**Donor and Advocate of the Year honored at event**

Jack Woolf, an agricultural and cultural pioneer in the San Joaquin Valley, was honored as the Library’s 2012 Donor of the Year in January at a donor appreciation event held in the Library’s Leon S. Peters Ellipse Gallery. Woolf’s wife, Bernice, their four sons, two daughters, and other family members joined the celebration.

Library Dean Peter McDonald credited Woolf as a founding member of the Library’s Central Valley Political Archive. As an early, and major, supporter of the Library’s new Waterways Project, Woolf has recorded an oral history of his career. Dean McDonald showed a video about the Waterways Project.

Woolf played a major role in the development of Valley farming, as well as policy and practices for water usage. His west-side farm grew into Woolf Enterprises, growing tomatoes, garlic, cotton, wheat, alfalfa, wine grapes, almonds, and pistachios. The business expanded to include ownership in processing plants and other operations. Woolf remains active in retirement, advising and supporting his children, who operate Woolf Enterprises.

The event also honored Dan Dunklee as the Library’s 2012 Advocate of the Year. Dunklee has served on the board of the Arne Nixon Center Advocates since 2009. He and his wife, Peggy, hosted the ANCA Life Members’ Tea at their store, A Book Barn, in Clovis. Last summer, Dunklee initiated the Central Valley Young Writers’ “Wild About Books! Writing and Illustration Contest,” which was co-sponsored by the Arne Nixon Center.

(See Donor event on page 3)

**Library to introduce popular reading collection**

Vampire novels? Navy SEAL adventures? Celebrity biographies? In an academic library? Yes, those topics are coming to the Madden Library in a small but select collection of popular reading materials. *Lean In* and check out new bestsellers, award winners, multicultural titles, books with local interest, and *Fifty Shades* of tie-ins to movies and popular culture. In this collection, dust jackets will be retained to facilitate browsing.

Many university libraries offer leisure reading collections. These are heavily used by students, faculty, staff, and people wearing leisure suits. At USC, fans have discovered which day of the month the new books arrive and have been known to offer bribes to librarians to get first crack at them. Of course the Madden Library discourages illegal activities; probably anything beyond chocolate would be unethical.

Popular reading collections attract student interest and serve as a bridge to more academic titles. Reading enhances student success. It helps students to develop critical thinking techniques and teaches lifelong learning skills. Oh, yes, and it’s fun, too!

This collection initially will be funded by donations. The Library seeks a donor to endow permanent funding for it, which represents a naming opportunity. These popular new books will be the first ones patrons encounter as they enter the building. (They’ll be located near the new books display on shelves directly across from the Library’s entrance.)

Gift books are welcome; contact Angelica Carpenter at 559.278.1680 or angelica@csufresno.edu to donate new (published in the last three years), popular books.

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**Meet our newest Board member**

Robert L. Sullivan, Jr., received a Bachelor of Science degree in Business Administration from UC Berkeley in 1964. He attended law school at the University of San Francisco, where he was editor-in-chief of its *Law Review*, and received a Juris Doctor degree in 1967. Sullivan is a partner in the Fresno law firm of McCormick, Barstow, Sheppard, Wayte, and Carruth, LLP, where he practices in the areas of taxation, estate planning, probate, and trust law. He is a life-long resident of the San Joaquin Valley. He and his wife, Betsy, have two children and three grandchildren.
The Friends discuss

Technology and... food:

The November 9th event on the Friends’ slate, “From Kitchen to Table,” gave us a fascinating look at developments in food marketing. Nykole and Terry Harris have offered a meal preparation service for five years with their business, Dinner My Way. Big changes in family cooking began in the 1910s with indoor running water and electricity (allowing use of toasters, mixers, etc.), followed in the 1920s and ’30s with fast food restaurants and modern-style supermarkets. In the ’40s and ’50s, with 20% of women working outside the home, more time-saving frozen foods became available. Since then, technology has given us food processors, microwave ovens, and convenience foods. Today, novel businesses like Dinner My Way provide meals and dishes already packaged for busy consumers with little time, or desire, to prepare them. Many varieties and sizes are offered, with the additional advantage of portion control and good nutrition.

Alexa Popplewell of Whole Foods Market noted food technology landmarks, ranging from the fishing net and plow to refrigeration and canning. Safe and useable refrigeration and gas ovens came into use only in the 1920s. The microwave oven (a by-product of research into radar) was introduced in 1954 for commercial use, and in 1967 for homes. What’s new now? Scanning a QR code (a matrix barcode-like square) with an imaging device, such as a smartphone, can connect you to websites with recipes or track food from the farm to the store. Smartphone applications include one from the Monterey Bay Aquarium with user recommendations for finding sustainable seafood, and one from Whole Foods Market for healthful recipes or recipes containing ingredients you have on hand. What’s coming? An appliance that keeps a dish cold for hours, then switches to oven mode to bake it!

