

BOOKMARK

THE QUARTERLY NEWSLETTER OF THE NEWPORT BEACH PUBLIC LIBRARY FOUNDATION

FALL 2012



Letter from the Executive Director

BOOKMARK

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OF THE NEWPORT BEACH
PUBLIC LIBRARY FOUNDATION



Are You Ready For The Next Chapter?

The library itself has become a page-turner with the Civic Plaza and Library Expansion taking shape and nearing completion. This issue of Bookmark will be the last in the Central Library as we know it today; the winter issue will arrive just as the new doors are opened on the Civic Plaza side. Soon you will be able to park in the structure, grab a coffee from the new café and settle into a new comfy reading chair surrounded by perfect lighting. Things are getting bigger and better.

The big news here at the Library Foundation is the \$220,000 check we recently presented to the Newport Beach Public Library for new technologies, materials, eBooks and programs that library staff has determined will best serve the needs of library customers. The generosity of our members made this possible, as the organization is membership-driven. We do not receive grants from high profile foundations; our revenue comes from your gifts, large and small.



With a new library expansion comes tremendous opportunities and challenges to make the best use of the additional 17,000 square feet possible, one that offers our community what it seeks in a 21st century library: well-lit spaces, reliable information resources, programs to engage in lifelong learning and new technologies that allow creativity to be expressed. If all of this were available on your smartphone, our parking lot would be empty. If you have been here recently, you know that the opposite is true: the library is being utilized at an unprecedented rate.

To continue supporting the library with significant gifts such as the one mentioned above, and to continue the high caliber of programming, we have launched a membership campaign to encourage more people to join. Put simply, the more members we have, the more programs we can offer like the recent (and sold out) evening with bestselling author Erik Larson. The more members we have, the more eReaders we can offer to people eager to learn about new technologies. And, the more materials like books and DVDs we can keep stocked and ready for you to check out.

Besides a membership campaign, the Foundation has also established several once-in-a-lifetime opportunities for those who wish to make a significant investment, a legacy gift that will endow programs in perpetuity and shape the future of our great library. Key areas in the new expansion have been identified for naming such as the Children's Area, the Grand Stair and the Media Lab. See page eight for more details. I would welcome a conversation with anyone interested in hearing about the impact you can make on your public library.

Our Foundation members enable us to be positioned to serve the library in a meaningful way as we transform and grow into our new space. Thank you for that. I can hardly wait for the next chapter.

Tracy Keys

Executive Director

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**WITTE
LECTURE
SERIES**
AT THE NEWPORT
BEACH PUBLIC
LIBRARY

We can hardly contain ourselves with the excitement about the The 16th Annual Witte Lecture Series in 2013! Next spring you will have the opportunity to meet the speakers below.

We are proud to carry on this tradition of providing a forum where we can have a meeting of the minds on relevant subjects and satisfy our curiosity about the world around us.

Photo: Peter Urban



Sherry Turkle
Alone Together
February 8-9

Referred to by many as the Margaret Mead of digital culture, Sherry Turkle has spent the last thirty years researching the psychology of people's relationships with technology. Professor Turkle's most recent book is *Alone Together: Why We Expect More from Technology and Less from Each Other*. As the digital age sparks increasing debate about what new technologies and increased connectivity are doing to our brains, comes this chilling examination of what our iPods and iPads are doing to our relationships, and to how we actually think.



Adam Gopnik
The Table Comes First
March 8-9

Adam Gopnik might be the ultimate New Yorker. He has been writing for *The New Yorker* since 1986 and became its art critic in 1987. During his tenure at the magazine, he has written fiction and humor pieces, book reviews, profiles, reporting pieces, and more than a hundred stories for "The Talk of the Town" and "Comment." His new book, *The Table Comes First: Family, France, and the Meaning of Food* is a beguiling tour of the morals and manners of our present food mania, in search of eating's deeper truths.

