



PENINSULA
Friends
OF THE LIBRARY

Supporting Palos Verdes Libraries for 53 Years

Winter 2014

An Evening Under The Big Top

2014 Friends Gala To Benefit PVLD



The Peninsula Friends of the Library invite the entire community to **An Evening Under The Big Top**, the Annual Gala to support the Palos Verdes Library District on Saturday, March 8, 2014, from 6 to 10 pm, at the Peninsula Center Library, 701 Silver Spur Road, Rolling Hills Estates.

The circus theme will feature festive decorations in the library, special entertainment in the Big Top center ring, music and fun. Entertainment will include Jim Gamble Puppet Productions and the Norris Center for the Performing Arts Education Department.

The event co-chairs are Jim Gamble and Francine Dominique, well known for creating outstanding fundraisers for the community. An exciting silent auction will raise funds to support the services and programs of the Palos Verdes Library District. A complementary drink will accompany a variety of dining stations supplied by several favorite local restaurants. There will also be a cash bar.

Tickets are \$150 and may be purchased online at www.pvldfriends.org/gala or by calling Charlie Trujillo at 310-377-9584 ext 250.

PFL Adopts New Logo

Did you notice our new look? As is a common practice to update an organization's identity every five or so years, PFL has a newly adopted logo which will be used on all stationery, envelopes, press releases, business cards, brochures, posters, flyers, ads, newsletters and, of course, the website and all social media.

To attract new interest in our organization and foster support and membership, PFL enlisted the graphic design services of Design Makes Me Happy. Of the six design submissions offered by Jennifer Kallas, the Board voted to accept the new logo you see on our masthead.

Congratulations to

Kathy Gould

Celebrating her 10th Anniversary as
Director
Palos Verdes Library District
January 2014

PFL President's Message



Thank you to my fellow board members for their confidence in my ability to lead this wonderful organization. I have only been on the Friends board for three years, but I quickly became convinced our libraries just would not be the same without the Friends.

Do you have a good understanding of what the Friends do for PVLD? If everyone did, we would certainly have more than only the current 700+ members. In a community of approximately 68,000 residents where 45,000 are library cardholders and make more than 50,000 visits to one of our libraries every month, it's hard to conceive of the idea that so few see the value of joining the Friends organization. Even assuming two-thirds of the library users are minors, we are left with almost 17,000 potential Friends members.

Friends has been working for our libraries since May of 1961. The Peninsula Friends of the Library is the official fundraising organization for PVLD and currently provides about 5%, about \$300,000, of PVLD revenues from support PFL receives from annual dues, donations, grants, used book sales and gift shop proceeds.

If you've been in the Peninsula Center Library on any Sunday afternoon during this past year, you can thank the Friends for keeping the Library open for your use. If you have children or grandchildren who attended any of our exciting summer programs, you can thank the Friends for making them possible. If you enjoy e-books, the Friends have recently made funds available to expand PVLD's e-book collection. If you just like to get comfortable in the welcoming environment of any of our libraries and go on line, well, the Friends have helped there as well with expanded internet services and bandwidth to meet the growing needs of our savvy technical community.

So, my challenge to each of you who do understand the role of the Friends organization and value it's many contributions to our libraries is to spread the word. Let your friends know about the library Friends. It's hard to imagine anything that costs just \$25 per year for an individual or \$50 for a family that can make such a real difference for our libraries and for our communities.

Marion Martelli

2014 Gala Committee

A special thank you is due to our hard-working Gala Committee for this year's fundraiser, *An Evening Under the Big Top*.

Francine Dominique and Jim Gamble, Gala Co-Chairs
 Glenous Absmeier
 David Campbell, Web Master
 Charles Crouse, Facilities Chair
 Pat Foltz, Auction Chair
 Kathy Gould, Library Director
 Jane Jones, Food and Bar Chair
 James Lin, Sponsor and Advertising Chair
 Megan Lyne (Norris Theater), Entertainment
 Nancy Mahr, Program Book Chair
 Loretta Patterson, Director of Development
 Dick Moe, Entertainment Chair
 Fran Pullara, Web Chair
 Bill Roberts, Treasurer
 Diane Scott, Decorations Chair
 Charlie Trujillo, Staff Support
 Fran Wielin, Invitations and Public Relations Chair
 Cc Yu, Volunteer Chair



It's Not Your Parents' Library

"Libraries aren't just books anymore. We have computers, the Internet, story time, adult and children's chess clubs, a history discussion group, book clubs, knitting classes, origami, and in the Gallery, art shows and speakers on many subjects."

Pat Foltz when interviewed by Mary Jane Schoenheider for Peninsula People August, 2005

And just think how far we've come since – The Annex, movies, passports, e-books, summer reading, classical music, cooking classes, exam proctoring, notary, etc.

