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Featured Events

For a complete list of our events, visit our [calendar](#).

The Sierra Nevada in Grass Valley

Saturday, August 7, 2010

1:00 p.m.

Grass Valley, CA

Rick Heide and Gary Noy, editors of [The Illuminated Landscape](#), will read from and sign copies of their book.

[Read More>](#)

Is California a Failed State? The Political Crisis in Historical Perspective

Thursday, August 12, 2010

6:00 to 8:00 p.m.

San Francisco, CA

A historical perspective sheds fresh light on the roots of this crisis and on ways to reclaim the public good.

R. Jeffrey Lustig, editor of [Remaking California: Reclaiming the Public Good](#), and several contributors to the book will discuss California's political crisis.

[Read More>](#)

The Pacific Coast Branch of the American Historical Association Annual Conference

Thursday, August 12–14, 2010

Santa Clara, CA

Join us as Heyday celebrates ten years of [The California Legacy Project](#), a partnership of Heyday and Santa Clara University, a publishing, outreach, and educational program devoted to writing drawn from California's

AUGUST 2010 NEWSLETTER



August Highlights

The last several weeks have been a blur of activity but there are two highlights that stand out in my mind.

The first is the arrival of a beautiful book written and photographed by Tim Palmer. [Rivers of California: Nature's Lifelines in the Golden State](#) is a photography book celebrating California's wild rivers. Through a combination of stunning images and engaging prose, [Tim Palmer](#) points out that our needs are so extreme today that the collapse of many of these life-support systems now looms on the horizon. Since August is National Water Quality Month, I hope you will all pick up a copy and consider supporting water-related nonprofit groups such as [Friends of the River](#).

Heyday has also been lucky enough to have a bevy of interns working with us this summer. The cheerfulness and dedication of these energetic ladies have added to the sunny atmosphere within the walls of Heyday. Kimmianne and Alex have been busy helping out the editorial department and Heyday's publisher. Annette, our scientific illustration intern, is romping through California beaches and regularly updating our blog with her [observations and sketching tips](#). Make sure you check out one of her latest posts, on [California's coastal trees](#), and tell her what you think! Meanwhile, Emily, Arielle, and Trisha have been busy keeping Heyday's sales and marketing department in tip-top shape. In addition to learning how to write pitch letters, filing away publicity clippings, and pulling media lists, our sales and marketing interns found the time to help write the following articles for this newsletter. I hope you enjoy!

Warmest regards,



Susan Pi
Marketing and Publicity Director

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Raft down the Smith River

August is National Water Quality Month, and what better way to

past.

[Read More>](#)

There's a Hummingbird in My Backyard

Saturday, August 28, 2010

1:00 p.m.

Pleasanton, CA

Gary Bogue and Chuck Todd, author and illustrator of [There's a Hummingbird in My Backyard](#), will read from and sign copies of their book.

[Read More>](#)

Sierra Nevada in Chico

Tuesday, August 31, 2010

7:00 p.m.

Chico, CA

Rick Heide and Gary Noy, editors of [The Illuminated Landscape](#), will read from and sign copies of their book.

[Read More>](#)

For a complete list of our events, visit our [calendar](#).

News from Native California

Published by Heyday, [News from Native California](#) is a unique quarterly magazine devoted to the Indian people of California. Written and produced by California Indians and those close to the community, [News](#) provides an intimate portrait of traditional and contemporary tribal culture.

[Read More>](#)

The Publishers Club

Join [Heyday's Publishers Club](#) and receive exciting benefits, including exclusive event invitations and special members-only discounts for books!

learn about the importance of water quality than with [Tim Palmer's Rivers of California](#)? The book is full of lush photographs that highlight the important role rivers play in the terrain and ecosystems of California. [Palmer](#) addresses the many issues facing the vitality of California's rivers, including industrialization, urbanization, and pollution. Take August to learn how to preserve and cherish these natural lifelines and enjoy this [video](#) of Tim Palmer on the Smith River.

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Internment Experience

Heyday has published a variety of titles about this interesting yet regrettable period of American history. [Only What We Could Carry](#) is a compilation of personal stories, art, and propaganda describing the fear, confusion, and anger of the internment. [Journey to Topaz](#) tells the story of internment from an 11-year-old girl's perspective and is a great title to teach children about this significant historical period. And available in November is [Making Home from War: Stories of Japanese American Exile and Resettlement](#).

Interested in learning more about the Japanese American experience in California? Don't miss [Distillations: Meditations on the Japanese American Experience](#). A collaboration by Reiko Fujii, Lucien Kubo, Shizue Seigel, and Judy Shintani, this exhibit will explore the past and present in shaping modern Asian American identities. Open from August 17 through September 18 at the Arts & Consciousness Gallery in Berkeley.

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Heyday's Featured Bookstore

We spoke with Luan Stauss from Laurel Books in Oakland about her favorite Heyday book, the hardest part about being a bookseller, and what's currently in their window display.

What do you do?

I'm the owner, buyer, event coordinator, bookseller, bill payer, kitchen cleaner, HR manager, you name it.

How long have you been working at Laurel Books?

I opened on Sept. 15, 2001.

What's your favorite Heyday book?

Right now *Blood Strangers* by Katherine Briccetti. But there are a lot to love that sell consistently.

What's the best part about working at a bookstore?

The people who are delighted that we've suggested a book and come back to say what they thought and the kids who are developing a love of books each time they come in. Also all the support from other booksellers and organizations like NCIBA, NCCBA, ABA, and ABC. It's an incredibly supportive environment filled with people who want each other to succeed. It's nice to know that there's always someone to ask a question of or commiserate with or celebrate a success with.

The hardest part?

