



**BERKELEY PUBLIC LIBRARY**  
**510-981-6100**  
[www.berkeleypubliclibrary.org](http://www.berkeleypubliclibrary.org)

**October/November 2009**

*what's happening here*  
 Newsletter of the Berkeley Public Library



**Planning Your South Branch Library Renovation**  
**Meet the Architects Field Paoli**

**Thursday, October 1st**  
**6:30 – 8:00 PM**

Meeting will be held at South Branch Library @  
 1901 Russell Street

**Wednesday, October 14th**  
**7:00 PM**

**Please note new location:**

Regular Meeting of the Board of Library Trustees  
 Meeting will be held at Young Adult Project (YAP)  
 MLK Jr. Youth Services Center  
 1730 Oregon Street

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**Planning Your North Branch Library Renovation**  
**Meet the Architects**  
**Architectural Resources Group**  
**w/ Tom Eliot Fisch**

**Wednesday, October 7**  
**6:30 - 8:00 PM**

Meeting will be held at North Branch Library @  
 1170 The Alameda

**Tuesday, October 20**  
**7:00 PM**

Special Meeting of the Board of Library Trustees  
 Meeting will be held at  
 North Berkeley Senior Center  
 1901 Hearst Ave. (at Martin Luther King, Jr., Way)

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Please come and share ideas, meet the design firms, learn about the projects' scopes, and ask questions. **We value your input!**

For accessibility information or other questions, go to [berkeleypubliclibrary.org](http://berkeleypubliclibrary.org) or call 510-981-6195.

**Two free classes for beginning grantseekers,** taught by staff from the *Foundation Center*.  
 October 9 at the Central Library, 2090 Kittredge St.

**Grantseeking Basics**  
 2-3:30pm Central Library Community Meeting Room, 3<sup>rd</sup> floor  
 Learn about the resources of the Foundation Center and how to become a more effective grantseeker! This class for beginners covers foundation research and identification of potential funders.

**Introduction to Foundation Directory Online**  
 3:30-4:30pm  
 Central Library's Electronic Classroom, 3<sup>rd</sup> floor  
 Learn how to create customized searches and targeted lists of foundations that will match your organization's funding needs. This class is a hands-on introduction to the Foundation Center's largest and most comprehensive database.  
 Classes are free but *registration is required*.

Register online at  
<http://foundationcenter.org/sanfrancisco>  
 or call 415-397-0902.

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**Banned Books Week at Central Library**  
 Berkeley Public Library celebrates this year's Banned Book Week with an ongoing display beginning September 26 in the entrance lobby of Central library. **The Banned Bookmobile** consists of nine hanging books that have been challenged or banned throughout history. Come check it out!

**BPL's Banned Books Week Reading Celebration**  
 Friday, October 2, 2009 3-5pm Library Plaza in front of Central Library 2090 Kittredge Street Downtown Berkeley. For more information, call 981-6100 or go to [www.berkeleypubliclibrary.org](http://www.berkeleypubliclibrary.org)  
 Listen, Watch, or Participate in public readings from a smorgasbord of BANNED BOOKS, including *Captain Underpants*, *The Bible*, *The Golden Compass*, *Baby Be-Bop*, And Many More!  
 Brave readers of all ages are encouraged to join us! Celebrate Your Right to Read!

*Sponsored by Friends of the Berkeley Public Library*

***Berkeley Public Library's Playreaders present  
Performers' Showcase***

If you've ever wondered what happens at the Wednesday noontime Playreaders meetings at Central Library, wonder no more. On Sunday, November 8, 2009, at 2 p.m. at Central Library in the 4<sup>th</sup> floor Story Room, the Playreaders will present a Performers' Showcase, reading scenes from Shakespeare to Stoppard for your entertainment.

Each week, participants in the Playreaders program meet to read aloud from great plays, changing parts frequently. With several retired professional actors in the group and many talented amateurs, we've discovered (and rediscovered) favorite scenes, which we would like to share with others. There will be Shaw, Stoppard and much more.

For questions about this program, call 981-6241.

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Two business workshops are scheduled for the Central Library 3<sup>rd</sup> fl. Community Meeting Room:

***Retail Basics***

**Wednesday, October 21, 2009, 2:00-4:30 p.m.**

***Export-Import***

**Saturday, November 14, 2009, 10:00 a.m.-1 p.m.**

**Presented by SCORE East Bay Chapter**

Sponsored by Friends of Berkeley Public Library

For more info, call the Reference Desk, 981-6148.

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***Success!! Monday Evening Computer Class***

***Extended Year-Round***

The free evening Beginning Computer Class offered by the Berkeley Public Library will now be held year-round! Join-us Monday evenings from 6:00PM to 6:50PM in the Electronic Classroom, on the 3<sup>rd</sup> floor of the Central Library. The class is on a drop-in basis, self-paced and relaxed. All beginners are welcome. The Beginning Computer Class on Thursday mornings, 10 – 11am, will continue as well in the Electronic Classroom, on the 3<sup>rd</sup> floor of the Central Library.

Please contact the Reference Desk for further information: 510-981-6148.