Jones Steps Down as PFL President

In December, 2013 Jane Jones stepped down as President of the Peninsula Friends of the Library after three years of dedicated leadership. Jane took the helm of the Friends at a time of change, as the Board of Library Trustees was encouraging the Friends to build on the foundation of their very successful book sales, Library Shop and strong fundraising history to create a more diversified fundraising program with a goal of ensuring the long-term sustainability of Friends financial support for our libraries.

Under Jane's leadership the Friends created a strategic fundraising plan, re-wrote their bylaws, recruited new members for the Board of Directors and put in place the systems and staffing to support their expanded fundraising efforts. They created a Planned Giving program (the Ruby Hale Field Legacy Society), conducted several fundraising campaigns to support projects like the remodeling of the Miraleste Library and the expansion of PVL D's e-book service, held annual Galas that have become one of the premier fundraising events on the Peninsula and built an Endowment Fund with a current balance of almost \$865,000 that will help sustain our libraries for years to come.



Jane's work with the Friends is only part of her contribution to PVL D. She has been a dedicated library supporter and volunteer for the better part of two decades. Shortly after the Peninsula Center Library was remodeled and expanded in the mid-1990s she took on the challenge of creating what we believe to be the first Library Docent program in the country, recruiting volunteers and training them to give tours of the remodeled library and assist patrons with directional questions.

In 1997 she was elected to the Board of Library Trustees, where she served until 2005 including two stints as President. Jane helped steer the District during a turbulent time and led the creation of PVL D's first ever strategic plan. She was instrumental in developing a wide array of programs and activities to celebrate PVL D's 75th Anniversary in 2004 which set the foundation for the rich calendar of programs for all ages that our libraries offer today.

On a personal note, Jane was also President of the Library Board when I was hired in 2004. Jane's support and advice was invaluable during my first years at PVL D. After leaving the Board of Trustees, Jane continued to be a source of support to the Library District and to me. She was Chair of the Miraleste Library Advisory Committee, came back to lead the Docent program and then helped wind it up when we realized it was no longer serving its original purpose and participated on the planning committee for our 80th anniversary celebration which became the first in a string of very successful fundraising Galas.

While Jane has stepped down as President of the Friends, she will continue to serve on the Board of Directors and I know that we will be able to continue to rely on her to support the Friends and the Library wherever we need it.

Thank you Jane for all you have done for our libraries!

by Kathy Gould, PVL D Director

A Message From Jane

It has been a true pleasure serving as President of the Friends of the Library for the past three years. It is YOU - the Board of Directors and our generous donors who have made so much come true. The change in our bylaws as I was sworn in provided the background for the new strategic plan and mission statement which created our sole purpose: to raise funds to support the Palos Verdes Library District.

In support of our role, development has grown immensely which has enabled us to give much greater annual financial support to the library - \$300,000 annually for the past three years. Much of this is due to the extremely successful book sales and Library Shop and the volunteers who faithfully support these programs. It is wonderful to be working with all these enthusiastic people.

I thank the Friends Boards for their support, enthusiasm and confidence; and of course Kathy Gould, PVL D Director, and the superb library staff for their cooperation in working with me.

I look forward to continuing to serve the Friends and its mission of supporting our outstanding library which serves every person in our greater community.

by Jane Jones, Immediate Past President

Total Book Sales Top \$3 Million

There are differing opinions on when used book sales actually began, who had the brilliant idea to do it in the first place and when we stopped selling books by the pound and opted to sell them by the unit. There is no doubt, however, about when Peninsula Friends of the Library began recording book sales revenues separately and watched with anticipation as revenues grew year after year.

The first separately recorded revenues from book sales were from Malaga Cove in 1979. That year, the Friends realized \$1,797 from used book sales. Malaga Cove continued to be the only sales recorded separately until 1995 when the first official Peninsula Center sales were recorded. In that year, MC sales were \$10,700 with PC almost equaling it at \$8,608.

Miraliste began selling used books in 1996 and even their very modest contributions to revenues thru 2013 have provided more than \$32,000 to benefit PVLD.

Internet Sales, which only began in late 2007, in less than seven years has contributed nearly \$400,000 in support.

Our book sale volunteers are to be commended on starting and maintaining a program that has truly benefitted our organization, our libraries and our communities. They can be justly proud of achieving gross book sales revenues through 2013 of \$3,102,825 with no significant drop anticipated in the near future despite the current trend toward e-books.

