



Friends of the Laguna Niguel Library

Summer, 2009

30341 Crown Valley Parkway, Laguna Niguel CA 92677

What's new in the Bookstore:

This summer we've been running an in-store sale, called a red dot sale. This included adult fiction paperbacks and children's paperbacks. The prices on these books have been reduced from 35 cents to 25 cents (4 per \$1). Watch your email for other in-store specials.

We frequently receive donations of older books that may have collectors' value. Some are listed on eBay for sale, but many are researched and then put on our new Collectibles Shelf at approximately 50% of what they are listed for on the Internet. Be sure to check often.

SAVE THE DATES !

Art Book Sale

September 26th, 10 am - 3 pm

Member Preview:

September 25th, 1 - 3 pm

Next up:
Holiday Sale, Dec. 12th



Letter from the President

Dear Friends,

It's with great pleasure that I welcome Catherine Kitcho, new editor of our quarterly newsletter. It's been several years since we last published. We greatly appreciate Catherine stepping forward and offering her services. In order to conserve our resources, this issue will be mailed only to members for whom we have no email address. In the future, you will receive a copy by email or can pick up a paper copy in the Bookstore. This will allow us to include color and photographs and even links to other sites. **PLEASE BE SURE TO SEND US YOUR EMAIL ADDRESS at: LNFriends@cox.net** or stop in the Bookstore and leave it in the notebook.

We are using the Internet more today and in the future to keep you better informed. Our special one-day sales, with a preview sale the day before for members only, are announced to our Internet list. Additionally, we've been notifying you when we have received a special donation that might appeal to a specialized buyer. You really need to be on our list!

Remodel of Library and Book Store: When the overall library remodel is complete, we will have a brand new Bookstore and the space we use currently will become our workroom. When we have more information we will offer you and the community an opportunity to participate in fund raising to make sure our library has all the latest features.

Thank You: I'd like to take this opportunity to thank the Board Members of our Friends group. They collect dues, pay checks, organize the books for sale, schedule the volunteers, write our newsletter, etc. But most importantly they are fun to work with, are enthusiastic about our organization and dedicated to bringing literacy and related activities to our community. You'll find them listed on page 5. Of course, we couldn't accomplish anything without the efforts of our volunteers who keep our Bookstore open long hours and process the donations. Finally, I want to thank our many donors who support us financially and have generously donated their used books. Some have even brought in their neighbors' books for them. Thank you!

I have a favor to ask of all of you. Please tell your friends and neighbors about our fall sale of Art Books Sept. 26th and our Holiday Sale Dec.12th. The local papers are cutting back on publicity, so we need you to help us. Bookmarks with the pertinent information can be picked up in the Bookstore a week or so before the sales and you can forward our email announcements to others. Together we can do it!

Peggy



Library Page

Library Remodel Update:

On July 21st, 2009, the Laguna Niguel City Council asked the architects to rework the exterior design for the library to be more architecturally consistent with the City Hall's design. The current library design is modern, and the City Hall will be "abstract mission traditional." When the redesign proposals are complete and accepted by the City Council, requests for bids will be issued. Construction was slated to begin March 2010 and complete by February 2011, but this recent design change may move the schedule out 4 to 5 months. The \$5.3 million renovation will expand the 10,900 square-foot library to 14,700 square feet and will also improve efficiency and functionality of library operations.

Visit the Library's Website

The library's website was recently updated, so check out the new features: <http://ocpl.org>. On the left-hand side, in the "Library Locator" section, click on Laguna Niguel to reach the home page. Here you will find the latest events and programs, and in the future, we will be posting PDF versions of this newsletter.

What's New in the Library

The DVD selection is much larger, with additional entertainment, educational, and classics titles. The Books on CD collection is also expanding at a rate of 4 new titles per month. There is a growing collection of books downloadable from the library website - some in iPod format - made possible through the Friends' financial support. Check out the popular Rental section for the most recent bestsellers at just \$1.50 per week. Several new books to aid homework were added to the YA collection, along with some Newberry award-winning titles.