...human mobility:

We welcomed Steven Frazier and Jennifer Wynveen in March for “From Disabled to Enabled,” which focused on technology’s role in enabling those with physical challenges. Wynveen, who recently earned a Master’s degree in Rehabilitative Counseling from Fresno State, has been a wheelchair user since a medical accident left her paralyzed. She discussed the evolution of the wheelchair and how technology has made the cumbersome chairs of yesterday much less common, and mentioned the local development of the Quickie Ultra Light chair. Her screen presentation illustrated current options in wheelchairs, including power chairs for those with limited mobility, sports chairs used for tennis and rugby, hand-cylinder chairs, and chairs that are “sand friendly” for beach sports. Wynveen answered questions about her experiences with mobility. She said her wheelchair is one of the most necessary tools for her daily life, but “the wheelchair does not define me. It is simply how I get around.” Her upbeat attitude left us smiling.

Steven Frazier lost his sight at the age of 45. He described how he lost it from ocular venal occlusion in a period of 16 months, with the result he was no longer
able to work as a copy machine repair technician. Fortunately, he was put in touch with Valley Center for the Blind and offered assistance in adapting to his new realities. Computer technology with screen and voice recognition has allowed him to use a computer comfortably. Frazier was hired by the city as the Americans with Disabilities Act coordinator for Fresno Area Express. Personal mobility is still difficult, he said, but he has public transportation options. While his vision loss has been life changing, his personal faith helps him to cope, and the belief that “ten percent of life is what happens to you; the other ninety percent is how you react.”

We left with a strong sense of admiration for our speakers and a greater appreciation for how new technologies can be helpful for those with physical challenges.

...communication: In January, 60 Friends and their guests gathered for a moderated discussion, “From Quill to Quantum.” The two panel members were Jefferson Beavers, a communications and journalism instructor from Fresno City College, and attorney Robert Sullivan. Friends Board president Michael Graves served as the moderator.

Beavers discussed the rapid evolution of communication tools in the past 25 years. Sullivan offered a visual timeline of human communication, beginning with pictographs on cave walls, developing into written languages with patterns. The advent of the printing press dramatically increased the ability to share large volumes of information. (As an audience member observed, this marked the beginning of mass communication.) Now, communication has become instantaneous with the emergence of electronic and digital technologies.

Social media can be “incredibly democratizing,” said Beavers, acknowledging that the cost of gaining access to the Internet is still problematic for large portions of the population. Sullivan countered that long-distance fees are a thing of the past, given all the current digital options. One can communicate with people on the other side of the planet for low or no fees, depending on the server. One of the unique features of digital communica- tion, noted Beavers, is its ability to create an “architecture of participation.” Being able to share bits of personal information with a large audience allows one to influence and to build a shared frame of reference with that audience. Sullivan concluded his remarks by underscoring how all forms of human communication are still relevant. Both speakers emphasized how the choice of tool depends on the context or intended audience.

Donor event

Channel 47, and others. To promote the contest, he arranged for a series of weekly TV appearances by Nixon Center curator, Jennifer Crow, and local authors. More than 70 students entered the contest, and 170 people attended the award ceremony. Dunklee donated the $1,350 prize money and arranged for the winning entries to be published in an anthology. Sales of the book will fund next year’s contest.

Books and films exploring Islamic culture received

The Madden Library is one of 840 locations across the country selected to receive the “Bridging Cultures Bookshelf: Muslim Journeys” from the National Endowment for the Humanities and the American Library Association. Librarian Allison Cowgill led the Library’s effort to win this competitive donation. She is collaborating with library colleagues Susan Nef and Hiromi Kubo, Fresno State Professor Negin Tahvildary, Project Scholar, and the Islamic Cultural Center of Fresno on displays and special events planned throughout 2013.

This program was created to familiarize the people of the U.S. with the individuals, places, history, faith, and cultures of Muslims in this country and around the world. Each selected site received:

- a collection of 25 books that highlight the pluralism of cultural forms and traditions within the Muslim world;
- three documentary films; and
- access to the database Oxford Islamic Studies Online, which offers the best current scholarship in the field.

The books and films were selected by librarians and scholars in the fields of anthropology, world history, religious studies, interfaith dialogue, the history of art and architecture, world literature, Middle East studies, Southeast Asian studies, African studies, and Islamic studies.

Major support for the Muslim Journeys Bookshelf was provided by a grant from Carnegie Corporation of New York. Additional support for the arts and media components was provided by the Doris Duke Foundation for Islamic Art.

For information about these books and films, contact Allison Cowgill at 559.278.1022 or acowgill@csufresno.edu. Special programs will be announced as plans are finalized.
FRESNO STATE YEARBOOK COLLECTION

Working with the Special Collections Research Center of the Madden Library, the Digital Services division of the Library has started to digitize the yearbooks of California State University, Fresno.

The campus produced yearbooks from 1912 through 1991, and we anticipate making these available via our electronic collections. Starting with the older yearbooks, we are digitizing these important historical documents as funding to scan them becomes available.

Please donate to support these efforts by contacting Marcie Morrison, Director of Library Development
Phone: 559.278.7177 Email: marciamo@csufresno.edu

Visit the Fresno State Yearbook Collection website:
http://ecollections.lib.csufresno.edu/specialcollections/yearbookcollection/