Congratulations to everyone who helped in any way to make this happen.

by Marion Martelli, PFL President, Newsletter Editor

Ruth Hale Field Legacy Society Members

Bernard & Fay Pipkin
Connie Davenport
Mary K. Porter
Jim & Lois Moore

Leaving a Legacy to PVLD

The Legacy Society is such a natural and easy way to provide continuous support to our Library that it should be considered by everyone who believes in Libraries. Books are one of the few ways that individuals can improve themselves by their own action of reading.

Carnegie began the library expansion by providing the capital money to build facilities. We now, through our Legacy Society, have the opportunity to continue important funding to maintain and expand our library activities, providing service and support to our entire community.

Our library has so many programs today that were not part of library activities in the past: childrens story times in the library and now also in the community at Hesse Park, George F Canyon and preschools; summer reading programs with almost 3700 participants this past year; craft programs; chess clubs; weekly movies; living history; book discussion groups and we now have a digital library via the internet. Just think, in 1985 we began the fund raising for automation and started with 20 computers. Today, we have three times that many workstations plus 20 Chrome Books available for loan.

Service to the community is a normal arm of the library, which expands every day. Our innovative staff really listens to our patrons for new opportunities. The Peninsula Friends of the Library, our principle support group, provides volunteers, handles all the book sales, operates the Library Shop and are building an Endowment for the future. With this support, we have an outstanding, innovative and ever-growing library.

I have been a Library patron since we moved here in 1967, but my direct involvement began in 1985, to make public and private presentations about the Library's need for automation and the plan to raise \$500,000 to buy computers and to build info structure. This is when Lois and I became Lifetime members of the Friends. Our community responded and the funds for the automation goal were achieved well before the first purchases were needed. Later, I was successful with a campaign to run for and be elected to the Board of Trustees in 1999 and again in 2011.

Lois and I are now members of the PFL Legacy Society and invite others to consider leaving a legacy to PVLD.

by Jim Moore, PVLD Board of Trustees President

Book Sale Volunteers Basement Heros and Heroines

The Peninsula Friends of the Library wants to acknowledge the hard work and dedication of its book sales volunteer leaders. They have worked with books for years unpacking, moving, sorting, shelving, stocking, repacking, moving, etc. What motivates them and what do they think of their volunteer jobs? Let's let them tell you.

Gene Roeder

During my working career I didn't have an opportunity to volunteer. After retiring and moving to the Peninsula from Santa Monica in 2001, I wanted to make a meaningful contribution to the community and began exploring volunteer opportunities with a number of non-profit organizations. I became a regular customer of the PenCenter and Malaga Cove book sales. I was interested in helping grow the business and since I've always been a book-a-holic this was a logical extension of my interests. I started volunteering in 2002 and since then have logged over 20,000 hours. I've done every job pertaining to book sales – emptying the donation bins, sorting and pricing books, culling books from the shelves, book pickup and repair, expansion and remodeling of the sales areas and training new volunteers.



I started the Books for Troops program in 2004 and the Internet Sales group in 2007 and have worked in every aspect of these projects. I pioneered the acceptance of credit card sales at Malaga Cove in 2011 which has resulted in a significant increase in book sale revenue. I served on the Malaga Cove Library Advisory Committee for 4 years and was on the PFL Board for 7 years as Book Sales Chair. I also held the Board offices of Vice President and President.

I continuously look at every aspect of our book sales and Friends operations to see opportunities for improvement. Once I commit to something, I dedicate myself to the task and take great pleasure in seeing improvements take effect. I am fortunate to have seen book sale annual revenues grow from less than \$100,000 to more than \$250,000. You need to find something that you really enjoy doing and then do the job to the best of your ability.



John & Lore Stolpestad

We began as book sale volunteers in 1990 at the Malaga Cove sale. We continued at these semi-annual events until 1995 when the Peninsula Center sales room opened and monthly sales began. The express purpose of these sales is to fund programs that are out of the reach of the library's budget.



As the volume of books increased over the years, it became possible to provide book support to other library functions such as the gift shop, to provide clean like-new copies to replace well used but worn copies in the library collection and to support numerous charities with book donations. Books went to a library in Escalante, Utah, the YMCA's in Torrance and San Pedro, Harbor Interfaith Services in San Pedro, a Soup Kitchen in Bellflower, books on literature went to a Catholic high school in the inner-city, dictionaries were sent to an elementary school in Fresno, encyclopedias to another elementary school on a Navajo reservation and to many, many organizations who also benefited over the years.

As for our personal time involvement as library volunteers, which now totals a combined 50 plus years, we do it for enjoyment and also find it to be educational. We work with a wonderful group of volunteers and have made many new friends in the process. And, we make a lot of money for library projects. Together, that is called "win-win".

Story continues on page 9

Pen Center Book Sales To Top \$2 Million in 2014

With total book sales already topping the \$3 million mark during the 2013 calendar year, Peninsula Center is setting its own record early this year when it will account for \$2 million in revenues from its book sales program.