What's New: Children's Area

Lots of changes here: the books-on-CD section has expanded, musical CDs have been moved into the Children's Area, children's magazines were moved to a more prominent location, and parenting information in the displays is now updated monthly. Also, the Children's librarian offers a personalized booklist service to help children find their favorite authors and genres of books; just ask!

Children's Summer Program a Big Hit

From June 30th to August 15th, the library presented seven entertainment programs targeted for children. Entertainers included jugglers, balloon artists, musicians and magicians. All were well attended with more than 100 people at each event. These events help engage children in library activities and encourage their literacy skills. Bravo!

Homework Help Program

The library will offer homework help to elementary school students on Wednesday evenings from 6:00-8:00 PM, beginning October 7th. Teen volunteers 15 years or older with an A or B average are needed to tutor students. If interested, contact the Young Adult librarian, Amber Ray.

Library Tours Available to Schools

The library provides a unique service to school groups. The librarian gives a tour of the children's area, teaches kids to use online databases and encyclopedias, presents a book talk on the topic of your choice and/or reads a story. If interested, contact the library 3 weeks in advance.

Library Events

ADULT/FAMILY PROGRAMS:

Book Club

Second Tuesday 10:30 am

Sep. 8- *The Glass Castle* by Jeanette Walls

Oct. 13- *Three Cups of Tea* by Greg Mortensen

Nov. 10- *Loving Frank* by Nancy Horan

Note: The books are available to borrow. Ask at the desk.

Family Night - Evening Program

Third Tuesday 7 pm

CHILDREN'S PROGRAMS:

"Read to Me"

(3 yrs. and up)

Saturday 2 pm

Toddler Storytime

(18 mos.- 3yrs.)

Wednesday 10 am

Preschool Storytime

(3 - 5 yrs.)

Wednesday 11 am

Homework Help

Starts October 7th
(elementary grades)

Wednesday 6 pm

For the most current listings of library programs, visit the library website at:

<http://ocpl.org> (click on Laguna Niguel to reach home page)

Greetings From Your New Editor

I wanted to briefly introduce myself and some ideas I have for the newsletter. I moved to lovely Laguna Niguel in the fall of '06 from Silicon Valley (Mountain View). In May of this year, I started volunteering in the Friends Bookstore, sorting and shelving books. For the last 14 years, I have been a high-tech marketing and product launch consultant and I work out of my home office. I've also been extensively involved in the publishing industry since 1998. I am a small publisher and am an author of 6 books (four published by me), so I have to keep up with all the trends and changes going on in the industry. It is my hope to share some of that knowledge with you in the newsletter. This issue contains the first entry of "Book Biz and Buzz". I hope you find it informative and interesting.

My other goal is to try and introduce local authors to the local reading public, which of course includes library patrons. I am an active member of the California Writers Club, and I have met a wealth of local writers and authors right here in Orange County. In each issue, I will post a local author interview. The first interview is with our very own Dorothy Stewart, who compiled her son's newspaper columns into a book. I think you'll enjoy this interview and I encourage you to read the book as well.

I welcome your suggestions on other topics of interest to include in the newsletter. Please email me at: ckitcho@pelepubs.com.

Catherine Kitcho, Editor
www.pelepubs.com

BOOK BIZ AND BUZZ

This is my inaugural column about the book publishing industry. Much is happening in the world of books, with the pressure of the economy, the Internet, and the changing reading habits among the population. I'll report on the latest.

