraries and their programs are a great asset to our community. I wanted to be sure that our libraries would have the funds to continue to provide services to us."

Unfortunately, Kitty had to step down from the board for a little while for personal reasons. She says she will continue to support Peninsula Friends of the Library and the Palos Verdes Library District by supporting the Gala event in March and the numerous activities and programs throughout the year. Kitty says that she will also encourage her friends to join the Friends to help sustain this vital organization. "I give a big thank you to Judy Hessick and Charlie Trujillo and the new board and the fantastic library staff", she adds.

Aileen Hoy

Aileen doesn't recall exactly how long she's served on the PFL board. Becoming a director seemed like an automatic progression once the Library Shop was opened in 1983 and she began attending meetings, at least periodically, to present the Friends with shop proceeds. She was co-chair of the Shop for its first five years of operation and has continued as sole manager to this day, a lot of work even with five other buyers and an assistant manager. According to Aileen, since the Shop began accepting donated treasures, some wonderful items have been received, some quite valuable. She encourages everyone to check out the Shop's great gifts.

About her board experience, Aileen says, "Being on the PFL board has allowed me to keep up with what was going on with the Friends and around the Library." She says she has enjoyed the experience.

Florence Marshall

Florence spent almost 20 years on the PFL board. She held the posts of president, vice president, secretary, past president and was chair of hospitality for a time as well. Florence also served on a number of committees and sub-committees including membership and bylaws.

Florence became a volunteer because a very good friend suggested that she get involved with PFL upon retirement from her professional career. Florence thought that one day

a month wouldn't be too bad and the library was a good cause. Little did she know that one day a month would become many hours in a day. "Volunteering with the library became very fulfilling though sometimes a challenge as well," Florence confessed.

Nell Mirels

Nell's first job on the Friends board was at the top as president which came about immediately after she retired from the Rolling Hills Estates city council. After serving as president and then immediate past president, she took over as secretary when Florence Marshall became president. Nell can't say for certain how many years she has served the Friends as secretary but it's certainly at least the last ten years if not more.

When PVLD remodeled Peninsula Center and built the book sale room, Alice LaMar became chairman of book sales and Nell volunteered as one of her assistants. Nell has been working in book sales ever since. When Gene Roeder initiated the Internet sales program, Nell again volunteered, this time to scout likely items for sale and later added listing of items as her responsibility. "I really love book sales as a great fund raiser since all the work is done by volunteers and all the books, movies and music CDs are donated." She continues, "It's all profit going directly to support PVLD." Nell says, "It's an easy sale and everyone who buys is thrilled with the prices and often finds some real treasures. The book donors are happy to support PVLD by giving their books a good home and the volunteers all like to play with books."

After the board's strategic planning session, Nell says she felt it was time to bring younger members to the board and allow some of the long-time members a well deserved rest. On the other hand, she admits she will miss seeing everyone and looks forward to continuing to stay informed about Friends business. So be sure to stop in to visit Nell at the book sales at Peninsula Center.

Debby Stegura

Debby served on the PFL board for two years as membership chair. Prior to joining the board she worked on the suspended capital campaign and on the membership committee. "I was already involved with membership as a non-board member and when Jane became president she asked me to become chair of that committee which, under PFL bylaws, required I be on the board", explains Debby. "Plus, I was happy to try to help direct PFL efforts to provide value for membership and increase and retain members."

Debby would probably still be serving on the Friends board, except for the fact that she was elected as a PVLD trustee and will serve in that capacity until 2015. Debby says that her fellow directors were among the most energetic, selfless group of volunteers of any she's ever worked with and all work tirelessly to raise funds to support PVLD. "I will miss working with them as a PFL director", she adds, "but look forward to working with them in my new capacity as a library trustee."



P. O. Box 2361
Palos Verdes Peninsula, CA 90274

RETURN SERVICE REQUESTED

The mission of the Peninsula Friends of the Library is to raise funds to support the Palos Verdes Library District and to build community awareness of and enthusiasm for Library services, programs and needs.

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

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2012 Fundraising Gala
March 10, 2012**
Check your mail for your invitation or call 310-377-9584
ext. 300 or e-mail to staff@pvldfriends.org

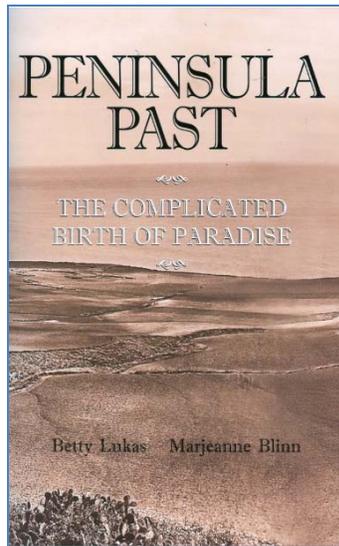
Become our Fan on Facebook

David Campbell, Manager of Digital Services and Marketing for the Palos Verdes Library District, invites you to become a PVLD fan on Facebook.

“You can keep up with library happenings, learn valuable skills and tell us how we can better serve you”, says David.



Just connect to Palos Verdes Library District at pvld.org and “like” us on Facebook or visit us at: facebook.com/pvlibrary.



Written by Betty Lukas and edited by Marjeanne Blinn, *Peninsula Past: The Complicated Birth of Paradise* is the story of the development of our beautiful community. Published by the Peninsula Friends of the Library, proceeds from the sale of this book, at \$10 per copy, benefit the Friends organization which supports Palos Verdes Library District programs, services and needs.

You can purchase *Peninsula Past* at the circulation desk of any library branch as well as at the Peninsula Center Library Shop.

And, don't forget Valentine's Day, February 14! The Library Shop is open during most library operating hours and has a great selection of gifts in every price range for your special Valentine, including some rare donated treasures. They may have just what you're looking for.