Photo: Maria Krovatin



Anna Quindlen
Is 60 the New 40: Middle-Age or Midlife?
April 26-27

Bestselling author, Pulitzer Prize-winning journalist and social critic Anna Quindlen's library of work provides perspectives on daily life, delicately balancing the political with the personal. In her new memoir, *Lots of Candles, Plenty of Cake*, Quindlen writes about her life and the lives of women today, looking back and ahead—and celebrating it all—as she considers marriage, girlfriends, our mothers, faith, loss, all that stuff in our closets, and more.



Barry Ritholtz
This is Your Brain, This is Your Brain on Stocks
May 10-11

Barry Ritholtz is an American author, newspaper columnist, blogger, equities analyst, CEO of Fusion IQ and guest commentator on Bloomberg Television. He is also a former contributor to CNBC and TheStreet.com. He is one of the few strategists who saw the housing implosion and derivatives disaster far in advance. Ritholtz is the author of *Bailout Nation*.

Tickets will go on sale Monday, October 22. Prices have been reduced for our members—we encourage you to join or renew your membership for this privilege and more.

Friday evenings @ 7pm
\$45 for members; \$50 general
Saturday afternoons @ 2pm
\$30 for members; \$35 general

Tickets may be purchased in the following ways:
• Online: www.nbplfoundation.org
• Phone: 949-548-2411
• Fax: 949-548-2422

Information:
• Phone: 949-548-2411
• Email: events@nbplfoundation.org
All lectures will be held at the Newport Beach Central Library

How relevant is our library?

We recently caught up with Library Services Director, Cynthia Cowell, to talk about the library.

BOOKMARK: There's a great deal of discussion about the relevance of libraries these days due to the proliferation of technology and digital access, budgets and changing mores. So what does the new American library look like, and what is the role of the Newport Beach Public Library as a leader in that direction?

CYNTHIA COWELL: That's our top priority—keeping our library relevant. One of the strategies we're using is to always start with a human touch. Service is a valuable aspect of what we do. The new American library is what our customers ask it to be. It's a pleasant environment, a quiet place and a gathering place. It makes sense to be here. From the low-tech experience of driving to the library to read the daily newspaper, to the hi-tech experience of loading eBooks onto your iPad or Kindle from your home computer, we have structured it so that people can use the library as they wish.



BOOKMARK: There are some big changes coming soon. Please tell us more.

CC: Yes, it's very exciting. As part of the Civic Center project, a 17,000 square-foot expansion of the library will link us with the Civic Center. The whole point of adding this space is to create an environment where people can use the library in a variety of ways, with maximum connectivity. We will provide more chairs and workspaces. A new media lab, custom designed study tables, all new interior design and expanded ambient light are just some of the changes. I am very excited that the Children's Library will double in size. We will also gain a cafe and passport service.

BOOKMARK: Tell us about the important role of the librarian.

CC: I love this library and I love the librarians. Our librarians are smart and very interesting people. It's the human touch that is still so important and our branch librarians are a perfect example of that. They have customers who would never dream of going anywhere else. The customers know their librarians by name; it's very much like a family.

BOOKMARK: What is the library's relationship with Google?

CC: There are more ways than ever to find information and just as many ways to get lost. One of our most important roles is helping to ensure that our users are getting accurate, reliable information. Originally, even librarians couldn't handle all the information available from Google. That's when "Internet" librarians arose. They collectively organized search strategies so customers would not be overwhelmed.

It's not our job to be arbiters of what people should look at, but rather lead them to a place and say, "Here's where I would start, let me know if you need more or if this is not where you wanted to go." We do try to organize Google and work in concert with it because it's the only strategy that makes sense. We have to invest in things that make sense for our customers to find information electronically rather than just saying, "There's Google, go for it."

BOOKMARK: What do libraries mean to you, and what are your thoughts on the future of libraries?

CC: Libraries serve as the creative, intellectual and technological hubs of cities and communities. We are fortunate to have such a fabulous gem of a library here in Newport Beach, one that provides free public access to valuable resources ranging from books to cinema to digital multimedia and research tools, one that offers amazing multicultural programs to people of all ages. The future of our library depends on support from our community and our leaders. We owe much gratitude to the Newport Beach Public Library Foundation and The Friends of the Library and their members for keeping our library alive and thriving. That support allows us to be experimental and to create an environment that is customer driven rather than bottom line driven. Libraries have come a long way from repositories of clay tablets to what they are today. I am confident that our library will always be on the cutting edge of technology—we will go where our customers need us to go.