On July 20th, 2009, Bowker released a new report on the book buying habits of American consumers, with some interesting results. The survey was done in 2008. Here are some of the statistics:

- Women bought 65% of all trade books in 2008
- Men bought more eBooks in 2008 (55%) than women (45%)
- Book sales by age group (in decreasing order): Baby Boomers, Matures, Gen X, Gen Y, Teens
- 23% of the books were sold via the Internet; 22% were sold in bookstores
- The Internet plays a greater role in book marketing; 21% of respondents heard about a book via online sources
- Top two reasons for buying a book: 1) Author (Fiction), and 2) Topic/subject (Nonfiction)
- The 10 most popular genres (in decreasing order): Mystery, Juvenile, Romance, SciFi, Thriller, Religion, Biography, History, Cooking, Business

I'm not too surprised by most of these findings. I assume the book sales by age follow the demographics of the U.S. population; that men would be more drawn to eBooks; that readers buy fiction by author; and that women in general buy more books than men. The genre popularity surprised me, however. I thought sure that children's (Juvenile) books would be number 1 and that Cooking would be more popular than History! I'm wondering what happened to general fiction not categorized as mystery, thriller, romance or sci fi. Hmm. So, times are changing.

The Internet is becoming a more important sales channel for books, now surpassing traditional bookstores; we see evidence of that in the shrinking number of brick and mortar bookstores around the country. And marketing? It's a virtual requirement for all authors to have an online presence these days. eBooks pose a future threat to printed books as eBook platforms become more prevalent and more eBook versions are produced. Will technology eventually replace the printed books we know and love? I don't think so. There are still millions of us who want to feel a new crisp volume in our hands and curl up in our favorite chair for a welcome escape from staring at a computer monitor all day. So, for those of you who share that view, please patronize the library and the FLNL Bookstore. We have every genre of book you might want, for every age group.

Celebrate books!

Catherine

LOCAL AUTHOR INTERVIEW

“Two Cents Revisited” by George Stewart

Compiled by Dorothy Stewart

AuthorHouse, July 2009, 280 pages.

ISBN: 9781483989143

Book website: www.itstolaugh.com

To kick off our local author series, I interviewed FLNL Vice-President Dorothy Stewart, who compiled this collection of newspaper columns by her late son, George Stewart.

CK: What prompted you to put this book together?

DS: It was primarily a way to provide a memorial to George and his writing. He died in January of 2008, and at his memorial, we shared laughter along with the tears. I wanted to provide a way for those who knew him to remember him and also to introduce him to people who didn't know him. Compiling his columns in this book was the best way to do that.

CK: What's the content of the book?

DS: It is a collection of columns written for the Tustin News with George's unique and witty take on life, politics, history, fantasy and the travels along the rocky road of life; all ending in “It's to laugh”.

CK: Did he do other types of writing during his career?

DS: He wrote poetry, some short stories and a screenplay; none published. Prior to writing for the Tustin News, he was a reporter and columnist for the Grand Canyon News in Arizona, where he wrote stories about adventures undertaken and the history of the Canyon.

CK: How did you put the book together and how long did it take?

DS: I had to dig out a lot of his older columns from archives, and then I had to transcribe every column (all 280 pages!) to get it ready for the publisher. I also had to copy edit and proof it before it went to press. Altogether, it took 18 months to complete, with lots of help from my friend, Stevie Parsons.

CK: I understand that a portion of the book's proceeds go to a charity?

DS: Yes, the profits will go to the Village of Hope at the Tustin Marine Base (Tustin Legacy). Visit www.villageofhopetustinca.com for more info.

CK: Where can people find the book?

DS: I'll be doing some local events at bookstores in Tustin to sell and promote the book. People can buy the book online at Amazon, and Barnes & Noble. You can also Google “Two Cents Revisited” to find reviews, other sources to buy the book, and summaries. Reviews and event updates will be posted to the book's website, www.itstolaugh.com.

Join Our Volunteer Team!

The Friends of the Library has a fantastic group of volunteers who keep the Bookstore and the organization running smoothly. Kudos to all of you who selflessly contribute your time and energy!

Marilyn Teitelbaum coordinates the volunteers and does a splendid job of keeping us organized! Her message to the members: “We want to extend a welcome to our newest group of volunteers for the Bookstore: Spencer G., Dona G, Amelia T and Jessica H. Welcome, and a special thank you to all our regular folks who have been at this for a very long time. You are all terrific! Keep up the good work.”