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***Halloween Short Story Reading***

Visit the Central Library for spooky entertainment on Tuesday, October 27<sup>th</sup>, 6:00-8:00 PM.

Teens will perform dramatic readings of classic Halloween-themed stories.

Recommended for ages 10 and up.

For more information, call Jack at 981-6287.

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Changes & Updates may occur. Check Calendar on BPL's Website or call the Info Desk @ 981-6100.

***Berkeley Public Library and the Alameda County  
Small Business Development Centers present:***

Four free business seminars, intended for people with an existing business or planning to start one.

***Successful Advertising and Marketing***

Thursday, October 1<sup>st</sup>, 2- 5:00pm.

***Accessing Capital***

Thursday, October 8<sup>th</sup>, 2-5:00pm

***Restaurant Success***

Tuesday, November 3<sup>rd</sup>, 2-5:00pm

***Successful Business Plans***

Thursday, December 17<sup>th</sup>, 2-5:00pm

All seminars will be held in the Central Library's 3<sup>rd</sup> floor Community Meeting Room. Advance registration suggested, not required, [acsbdc.org](http://acsbdc.org)

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**Berkeley Public Library welcomes Berkeley  
Symphony's New Music Director,  
Joana Carneiro**

Berkeley Public Library proudly presents Berkeley Symphony's new music director Joana Carneiro in conversation with pianist and radio host Sarah Cahill on **Saturday, October 10, 2009 at 3 p.m. at the Central Library, 2090 Kittredge (at Shattuck)**. This free program will take place in the **3<sup>rd</sup> floor community meeting room**.

After an intensive two-year search, conductor Joana Carneiro starts her tenure as Music Director of the Berkeley Symphony beginning with the 2009-10 season. She will lead the orchestra in four programs in UC Berkeley's Zellerbach Hall beginning October 15, 2009, in addition to leading Berkeley Symphony's *Under Construction* new music series.

Ms. Carneiro served as Assistant Conductor and American Conducting Fellow with the Los Angeles Philharmonic from 2005-2008, working closely with Esa-Pekka Salonen. A native of Lisbon, Portugal, Carneiro has also worked with the Gulbenkian Orchestra, the Los Angeles Chamber Orchestra and the Metropolitan Orchestra of Lisbon.

Acclaimed pianist and champion of contemporary music Sarah Cahill will interview our new conductor. Hear about Ms. Carneiro's debut season selections as we welcome her to Berkeley. This free program is sponsored by the Friends of the Berkeley Public Library. For further info, call 510-981-6241. For further information on the Berkeley Symphony, please call 510-841-2800 or visit [www.berkeleysymphony.org](http://www.berkeleysymphony.org).

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For accessibility information, call 510-981-6107 TTY, 510-548-1240, [berkeleypubliclibrary.org](http://berkeleypubliclibrary.org).

***Noted Berkeley Health Authors To Talk at  
Berkeley Public Library/North Atlantic Books  
Symposiums***

Imagine sitting at an alternative medicine panel where you could ask a homeopath, a craniosacral therapist, and an acupuncturist how they would diagnose and treat a condition you've been struggling with for years. You've taken many medications for...say, insomnia, or colitis, or your bum knee that's acting up again, even after surgery and physical therapy. You pitch your question, maybe writing it on a small piece of paper. Three widely different responses come back as each practitioner describes how their discipline would frame and treat the ailment.

This is what will transpire in the four **Get Well! Alternative Practitioners Talk With You About Healing** programs sponsored by Berkeley publisher North Atlantic Books, in partnership with Berkeley Public Library. The symposia launch October 24<sup>th</sup> at Berkeley Public Central Library, 2090 Kittredge Street in downtown Berkeley. All panels are from 2-4 p.m. in the 3<sup>rd</sup> Floor Community Meeting Room. The events are free and will feature short author presentations and readings, where practitioners describe their practice, theoretical framework, and basics of treatment. Audience questions will be followed by a book signing. All but three authors are Bay Area residents, with most having practices in Berkeley.

Authors and their dates for the symposia are:

**October 24, 2009**

**Dana Ullman**, Director, Homeopathic Educational Services, Berkeley;

*Discovering Homeopathy* and  
*The Homeopathic Revolution*, Berkeley

**Georgette Delvaux**, Rolfer;  
*A Barefoot Doctor's Guide for Women*, Berkeley

**Michael Mayer**, psychologist in body/  
mind healing;  
*Energy Psychology: Self-Healing Practices for  
Body Mind Health*, Berkeley

**November 21, 2009**

**Kaleo and Elise Ching**, chi and chi gung;  
*Chi and Creativity: Vital Energy and Your Inner  
Artist*, Berkeley

**Don Beckett**, Reiki healer,  
*Reiki--The True Story: An Exploration of the Ushi  
Reiki*, Mesa, Arizona

**Robert Johns**, Acupuncturist,  
*The Art of Acupuncture Techniques*, Berkeley

**February 20, 2010**

**Anthony Arnold**, Craniosacral therapist;  
*Rhythm and Touch: The Fundamentals of  
Craniosacral Therapy*, Santa Fe, NM