These fantastic fundraising results would never have been possible without the hard work and dedication of our long-term book sale volunteers for whom we are truly grateful.

Where Do All Those Donated Books Go?

We are so fortunate to live in a well educated, well read, culturally diverse community whose residents are also the most generous in sharing their time, talents, manual labor and love of all things library with others. The hundreds of thousands of books, DVDs and CDs that come into our library basements each year and provide approximately one-third of the Friends annual revenues from their resale are evidence of our community's love and support of our libraries. So what do the book sales volunteers do with all the donated items? If you've been to the book sales rooms at either Malaga Cove or Peninsula Center recently, you would probably think we keep them all. What you see is only, as they say, the tip of the iceberg.

So let's say you pack up a sack of well cared for and gently used books that you pulled from your home library because you no longer have any use for them and dropped the donation off with a Library book sales volunteer. There are certainly a lot of things that could happen, so let's look at all the possibilities.

Into a Library Collection

After donations are sorted by genre by book sale volunteers, our library staff has the opportunity to select those items that might either enhance our library collections with missing titles or replace collection pieces that are more worn out than the received donation. This includes hardcover and paperback books as well as books on CD, movie DVDs and music CDs.

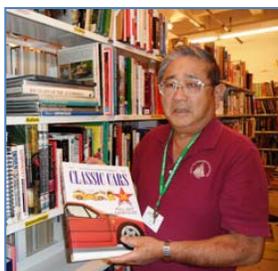
Any book selected for addition to the library collection is not available for sale and, therefore, will not earn any revenue. It will, in fact, save the library the cost of buying the book. This has the effect of reducing library costs and, as everyone knows, translates directly to the "bottom line".

It is estimated that since this practice began in 2009, the savings to our library's expenses over the last 5 years have topped \$130,000.



(Above Left) Eileen Monahan organizes the Classics

(Above) Barbara Farr restocks popular authors



(Left) Eiichi Kamiya specializes in the transportation category – planes, trains and automobiles

Internet Sales

As volunteers sort through donations, they also take the time to look up any book they think might be of special value for selling on the Internet through either Amazon or Alibris.

Internet Sales, which were begun in late 2007, to date account for just shy of \$400,000 in book sales revenue.



Some of the Internet Sales team photographed by Laz Latkoczy, left to right, Nick Gonzales, Jon Heise, Linda Herman, John Kenney, Nell Mirels, Judy Mitchell, Bob Reid, Gene Roeder and Katy Watkins

The Library Shop

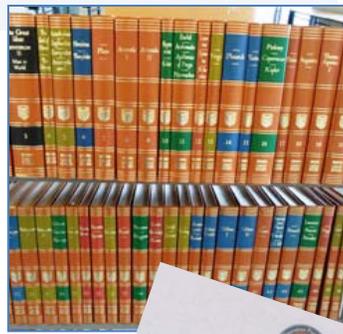
The hardcover and paperback books that are still current and in almost new condition by the most popular authors are offered for sale in our Library Shop at far less than retail but slightly more than through book sales. The Shop always has a great selection of titles along with all their other wonderfully unique merchandise.



Our books have been purchased for several television shows including *Trophy Wife* and *Fiona's Tale*. They have also been used in movies including *Slate of Play*, *The Muppets* and *Hello Ladies*.

Book Sellers

Dealers have been interested in our book sales since they began. In fact, when book sales were only annual and then semi-annual events, dealers could purchase books, some ripped, broken or coverless, for just 10 cents per pound.