Library Offers Huge Collection Of Foreign Films On DVD



Dedicated Library Foundation supporters Dr. Charles and Suzanne Turner have made it possible for you to visit East Berlin in 1984, feudal Japan or experience the making of Werner Herzog's film *Fitzcarraldo* by checking out foreign film DVDs. Because of their largess, you can now choose from a collection of more than 1,000 titles at the Newport Beach Public Library. We've highlighted just a few below.

After the Wedding – (Danish, 2006) After twenty years of running an orphanage in India, a man reluctantly returns to his native Denmark at the request of a benefactor to take part in a wedding where family secrets are spilled.

Amelie – (French, 2001) At a tiny Parisian cafe, the adorable yet painfully shy Amelie accidentally discovers a gift for helping others. Soon Amelie is spending her days as a Cupid, guardian angel, and all-around dogooder. But when she bumps into a handsome stranger, will she find the courage to become the star of her very own love story?

Bicycle Thieves – (Italian, 1948) In postwar, poverty-stricken Rome, a man and his son set to look for his stolen bicycle which is his only means of making a living.

Chungking Express – (Chinese, 1994) Two intertwined romantic tales take place inside the Chungking high-rise shopping center in downtown Hong Kong: a policeman falls in love with a snack bar waitress while a house detective gets involved with a female drug dealer.

Le Corbeau – (French, 1943) A mysterious writer of poison pen letters, known only as Le Corbeau, plagues a French provincial town, unwittingly exposing the collective suspicion and rancor seething beneath the community's calm surface.

(500) Days of Summer – (English, 2009) An offbeat romantic comedy about a woman who doesn't believe true love exists, and the young man who falls for her.

Ikuru – (Japanese, 1952) Discovering that he is in the terminal stages of cancer, a clerk spends his last months in search of the meaning to life.

Infernal Affairs – (Chinese, 2002) A story between a mole in the police department and an undercover cop. Their objectives are the same: to find out who is the mole, and who is the cop. *The Departed* was a remake of this movie.

The Lives of Others – (German, 2006) Set in East Berlin in 1984, a secret service agent assigned to monitor a playwright and his girlfriend begins to question his assignment and his loyalty to the government.

Spring, Summer, Fall, Winter...and Spring – (Korean, 2003) This film takes place on an isolated lake, where an old monk lives on a small floating temple. The wise master also has a young boy with him who he teaches to become a monk. And we watch as seasons and years pass by.

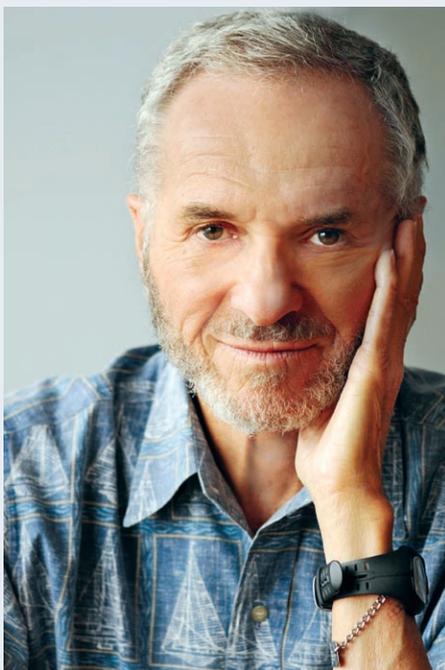
Once – (English, 2006) A poor Czech immigrant and a down-on-his-luck Irish musician meet by chance on the streets of Dublin and start writing music together.

Someone You Should Know

Edward O. Thorp

Edward O. Thorp is a Chicago born mathematics professor, hedge fund manager, author, and blackjack player. He wrote *Beat the Dealer*, a book which demonstrated that the mathematical house advantage in blackjack could be overcome by card counting. He also developed and applied effective hedge fund techniques in the financial markets.