What do volunteers do? The Friends of the Library volunteers help unpack, sort, price and shelve donated books to stock the Bookstore. They also staff the desk in the Bookstore during store hours, and organize and staff special sale events. For the overall Friends organization, volunteers also do publicity, fund-raising, special projects, and recruiting new members.

Interested in volunteering? We'd love to have you join our team. Stop by the Bookstore and fill out a volunteer form.

Shop our Bookstore

We have the best bargain bookstore in OC! This summer has been quite busy in the Bookstore; could it be the economy? We have a great selection of hardcover fiction, mysteries and thrillers along with bargain paperbacks in all categories. Check out our non-fiction genres as well, along with our children's and large print sections. The 50-cent and 10-cent carts are also popular. You can fill a whole bookshelf and spend less than five bucks!

Mark your calendar for our Holiday Sale!
December 12th (member preview Dec. 11th)

| <u>Laguna Niguel Hours</u> | Library | Bookstore |
|--|---------------------|----------------------------------|
| Monday thru Thursday | 10:00 am to 9:00 pm | 10 am to 6 pm |
| Friday and Saturday | 10:00 am to 5:00 pm | 10 am to 4 |
| Sunday | Noon to 5:00 pm | Closed |
| <i><u>For more information please contact:</u></i> | | |
| FRIENDS: | | |
| Bookstore | | 949-249-5262 |
| President | Peggy Schwartz | 949-916-8398 |
| Vice-President | Dorothy Stewart | 949-363-8528 |
| Treasurer | Laura Welch | 949-489-3161 |
| Secretary | Virginia Donaldson | 949-240-7344 |
| Bookstore Contact | Mary Campbell | 949-443-1333 |
| Volunteer Coordinator | Marilyn Teitelbaum | 949-495-0137 |
| Newsletter Editor | Catherine Kitcho | 949-363-8538 |
| Member-At-Large | Bea Hoffman | 949-248-1023 |
| Friends email: | LNFriends@cox.net | |
| LIBRARY: | | www.ocpl.org 949-249-5252 |
| Library Manager | Loretta Farley | |
| Children's Services | Zhen Li | |
| Adult Services | Chad Murdy | |
| Young Adult/Readers Advisory | Amber Ray | |
| Office Supervisor | Luciane Miranda | |

Friends of the Laguna Niguel Library

Join the Friends: Dues Life (\$100) Patron (\$250)
 Supporter (\$20) Senior/Student (\$15)
 Bookstore Volunteer (\$10)
 Enclosed is my donation of _____

Name: _____
Address: _____ (zip) _____
Telephone(day) _____ (eve) _____ Email: _____

Mail or bring this form to:
Friends of the Laguna Niguel Library
30341 Crown Valley Parkway Laguna Niguel, CA 92677

I'd like to volunteer, please call me.

MISSION STATEMENT

The Friends of the Library is an organization of community volunteers who are interested in promoting the library to the community, enriching its resources and sponsoring cultural programs.

DONATION GUIDELINES

Donate your books, recent magazines, CDs, DVDs, VHS tapes, and computer software to the Bookstore. Contributions are tax deductible, and proceeds from Bookstore sales are used to support the library. See the Friends staff member in the Bookstore, who will direct you where to drop off your donations and give you a receipt.

CURRENT NEEDS

Although we accept all categories, the Bookstore currently needs more of the following:

- Hardcover recent fiction
- History/Current Events
- Sports
- Law
- Large Print

Help Us Grow!

Invite a friend to join the Friends

(see form on reverse side)

Please be considerate of those who have to sort and shelve donated books. Look inside your boxes to make sure there are no insect infestations or other soiled matter. Also, we can't sell books that are too damaged or falling apart. Thank you from the volunteers!

Do we have your email address?

The next newsletter will be sent via email. To update your address, email:

LNFriends@cox.net

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30341 Crown Valley Parkway
Laguna Niguel, CA 92677

Address Correction Requested