Set Designers/Home Stagers

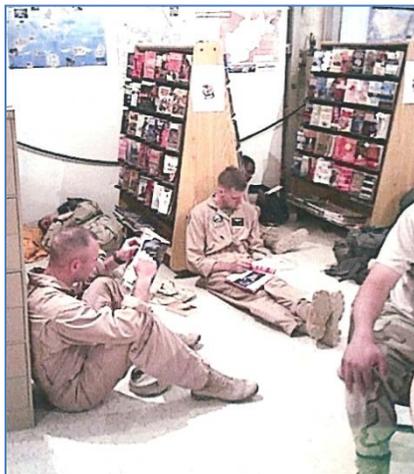
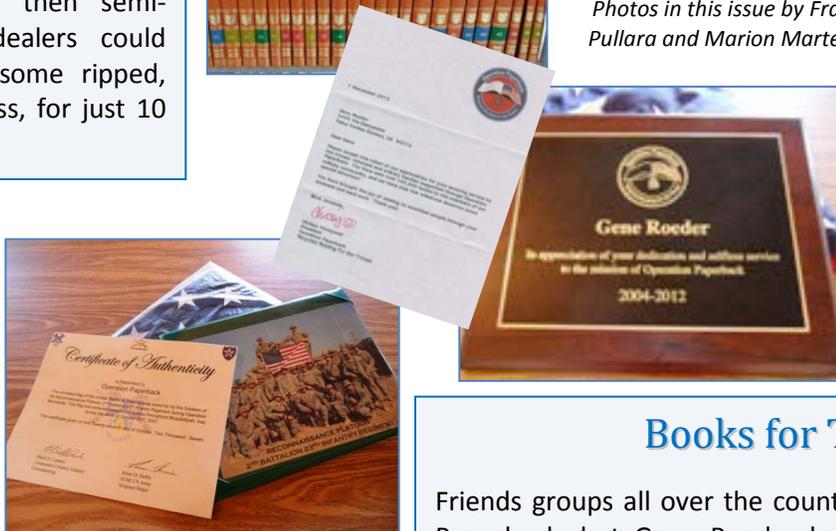
Ever wonder where movie set designers and home stagers get materials to make us drool when we see the "magic" they create? Many of them are regulars at our book sales. In fact, that old Britannica or World Book set that you found out-dated, may well be starring in some feature presentation right now.

Photos in this issue by Fran Pullara and Marion Martelli



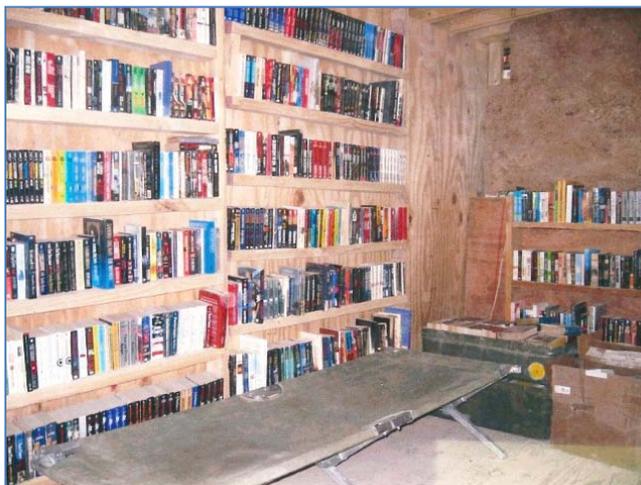
Gene Roeder recognized as largest supporter nation-wide of Operation Paperback

Iraqi based troops of the Reconnaissance Platoon, 2nd Battalion, 23rd Infantry Regiment expressed appreciation for books with a flag that endured numerous missions throughout Muqadadiyah, Iraq during the week of October 27, 2007



(Left) Troops in Afghanistan enjoy a peaceful moment with books from a library set up with donations from our Books for Troops operation

(Below) Another well-stocked troop library from our Books for Troops program



Friends groups all over the country participate in Operation Paperback, but Gene Roeder knows that PFL is #1 in the nation. This was acknowledged when Roeder received a letter of commendation and a plaque commemorating more than 100,000 paperbacks sent to our troops between 2004 and 2012.

Some donations are specifically earmarked for troops but book sale volunteers routinely pull the best paperbacks in the adventure, mystery, sci-fi, fantasy and thriller genres as well as sports and car magazines, which are always favorites.

Mike F. Rounds, a major donor to the program says, "One of the things that keeps our military connected to reality, in spite of the horrific situations they encounter, is reading material because it can take their minds to a place where conflict and danger don't exist." (from an article by Mary Jane Schoenheider for *Peninsula People*, August, 2005)

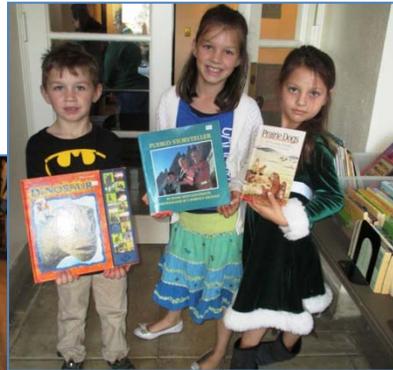
"The Books for Troops program has been extremely successful. We have been able to send more than 100,000 books, CD's and videos to troops and their families all over the world," says Gene Roeder.

Gene adds, "We have two large binders full of messages of thanks that have come from individual soldiers, sailors, marines, unit commanders, chaplains, hospital units and even the Red Cross."



