



Credit: Sara Calvosa Olson

2025 ANNUAL REPORT

Supporting what we value

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Supporting what we value ⁰¹

Here at year's end, we're all called to consider what we value and want to support and uplift going into a new year.

These are the values we're doubling down on at Heyday:

Stories help us to know our home.

Shared ecological and cultural knowledge makes us better neighbors.

The best books are archives rooted in community as well as occasions to bring people together.

These are the values that animated our founder, Malcolm Margolin, whom we lost earlier this year — and they're the values that motivate us now. Through our books, *News from Native California* magazine, and events, we uplift diverse voices telling our culture's essential stories, innovating the means to a brighter future, and bringing people together in meaningful dialogue and shared vision.

2025 has been abundant with creativity, inspiration, and community. We're excited to share with you the most memorable highlights of the year.



A handwritten signature in black ink, reading "Steve Wasserman".

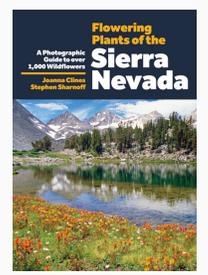
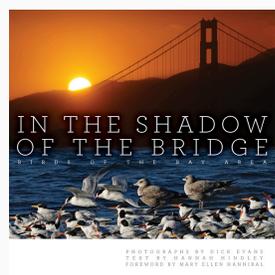
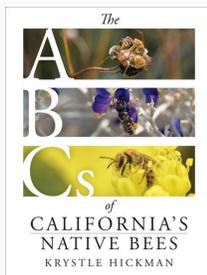
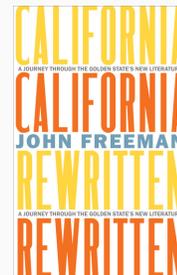
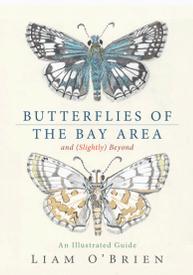
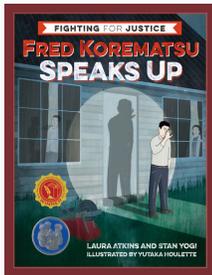
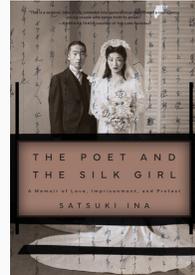
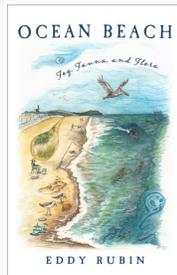
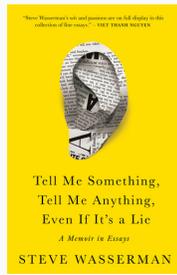
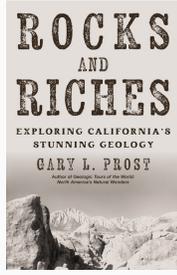
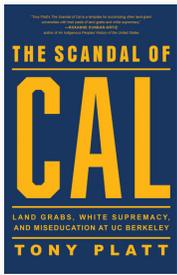
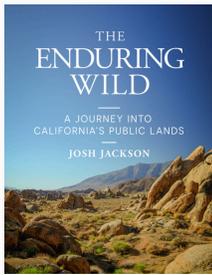
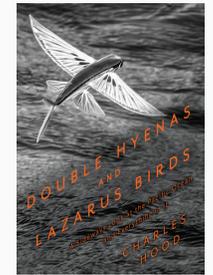
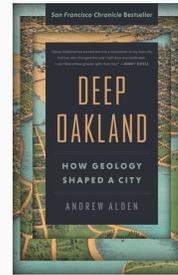
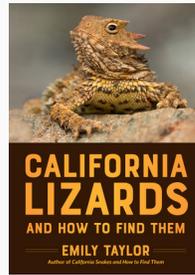
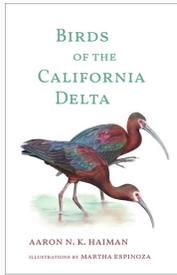
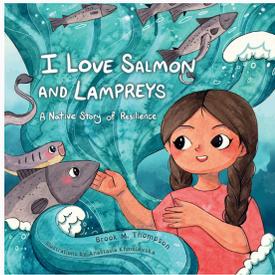
Steve Wasserman
Publisher

A handwritten signature in black ink, reading "Gayle Wattawa".