Thorp received his Ph.D. from the University of California, Los Angeles in 1958, and worked at M.I.T. from 1959 to 1961. He was a professor of mathematics from 1961-1965 at New Mexico State University, and then joined the University of California, Irvine where he was a professor of mathematics from 1965 to 1987. The contributions made by him and late wife Vivian have been tremendously supportive of our library system.



- **What do you consider your greatest achievement?**

In life, helping my late wife raise our three talented caring, children, who chose spouses with these qualities. Professionally, applying mathematics to investing and the analysis of games.

- **What is your all-time favorite book?**

There are so many but one that stands out from childhood is *Gulliver's Travels*, which I read when I was seven.

- **Favorite place to read?**

My "study of the gods" which has a sweeping view up and down the coast and with everything I need at hand.

- **Do you prefer hardcover, paperback or eBook?**

Hardcover because once I've read a book it is part of me and I tend to keep it for a lifetime.

- **What is your primary source for news?**

It's a mix: I scan newspapers and magazines, sometimes watch TV news programs, and use the Internet.

- **What books are at your bedside?**

The Stone Raft by Jose Saramago
The Price of Inequality by Joseph Stiglitz
Witness for the Defense by Elizabeth Loftus
Thinking, Fast and Slow by Daniel Kahneman

- **What is next on your to-do list?**

To finish a book for Random House about my use of mathematics to analyze gambling games and the securities markets.

- **What is the most valuable lesson you want to teach to your grandchildren?**

That what matters in the end is love and relationships.

- **Do you think technology has made our lives better or more complicated?**

Both.

- **If you could turn back the clock, would you change anything?**

I'm generally satisfied with the choices I have made in life although, like all of us, if I could have "seen all the cards" at the time, I would have played some of the hands differently.

- **What is the most important thing our public library offers to the community?**

When I was sixteen, I was a National Science Talent Search winner and won a trip to Washington, D.C., where I shook hands with President Harry S. Truman in the White House. As a poor boy he walked miles to his local library where he educated himself by reading all 3,000 books, learning much of what he would need to know when he unexpectedly became our leader in the midst of a great world war. Our library offers an education to all who want to learn, regardless of social or economic opportunity.

Home Improvement Time

Besides the very large project going on behind the Central Library, there is a slightly smaller one happening on the front side. The Library Foundation established the exterior Donor Wall in 1994 just after the Central Library celebrated its grand opening on the current Avocado Avenue site. The exterior wall is distinct from the green marble wall in the main lobby that honors those who gave to the capital campaign and made the “new library” possible. The Library Foundation continued its fundraising efforts after the grand opening to give the public an opportunity to invest in a cherished institution. To recognize those who gave \$1,000 or more, the exterior Donor Wall was established. Since then we have added new plaques to the wall each year to thank and honor those who give \$1,000 or more during the year. Pledges are often made so names are placed in a higher category once and then fulfilled over one to five years. We honor the varying preferences about being listed: once, every year, staggered years or not at all.

With time and the effects of the coastal elements, the wall has become quite faded and in need of renovation. Soon you will see the new plaques installed in a different material—one that will resist the elements and not require the expense of periodic replacement. Every name that exists on the wall will remain just as it was when put on the wall initially. We think you will like the new look. If you are not currently on the Donor Wall and would like that opportunity for yourself and or perhaps your family members, please let us know by calling 949-717-3890 or email: keys@newportbeachca.gov. Thanks to everyone on the wall! You have made this library exceptional.



Naming Opportunities In New Library Expansion



Great cultural institutions have concert halls, galleries and wings named after those who care about leaving a legacy. A legacy is about honoring a place you value by making a financial investment and being committed to it in perpetuity. It is about being a stakeholder in something that matters. It sets a powerful example for your offspring and encourages your colleagues to join you in philanthropy towards a great cause.

With the new Civic Center nearing completion, we have an unprecedented and one-time opportunity to offer you a highly meaningful way to leave your legacy and shape what will be the library of the future for our community. Your grandchildren and their children will have a leading-edge, 21st century library in which they can experience the wonders of not only books and reading, but educational resources that were unimaginable until now.