(Left) Eileen Monahan and Barbara Farr discover a beautiful pop up holiday book of stained glass windows

(Below) Volunteers Hilde Hiel, Victor Cedillo and Peggy Hill show off some special holiday books at the December Pen Center Sale



Some of our favorite book sales customers are young readers, who when asked to select a favorite book, know exactly what they want to read

(From Left) A current-day Shirley Temple knows she likes animals and probably animal crackers as well; Henry Pullara, grandson of PFL Board Member and Official Photographer Fran Pullara, likes military books; and a family of siblings enjoys books about dinosaurs, storytellers and cute little prairie dogs

Used Book Sales

Well finally, you say, we are getting to the main reason for your donation. But the fact is the above steps have all taken place seamlessly during the sorting process and it's probably been less than 24 hours since you dropped off your donation.



Malaga Cove 2014 Sales Dates

- February 21-22
- March 21-22
- April 18-19
- May 16-17
- June 20-21
- July 18-19
- August 15-16
- September 19-20
- October 17-18
- November 21-22
- December 12-13 *

* Sales are the 3rd weekend each month except in December

Peninsula Center 2014 Sales Dates

- February 6-9
- March 6-9
- April 3-6
- May 1-4
- June 5-8
- July 10-13 *
- August 7-10
- September 4-7
- October 2-5
- November 6-9
- December 4-7

*Sales start the 1st Thursday each month

Attention Teachers
Show your teacher ID at the Malaga Cove book sale and get a 20% discount on all children's books.



(Above Left) A page, Virginia Dailey, and a volunteer, Joanie Stahura at Miraliste sale are captured by Jennifer Chaffey
(Above Right) A customer in the stacks at the PenCenter book sale



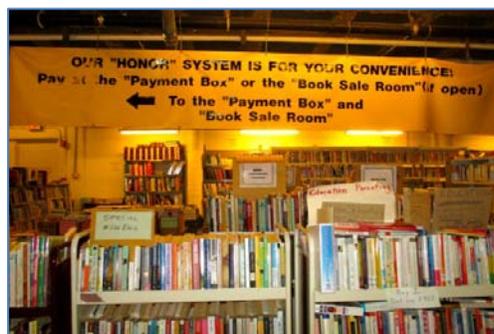
Local Charities and Non-Profits

Some of the local organizations that have received books from our unsold stock include:

- San Pedro Boys and Girls Club
- Sherwood Elementary School, Salinas (migrant worker families)
- USO at Los Angeles International Airport
- George Washington Elementary School, Compton
- Country of LA Regional Detention Facility
- Meyler Elementary School, Torrance
- Harbor Interfaith Services, San Pedro

Discount Overflow

If you've driven into the garage at Peninsula Center, you've see the deeply discounted books that are available for perusal any time the library is open. These books can be purchased on the honor system whenever book sale volunteers are unavailable. Simply make your selections, calculate the payment, put your cash or check in an available envelop and drop the payment into the wall drop. If you miss the next book sale, remember it's simple and easy to shop off hours.



Book Sale Volunteers Basement Heros and Heroines

Continued from page 5

Nell Mirels

I started working at the Peninsula Center book sales as soon as it opened and have been co-manager with John and Lore since then. I do the outreach to publicize monthly sales and arrange for the RHE sign. I also do a lot of mining for items to be sold on the Internet.



In my opinion, our used book sales are the all time best fund raisers. People appreciate having a good use for the books they donate, customers love finding treasures at great prices and all of us who volunteer are happy playing with the books, not to mention that we make great money for the library we all love and support.

Pat Foltz

I have always loved to read and visited the library often. When I was fourteen, I worked as a page at the library in Dayton, Ohio. When I attended The Ohio State University, I worked in the Medical Library.



I started volunteering at the Peninsula Center book sale when I retired. Nancy Brandel and I restarted the monthly book sales at Malaga Cove. This work keeps me busy and alert and I still love the library.

Katy Watkins

In the fall of 2007 I had been retired for a while and was looking for something interesting to do. My daughter suggested I volunteer at the Library since I'm such an avid reader and here it is six years later and I'm still at it.



One of the reasons I enjoy the work is every single day, when I pack and ship books that have been ordered online from Amazon or Alibris, I find at least one book that makes me wonder who would write a book on that subject and then the next question is who in the world would actually pay money to read such a book. It's such fun. Can you imagine anyone paying almost \$400 for a copy

of a book on economics written in the seventies? It was about an inch thick and very ordinary looking. Who knew?

Then on the other end of the scale are the inquiries from potential customers who want multiple levels of information and even multiple photos of an item that is listed at \$5. From the ridiculous to the sublime - always fun, always interesting.



Receiving recognition for book sale volunteer hours at the 2013 Volunteer Luncheon are Gene Roeder, Nell Mirels, Pat Foltz, John and Lore Stolpestad

Become a book sale volunteer, contact Dori Medina
dmedina@pvld.org

Trash or Treasure

Dr. Melvin Schrier, a RPV resident, wanted to remember life events and people he knew, so he collected menus, tickets, programs and ephemera. Decades later he had dozens of boxes of "stuff"! He wasn't sure where they would end up so he started talking to librarians who saw the boxes as treasures.