Gayle Wattawa
General Manager

2025 publications

We proudly published 18 books (8 hardcovers and 10 paperbacks) and 4 magazines in 2025.

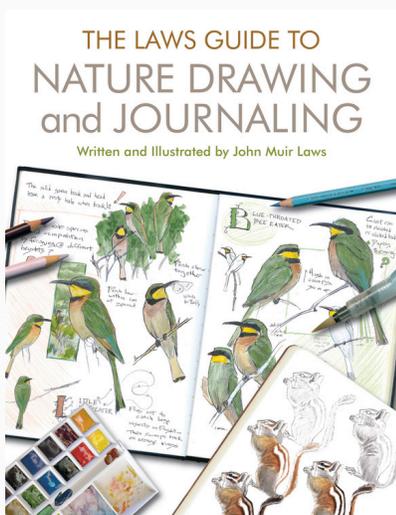


2025 bestsellers

03

Nature journaling inspiration, public lands in peril, a celebration of salmon (and lampreys!), and the new literature of the Golden State—these and more are among Heyday's top 20 bestsellers in 2025.

1. Laws Guide to Nature Drawing and Journaling
2. Laws Guide to Drawing Birds
3. I Love Salmon and Lampreys
4. Laws Field Guide to the Sierra Nevada
5. Laws Sketchbook
6. How to Teach Nature Journaling
7. Enduring Wild
8. Fylying's Illustrated Guide to Pacific Coast Tide Pools
9. California Rewritten
10. A Is for Acorn
11. Trees of California Note Card Box
12. Ohlone Way
13. Northern California Coast Note Card Box
14. Bad Indians
15. California Against the Sea
16. California's Wild Coast Note Card Box
17. State of Water
18. California Field Atlas
19. Journey to Topaz
20. Coyote at the Big Time



Breaking records on the backlist

The Laws Guide to Nature Drawing and Journaling, first published in 2016 and our #1 bestselling book of 2025, has enjoyed back-to-back years of record-breaking sales. One reason for this? Its connection to *The Backyard Bird Chronicles* (Knopf 2024), a #1 *New York Times* bestseller by Amy Tan. A visual feast, the book charts Tan's deepening art practice and delight in the avian wonders of her backyard. Her drawing teacher? **John Muir Laws**.

At a San Francisco City Arts & Lectures event upon the debut of this gorgeous book, Tan was interviewed by Laws. She shared that they met through a Heyday fundraiser, where she bid on a workshop generously donated by Laws.

Activism all year long

From adopting fire-conscious infrastructure to preventing public land selloffs, from shutting down immigrant detention centers to reforming prisons, Heyday authors are passionate champions of important causes, both on the page and in the world.



Rethinking fire

Obi Kaufmann's *State of Fire: Why California Burns* leapt to California bestseller lists in January as readers sought answers in the wake of the devastating Eaton and Palisades fires. In the book and elsewhere, Kaufmann urges Californians to get right with fire, which is neither random nor apocalyptic. The first step is to become geographically literate—understand the ecology and history of where you live—and then advocate for infrastructure that better addresses these realities. In an interview he remarks, “The cost of implementing such infrastructural design is high [...] [but] the cost of not having done so is surely higher.”