Not only is this the most significant chapter in the library's history since the Central Library opened in its existing location on Avocado Avenue in 1994, the project has been designed by Bohlin Cywinski Jackson, along with renowned landscape architects Peter Walker & Associates (PWA's recent projects include the 9/11 Memorial in New York City). The library will expand by 30% to fulfill the demands of a community that has expressed a clear need for more space and resources. The entire project will be major and iconic focal point for not only residents but visitors to Newport Beach.

Your legacy gift will support our continuing cultural programs, new educational programs for children, the best library technologies available—such as subscription databases with reliable research information—and ongoing enhancements to keep the new reading/study areas pristine. With your help, the Library Foundation will ensure that the library can count on sufficient funding as we welcome this new chapter.

We have identified nine specific areas for naming including the new Children's Area, grand stair, media lab and reading lounges. Contribution levels will start at \$100,000. Pledges may be made and fulfilled over the next five years. If you are interested in discussing how you can make a difference that will be recognized in perpetuity at the Newport Beach Public Library, please call me at 949-717-3890.

Tracy Keys

Executive Director



Meet Our Newest Board Member Felix Yan

Felix Yan is a Senior Private Banker with City National Bank's Private Client Services in Orange County. Felix has more than fourteen years of banking experience and works closely with individuals and families advising on all their personal and business financial needs. Prior to banking, he served as Marketing Manager with the Home Entertainment Division of Paramount Pictures and Twentieth Century Fox where he oversaw the marketing functions of theatrical and television titles that included *Titanic*, *Independence Day*, *MTV* and *Star Trek* franchises.

Felix earned his Bachelor's of Art in Business Administration from California State University, Fullerton. He is fluent in Cantonese and Mandarin and was an honorary contributor to the Emmy Award-Winning special *Hong Kong: The Dragon and The Pearl*. His past volunteer efforts include United Way, Asian Youth Center and the White House Office of National Drug Policy. Felix is an advocate for coastal and marine preservation. He enjoys the outdoors in his free time with his wife and two daughters.

We're very fortunate to add Felix's energy, experience and intelligence to the board of the Newport Beach Public Library Foundation.

Thank You Members

We gratefully acknowledge the following individuals who make a significant impact on the quality of the library. This list represents the gifts received from June 1 through September 14, 2012. Please phone 949.717.3890 if you have any questions about your contributions or membership.



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Jeremy Rodriguez

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(\$15 for children up to age 14)

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Library Foundation Wish List

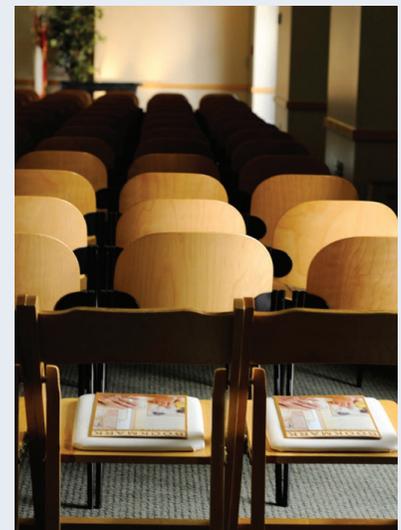
New Chairs for the lecture room in the Central Library. This is a top priority! It is time for new chairs that are comfortable as well as space efficient for the room where all of our lectures and programs are held. \$20,000

Early Literacy Station (ELS) is a dynamic all-in-one digital learning solution for children ages 2-8, featuring more than 50 educational software programs spanning seven curricular areas. The educational titles are pre-loaded on the computer and displayed using engaging graphics and intuitive menus. The ELS, which is a successful and high-demand resource at the Mariners Branch Library, will be part of the new services and resources offered to the public in the Central Library expansion. \$4,500

Two Soft Boxes

A Soft Box is a photographic lighting device used to create even and diffused light. The best known form is the umbrella light where light from the bulb is bounced off the inside of a metalized umbrella to create a soft indirect light. These Soft Boxes will be used primarily in the Friends Room to provide more light for any event, particularly those being videotaped. \$500

Gifts for any of the above items will be recognized on the Donor Wall and in all print and online publications. If you are interested, please contact Tracy Keys at 949-717-3890.