Monique Sugimoto, adult services librarian of local history, at Peninsula Center Library said, "I think there are lots of people who save stuff and they don't realize or see that there is some research value in it." Monique was thrilled with Dr. Schrier's collections some of which has been added to one of the special collections at the Los Angeles Public Library.

Sugimoto encourages residents of the hill who might be cleaning out closets and garages to check for items that might be of interest to the Local History Room, especially any information about the Peninsula in the 1950's, 1960's and 1970's. Those who are unsure whether their materials have value can check with the library, as Schrier did.

PFL 2013 Activities and Accomplishments

At the December Annual Meeting of the Friends, President Jane Jones gave the following report highlighting the activities and accomplishments of the Friends organization during the calendar year. The following are her comments taken from minutes of the meeting:

- The Friends started the year by dedicating the new Powers Family patio at Miraleste Library. With its beautiful view of the LA Harbor, comfortable chairs and tables and food vending machine, the patio is heavily used by children, teens and adults alike.
- The following month was the annual Volunteer Luncheon held at the PV Golf Club. The volunteers attending were given the opportunity to receive a year's free membership in the Friends. It is our pleasure to thank them for all they do for our libraries. Life member status was presented to the volunteers who have given more than 10,000 hours. They were Gene Roeder, Nell Mirels, Pat Foltz, Lore Stolpestad and John Stolpestad. This year the volunteers provided more than 24,000 hours. Most of these volunteer hours are what make our book sales so profitable and enable us to support PVLD to the extent we do.
- The Life Member Reception was attended by 40-some members. They enjoyed the camaraderie, refreshments, news of the Library and tour of Peninsula Center Library.
- A department head now attends each of the Friends' Board meetings. The Board enjoys meeting each of them and the information they give regarding their specific position at the Library.
- Starting January first, Life Membership donation will be \$1000 and the money will be deposited in the Endowment account. Our goal is to build the Endowment Fund to \$5 million dollars. The current balance in this fund is \$638,000, with much of it being transfers from the PFL Administrative account into the Endowment account.
- Many thanks to Fran Pullara. Working with the IT staff, she has gotten our website, PVLDfriends.org, expanded to include more news, pictures, information, etc. We are also very excited about the newest website feature - payments can now be made online for any Friends transaction.
- Three editions of the Friends' excellent, informative Newsletter were sent to Friends members and donors thanks to Marion Martelli.
- The Library Shop celebrated its 30th anniversary this year. The Shop also now accepts credit cards, which has already resulted in an increase in sales.
- *Midnight in PV*, the 2013 Gala, was enjoyed by a sellout crowd who had a fantastic time when the Library became streets of Paris. On March 8, 2014, Peninsula Center Library will become a circus tent. So please plan on joining us for a fun-filled *Evening Under the Big Top*, which will help the Friends support the Library and build our Endowment Fund. Sponsors and advertisers are needed for this event.
- Per the Friends' Mission Statement, our primary purpose is to raise funds to support PVLD and that we have done this year, again, by giving the District almost \$300,000. A lot of progress has been made in the organization of development/fundraising capabilities. The Development Committee has now established its roles and responsibilities. One of our appeals was for support of e-Books. Many of the donors to e-Books are first time donors to the Friends.
- Speaking of donors and their recognition, in a couple months we will have a new donor recognition board. It will be in the foyer of the Peninsula Center Library and will be very beautiful, eye-catching and different from most donor boards. Watch for the unveiling.

President Jones expressed sincere thanks to all Friends' donors for their support and to the very supportive, effective Board of Directors and staff who have enabled the Friends to have had such a successful year.

Meet Carol Torelli



Carol has taken on the role of Historian for Peninsula Friends of the Library. She will be working with PFL Board Communication Chair Fran Pullara.

Carol is an active member of The Assistance League of San Pedro-South Bay; AAUW Palos Verdes and its Readers Theater and Friends.

Annual Meeting Financial & Investment Highlights

PFL Treasurer Alan Kennan summarized the financial status of the Friends of the Library.