The public's perception that there are no independent, neighborhood bookstores around. We're here, we're just often

overlooked. And the perception that online sellers can do more than we can. Indies can do so much more than put a book in your mailbox, or we can do just that if that's what you want. Many don't realize how much we support our local economies and how little the others do.

First line in a book you're currently reading?

"The plane had yet to take off, but Osgood, the photographer, was already softly snoring."—*Ape House* by Sara Gruen, due in September.

What's currently in your window display?

Three windows: Children's is mythology and folktales right now, one adult is mystery, the other is writing books. All about to change.

Do you host any speakers/events at your store? If so, what kind?

We do hold events. There are so many things going on in Oakland and the Bay Area any given night that it's tough to get a crowd these days, but those who do come to an event usually have a great time and realize how amazing it can be to get to know an author.

How can people find out more information about you guys?

Our e-newsletter goes out nearly weekly with events and newly arrived books listed. Our website is www.laurelbookstore.com and is still fairly new. But the best way is to come in. See what we have, what we don't have, and how nice it is to be in a neighborhood bookstore.

What are you excited about these days?

The really good books coming out each season. People realizing that even with e-readers, they still really love the printed book.

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News from Native California

news from **native** california
MEDIA BY BENTLEY & BENTLEY



Did you know that Heyday publishes a quarterly magazine devoted to California's indigenous people? Written and produced by California Indians and those close to the community, **News from Native California** provides an intimate portrait of traditional and contemporary tribal culture.

Feature articles range from ceremonial regalia and traditional use of tobacco to environmental issues and California archaeology, all emphasizing Native Californian points of view, historic and contemporary. We also regularly feature poetry, short stories, plays, and literary nonfiction by California Indian writers. Regular columns address California Indian languages, the arts, books, skills and technology, law, and more.

[Subscribe now](#) or join [Heyday's Publishers Club](#) to help support our California Indian Publishing Program.

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Family Fun Month

Come celebrate Family Fun Month by visiting the new [California Welcome Center](#) in San Mateo at Hillsdale Shopping Center to learn more about exciting events in the Bay Area. Scattered across California, these welcome centers are not only meant for tourists but also for Californians looking to experience something new!

Read on for events happening around the San Francisco Bay in August:

Crazy about shark teeth and gills? Join up with other sea lovers for the [Shark Week Family Sleepover](#) at the Aquarium of the Bay in San Francisco on August 7.

If you're not a fan of the finned and toothy but love the Bay, try cheering on the runners at [The Baylands Summer Run 2010](#), a new 5k/10k run and a 5k walk on August 21. The gun goes off at 8:30 a.m., so grab a blanket and breakfast before you go if you're an observer, or register by August 19 to participate. Runners, joggers, and walkers of all experience and age are encouraged. A percentage of the proceeds from this race (\$5 per participant's registration fee) benefits Palo Alto Community Child Care (PACCC), so lace up those sneakers!

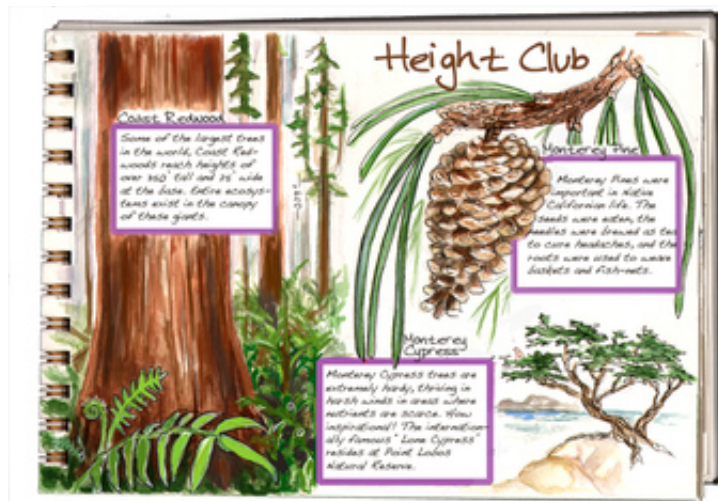
Looking to whet your palate for art, music, and wine? This month has a whole slew of festivals to attend including Burlingame's ArtZFest on Aug 7 and 8, San Rafael's Food and Wine Festival on August 14 and the Palo Alto Festival of the Arts on August 28 and 29.

If you're looking to really shake things up, come to the [Picklewater Free Circus Festival](#) hosted by Jewels in the Square in San Francisco. This family-friendly event returns to Union Square for the second time on August 8, the 22, and the 29. The performances are by both professional and student circus performers and showcase a variety of styles.

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Height Club



Imagine two million acres of untouched ancient redwood forest, creating a three-hundred-foot-high wall along Northern California's

jagged coastline. If you lived here five hundred years ago, this wonderland would remain waiting to be explored. Today only a fraction of this magnificent forest exists; yet the sight of even one tree with a trunk wide enough to drive your truck through is enough to evoke a sense of awe in anyone (at least I hope so!). California's coastal trees are vital to beach ecosystems, and in some cases create their own.

Achieving a life span of over two thousand years, Coast Redwoods are some of the most massive trees in the world. They tower at heights of over three hundred and fifty feet with base diameters up to twenty-five feet wide; that's taller than a thirty-story building! Recent discoveries show that over time, these giants develop "crowns" where saplings and other plants germinate on existing branches high in the canopy. Some plants and animals spend their entire lives three hundred feet above the forest floor!

[Read on](#) to learn more about how seeds from Monterey Pines were once brewed as a tea to cure headaches, why the Monterey Cypress is an inspirational tree, and which famous artists have been inspired by California's coastal giants.

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