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Featured Events

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

79th Annual Commonwealth Club California Book Awards

Thursday, June 3, 2010

6:00 p.m.

San Francisco, CA

Elaine Elinson and Stan Yogi, will accept the Gold Medal Award for their book, [Wherever There's a Fight](#), in the category of Californiana.

[Read More>](#)

Bay Area Nature Fan Fest

Saturday, June 5, 2010

2:00 to 4:00 p.m.

San Francisco, CA

Nature secrets, cupcakes, and "quick-as-a-bunny" presentations from John Muir Laws's favorite local organizations.

[Read More>](#)

California's Constitutional Crisis

Sunday, June 6, 2010

2:00 p.m.

Sacramento, CA

R. Jeffrey Lustig, author of [Remaking California](#), will read from and sign copies of his book.

[Read More>](#)

JUNE 2010 NEWSLETTER



A Brand New Heyday

What does Heyday mean to you? What does Heyday mean to us? Those were two questions we asked ourselves over and over as we tried to articulate what Heyday really means to California.

We thought about what our purpose should be and talked about the promise we wanted to make to our readers. With the help of the Taproot Foundation, we interviewed many people who have interacted with Heyday over the last thirty-five years and imagined what we wanted to do over the next thirty-five years.

It's been a long journey but the day has finally arrived; we have a new logo, a new mission statement, and we're ready to embark on our next great adventure. As our publisher, Malcolm Margolin, once said, "This is turning out to be not just an intellectual exercise but a search for the soul of Heyday. While I know there's a fire beneath the surface, I've never seen it directly, just lived off its reflected warmth. As we plunge ever onward, I can't think of anything more exciting, more promising, and more fulfilling."

So it is with excitement today that I share with you a brand new chapter in Heyday's story.

Warmest regards,

Susan Pi

Marketing and Publicity Director

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Heyday's New Mission

Heyday is an independent, nonprofit publisher and unique cultural institution. We promote widespread awareness and celebration of

Walking Tamalpais: The Mountain in the Bay Area's Cultural History

Tuesday, June 8, 2010

6:00 p.m.

San Francisco, CA

Tom Killion, co-author and illustrator of [Tamalpais Walking](#), will give a sideshow lecture and sign copies of his book in conjunction with an exhibition that will run through June 18.

[Read More>](#)

Blood Strangers in Oakland

Thursday, June 10, 2010

7:00 p.m.

Oakland, CA

Katherine A. Briccetti, author of [Blood Strangers](#), will read from and sign copies of her book.

[Read More>](#)

Hooters and Hummers: Hummingbird Book Launch

Saturday, June 12, 2010

1:00 to 4:00 p.m.

Pleasant Hill, 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>](#)

The Illuminated Landscape book tour!

Gary Noy and Rick Heide will be touring California giving lectures about [The Illuminated Landscape](#).

They will be in [Nevada City on June 12](#), [Santa Clara on June 16](#), and [Rocklin on June 21](#).

Author Night in South Pasadena

Thursday, June 24, 2010

7:00 p.m.

South Pasadena, CA

Join us for an outdoor Author Night program featuring William Emery discussing his book [Edges of Bounty: Adventures in the Edible Valley](#).

[Read More>](#)

For a complete list of our events,

California's many cultures, landscapes, and boundary-breaking ideas. Through our well-crafted books, public events, and innovative outreach programs we are building a vibrant community of readers, writers, and thinkers.

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Why Are We into California?

"We are confronted daily with dramatic and very real evidence that California is in decline. Everything seems wrong. We are not fulfilling the very basic responsibilities of a society—to provide transportation, security, water, clean air, safe and healthy food, or equitable access to opportunity. Faced with such complex problems, many revert to hurling simplistic slogans at each other with increasing intolerance, as if loudness could drown out uncertainty. Tragically, at a time when we need it most, California has lost the cultural optimism that has long fueled our dreams."

—Malcolm Margolin, publisher of Heyday

At a time when many discussions about California are filled with words like "crisis," "wipeout," or "blame." Heyday chooses to remember and celebrate that California is the eighth largest economy in the world, produces world-renowned art that shapes our dreams, and is the home to some of America's most stunningly beautiful places. We are the greenest and most diverse state; the home of Google, locavorism, and Apple; and the birthplace of dreamers, innovators, and boundary-breaking ideas.

Since 1974, Heyday has dedicated itself to giving you a glimpse of a different side of California and connecting you with today's leading writers and thinkers. Our new tagline is "into California," and we've have an exciting new lineup of books and tons of spectacular events that will do just that: help you travel further into California.

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The Publishers Club

Looking for a way to get more involved with Heyday? We've launched a new membership program: [The Publishers Club](#). Find out more about how you can help support California's community of readers, writers, and thinkers.

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visit our [calendar](#).

The Publishers Club

Join Heyday's Publishers Club and receive exciting benefits, including exclusive event invitations and special members-only discount for books!



New Digital Presence



Rethinking our mission also means rethinking the concept of our catalog. More than just a simple list of books, our catalog is now a way to get people excited about California cultural life.

Visit our website to [download the pdf version](#) but make sure you stop by our office or at our events to pick up a physical copy too.

And since Heyday has decided to celebrate California's boundary-breaking ideas, we decided to break some boundaries ourselves. We're announcing our first ever [digital catalog](#), a companion piece to our physical one. It contains free content for download, author interviews, book videos, and chapters from our Fall/Winter 2010 books that no one else has seen yet.

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Win the California Desk Set

And of course, what Heyday newsletter would be complete without a free book to give away? Of course, since this giveaway is in honor of a brand new Heyday, we're not just giving away one book, or two, or even three. We're going to give away our top dozen bestselling titles as one prize package! This Desk Set includes a little bit of everything about California—something for everyone. The Desk Set includes:

- The Harvest Gypsies
- Journey to Topaz
- The Laws Field Guide to the Sierra Nevada
- The Laws Pocket Guide Set: San Francisco Bay Area
- Medicine Trails
- Mother Goose in California
- Nature's Beloved Son
- The Ohlone Way
- Rivers of California
- Tamalpais Walking
- Wallace Stegner's West
- Wherever There's a Fight

For a chance to win, email news@heydaybooks.com before August 31, 2010, and tell us what's your favorite thing about California in under twenty words. One winner will be chosen at random and, in

addition to receiving the Desk Set, he or she will be given the opportunity to highlight a nonprofit group of choice in our next e-newsletter.

We'll be sharing your responses on our [Facebook](#) page, [Twitter](#) feed, and our [blog](#), so if you'd rather remain anonymous, please let us know in your email.

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