- Development Funds received at year-end June 2013 compared to 2012 was up 19%.
- Membership has remained about the same as last year, but includes more lifetime members.
- The Gala was a very significant fundraising event and in 2013 Gala proceeds were up 13% over 2012. The amount raised in 2013 was \$51,000.
- The Miraleste Patio project was a \$97,000 commitment for which PFL raised \$77,000 through specific donations.
- Book sales were expected to drop significantly but this has not been the case. They have remained basically flat this fiscal year over last year: \$212,000 in 2013 vs. \$217,000 in 2012.
- The Library Shop has provided \$20,000 per year in both 2012 and 2013.
- Investment Income was \$72,000, up 21% over 2012's \$60,000 figure. This is mostly dividend income but some interest as well. This excludes unrealized gains.
- PFL raised about \$30,000 per year from Grants which is not significantly different from the prior year.
- General Expenses remain consistently at \$43-45,000 for both 2012 and 2013. The only significant increase was in the Development office and payroll. Office expenses were \$22,000 vs. \$9,000 for the prior year. Payroll is up from \$92,000 to \$124,000 for 2013 primarily due to the prior year not including two months of Development Director and six months of part-time clerical staff who both began during the 2013 fiscal year. This is an investment that is really paying off.

Mr. Kennan closed by stating that the entire purpose for the existence of Peninsula Friends of the Library is to support the Palos Verdes Library District, noting that the Friends has contributed approximately \$300,000 each year for the past two years.

Investment Chair, Dick Lohrer, explained the strategies for the \$1.35 million in investments over the past year. He said at the planning session last year the Board agreed on a goal of \$5 million for the Endowment Fund, with the logic being that \$5 million would generate enough income to give the District \$250,000 each year without using the principle.

Development Director Loretta Patterson said the issue of the Endowment Fund is being emphasized in discussions with donors.

Development Update

Loretta Patterson, PFL's Director of Development, reviewed the activities of the past year, noting:

- The new Legacy Society has three documented members and three more that are expected by the end of the year. There are currently 3 named study rooms and more available for naming opportunities.
- There is a list of donors supporting the ongoing cost of district-wide maintenance and another donation was received specifically to increase the Internet broadband capacity at Malaga Cove Library.
- Online donations are increasing and are a good way to establish an immediate relationship with donors.
- Membership is also increasing and Kaaren Lee, PFL Membership Chair, is doing a wonderful job of outreach. A new brochure is in development with the new Friends logo. The message will be made clearer as to why people should join the Friends and what's in it for the donor.
- We have a dedicated group of board members who are moving our fundraising efforts to a new level.

Loretta thanked the Friends board members for their support in our fundraising efforts and for re-hiring Diana Morgan, noting she has done a phenomenal job with the E-tapestry database. While not yet being used to full capacity, records are more up-to-date and donors can be thanked quickly which is important.

Loretta thanked Mark Boujikian for providing help in developing the first ever annual report for the Friends, which will be available shortly after the end of fiscal 2014.

President Jones thanked Loretta for doing a fantastic job, noting that the recent increase in fundraising is primarily due to the efforts of our development staff.



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

Non-Profit Organization
U.S. POSTAGE PAID
Palos Verdes Peninsula
California
Permit No. 22

DATED MATERIAL

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.

To Addressee or Current Resident

Volunteers Are the Reason for Successful Book Sales

Thank you to all of our past book sales volunteers, many of whose names may be forgotten, and to those who currently work to make our book sales so successful.

Malaga Cove

Martha Bjerke
Nancy Brandel
Norma Burns
Jane Copper
Walter Dombrowski
Pat Foltz
Phil Huff
Mary Judge
Tom Judge
Wanda Lincir
Cindy Miller
Elaine Mistele
Pat Paulson
Fran Pullara
Gene Roeder
Gerard Schiappa

Peninsula Center

Barb Anast
Gloria Anderson
Bettina Arnold
Carl Barnes
Janine Batchelder
Pauline Beecroft
Karen Cameron
Irmgard Chapsky
Michael Coble
Jolene Conger
Eleanor Curry
Allison Davis
Barbara Farr
Gary Fisk
Sheri Hastings
Bill Hayden
Richard Henke
Hilde Hiel
Eve Higgins
Peggy Hill
Eiichi Kamiya
Etsuko Littlejohn
Nell Mirels
Eileen Monahan
Ardith Morningstar
Tom Mullen
Sandy Murdock
Marilyn Nitz
Mike Mitz
Karl Poehlmann
Katherine Poehlmann
Gwen Richardson
Catherine Roberts
Gene Roeder
Naomi Schmidt
Tim Smith
Tom Smith
John Stolpestad
Lore Stolpestad
Denise Tanaka
Ed Tsou
Elly Visser
Marie Weinstein
Ruth Wilhelm
Ray Zilinskas

Miraleste

Sally Adams
Gale McKim

Internet Sales

Nick Gonzales
Jon Heise
Linda Herman
Margaret James
Alex Kasperovich
John Kenney
Nell Mirels
Judy Mitchell
Bob Reid
Gene Roeder
Paul Rude
Kayoung Seo
Kathleen Taylor
Katy Watkins
John Woodcock