**Kathy Kains**, Ortho-Bionomy therapist;  
*Ortho-Bionomy: A Practical Manual*, Berkeley

**Joseph Helms, M.D.** medical educator,  
acupuncturist;  
*Getting To Know You: A Physician Explains How  
Acupuncture Helps You Be the Best YOU*, Berkeley

**March 20, 2010**

**Joni Keim**, aromatherapist;  
*Daily Aromatherapy: Transforming the Seasons of  
Your Life with Essential Oils*, Petaluma

**Dennis Chernin, M.D.**, Homeopath;  
*The Complete Homeopathic Resource for Common  
Illnesses*, Ann Arbor, Michigan

**Maggie Phillips**, trauma therapist  
(Somatic Experiencing);  
*Reversing Chronic Pain: A 10-Part All-Natural  
Plan for Lasting Relief*, Oakland

The outreach collaboration is directed by  
Lindy Hough, Publisher and Executive Editor of  
North Atlantic Books, and Douglas Smith, Deputy  
Director of the Berkeley Public Library.

"We're interested in furthering the public discourse on complementary medicine," Hough said, "so a wider demographic can understand how these modalities work and how effective they are." Berkeley Public Library queried patrons and found that they are interested in mind/body/spirit topics. This first year is on alternative medicine; 2010-2011 will feature food and diet authors, and 2011-2012 panels will cover martial arts. "It's unusual to get practitioners from different modalities sitting down together. Someone should ask them what place alternative medicine has in the health care debate, since most countries with single-payer health care include alternative medicine. These authors may be passionate and informed about that." Smith added, "The Berkeley Public Library is so excited to be working in partnership with North Atlantic Books to better serve the audiences and potential audiences to whom their books speak. Berkeley Public Library is pleased to be expanding its programming, outreach, and collections in these important directions." These and other programs in this newsletter are supported by the **Friends of the Berkeley Public Library**. For info on the **Friends** or to join them and/or for volunteer opportunities with them, phone **510-841-5604** or go to [www.berkeleypubliclibrary.org](http://www.berkeleypubliclibrary.org).

Back by popular demand, and with a NEW BOOK, music critic and author *Richie Unterberger* will discuss [White Light/White Heat: The Velvet Underground Day-By-Day](#) in the Central Library Community Meeting Room, Tuesday, Nov. 10, 6:30pm-7:45pm, In addition, he'll present rare audiovisual films featuring the Velvet Underground's career. For more information on Richie's work, go to [www.richieunterberger.com](http://www.richieunterberger.com).

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### ***Berkeley Staff Art & Craft Show 2009***

Employees of the BPL again show off their artistic and creativity in the Fourth Annual Berkeley Public Library Staff Art Show. The show runs from September 29 through October 26, 2009 at Central library, 2090 Kittredge Street in downtown Berkeley. Original artwork and handmade crafts will be on display in the Kittredge Street windows and on the first and second floors. The show includes photography, knitting, collage, pottery, origami, jewelry and other media.

For more information, please call 510-981-6250.

This free event is sponsored by the Friends of the Berkeley Public Library.

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**To request a sign language interpreter, real-time materials in large print or Braille, or other accommodations for any Berkeley Public Library public program, call 510-981-6107 or 510-548-1240 (TTY) 5 days before the program. Please refrain from wearing scented products to public meetings or public programs.**

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### ***FEEDBACK on Dry Spells Concert, 9/15/09:***

I was pleasantly surprised by the appearance of the band at the front steps of BPL on Tuesday about 7 pm. I very much liked the music and stayed from 8 pm to the end. This puts the library out there with pedestrians going to the 2 bookstores, listening the 2 or 3 street performers and hat passers, the movie goers, and people buying ice cream. After 8 pm many things shut down on Shattuck Avenue, and the Library gets to nudge away a locked dusty and walled off image, for people who want new things to do. With the influx of students this month, you have livened up the street and the building. As this is a first, I learned that there really is a patio at BPL (front steps...), that there are still bands with a San Francisco sound, (rumors are that there was a noise/music complaint, but it was worth it) and that people will still flock to interesting lively art. And the band sold me a CD. Here's hoping that there are more front steps performances in the future - I sure enjoyed this one!

Thanks for feedback!



Outdoor concert by the **Dry Spells** the eve of Sept. 15th, on the patio in front of Central Library. Autumn was welcomed in by this new band described in *Indiepit* as "hands-down the most gorgeous female vocal harmonies we've heard all year."

And, yes, Berkeley Public Library had another front steps performance: on September 22nd, 2009, Beeswax Magazine and Volta Press presented Books Unbound: a multimedia reading and performance that took place outdoors on the steps of the Berkeley Public Library. See below:



We hope to have more front steps performances!

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### ***Visitors Overview from Google Analytics of Berkeley Public Library's website:***

[www.berkeleypubliclibrary.org](http://www.berkeleypubliclibrary.org)

July 1, 2008 - June 30, 2009

Visitors

1,033,375 Visits

300,085 Absolute Unique Visitors

1,693,541 Pageviews

1.64 Average Pageviews

00:01:37 Time on Site

72.31% Bounce Rate

25.87% New Visits