October

November

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2	3	4	5 	6
7	8	9 	10	11 	12	
14	15	16	17	18	19	20 Family Concert Southland Opera Adventures in Song and Story* 3 p.m.
21 	22 It's Your Money Equity Investing - Christine Blanchard 10:00-11:30 a.m.	23 Library Live Hello, Gorgeous - William Mann 7:00-8:30 p.m.	24 	25	26	27
28	29 It's Your Money The Big Take Away - Mark Rylance 10:00-11:30 a.m.	30 	31	*Funding for the Musical programs is generously provided by the Friends of the Library		

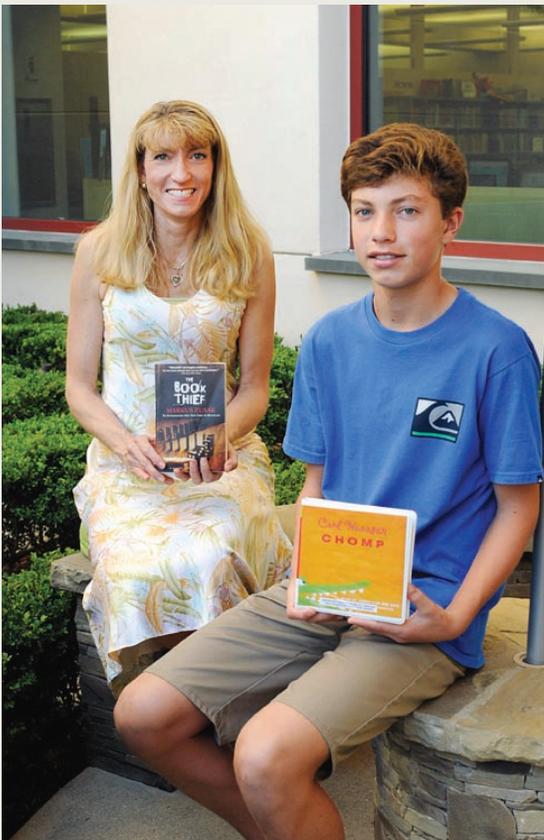
				1	2	3
4	5	6 	7	8 Library Live The Forgetting Tree - Tatjana Soli 7:00-8:30 p.m.	9 	10
11	12 LIBRARY CLOSED FOR VETERAN'S DAY	13	14 Book Group The Story of a Marriage - Andrew Sean Greer 9:15-11p.m.	15	16	17
18 Sunday Musicales* with Harpist Kate Loughrey 3 p.m.	19 	20 	21	22 LIBRARY CLOSED FOR THANKSGIVING	23	24
25	26	27 	28	29	30	

2012 Calendar of Events



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Summer Reading Program a Resounding Success



This summer, the staff of the Newport Beach Public Library invited library customers to dream big and take part in a celebration of reading and libraries.

For every book read, teens had the opportunity to write a review for entrance into a weekly prize drawing. The more books they read and reviewed, the more chances they had at winning great prizes -- like gift cards to local shops, restaurants, movie theaters, and book stores.

Adults joined in the fun too by taking part in their own summer reading program. Each participant signed up at the library branch of their choice, read away, and was awarded a paperback book upon the submission of five reviews. One winner from each branch was selected and each received a gift bag from the Library Foundation that included signed books from authors who recently spoke at the library.

This year, Stacy and Ethan Assar, a mother-son team, won top honors in their respective categories. Stacy and Ethan are avid library users and had no trouble reading through the summer. Stacy is also a literacy tutor at the library and is passionate about the library. According to Stacy, "The Library serves our community as a place of academic and intellectual enrichment through the vast assortment of free services made available. Computers with Wi-Fi, downloadable books, magazine publications, high school test preparation classes, lecture series, and financial workshops assist all walks of life in finding tools to make educated decisions during any season of life. Lastly, it is a place I go to fulfill my voracious appetite for intellectual stimulation."

Congratulations Stacy and Ethan!