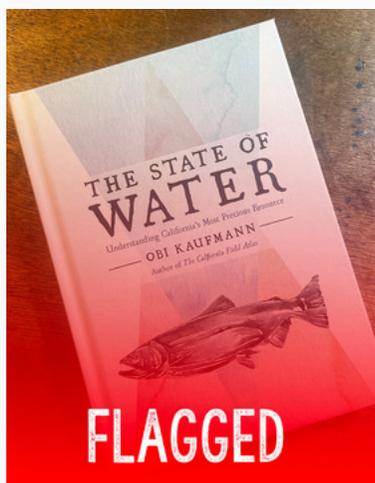
Defending public lands

Ever since **Josh Jackson** first became aware of California’s 15 million acres of Bureau of Land Management (BLM) lands, he has felt compelled to raise public awareness of them. *The Enduring Wild: A Journey into California’s Public Lands* was released in the early summer, just as public outcry was mounting in response to the massive proposed selloff of BLM lands in a draft of Congress’s “Big, Beautiful Bill.” Jackson took to his large platform to protest, even organizing an in-person rally in Yucca Valley.



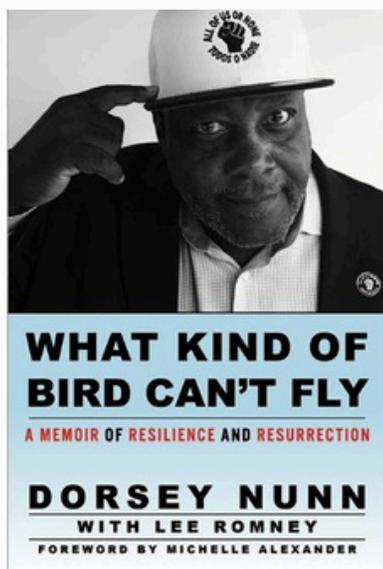
Speaking out with moral authority

Satsuki Ina, author of *Poet and the Silk Girl: A Memoir of Love, Imprisonment and Protest*, is cofounder of Tsuru for Solidarity, which works to end immigration detention sites. In a September interview, she told *The Guardian* that her incarceration during World War II, as well as her training as a psychotherapist specializing in trauma, turned her into an activist: “The mass incarceration solution is the most dehumanizing, long-term impact for whole communities. To imprison children, in particular, is inhumane and damaging.” She will be featured on *Burn Order*, Rachel Maddow’s new podcast.



Navigating censorship

Obi Kaufmann took to social media when he heard from sources that *The State of Water: Understanding California's Most Precious Resource* may have been flagged at Yosemite National Park to comply with an executive order. "This means that while the book hasn't been pulled from the shelves, no bookstore within the park will purchase any more copies from my publisher," he explained. (Heyday has so far been unable to confirm or deny.) "This book, probably my most political, wrestles with issues of indigenous justice, the restoration of Hetch Hetchy, the historical decoupling of the California economy from agriculture, the rights of biodiverse spaces under the Endangered Species Act of 1973."



Denouncing bans

Also in November, Heyday learned that the California Department of Corrections and Rehabilitation had banned circulation of *What Kind of Bird Can't Fly: A Memoir of Resilience and Resurrection* by **Dorsey Nunn** with Lee Romney among their population of nearly 100k incarcerated.

LA Times discussed the decision with Romney: "[Banning the book] denies those inside the walls a profoundly empowering message about what active healing and true remorse entail: a lifelong commitment not just to self improvement but to community building." Nunn urges in a piece for *San Francisco Bay View*, "Will you stand up and speak for the person in prison who wants to be more than he or she was at the time of arrest? [They] deserve to see themselves in the literature that they read, and dream that they could be an asset [to society]."

Publisher Steve Wasserman denounces the CDCR's ruling: "It's an outrage, and we are doing our utmost to shame the overseers of California's archipelago of prisons into reversing this deplorable decision."

New talent

With three new board members, new board leadership, two new Native writers in grant-funded positions, a new associate publisher, and a summer intern, Heyday's team is filled with talent.



Marilee Enge is a writer, researcher, and storyteller. She worked in development at *Mother Jones*, Audubon California, and Heyday. Originally a journalist, she wrote for *San Jose Mercury News*, *Anchorage Daily News*, and *San Francisco Examiner*. She joined the Heyday board in March. "I worked at Heyday a decade ago and returned as a member of the board because I'm passionate about the mission—to find and reveal our most beautiful natural places and intimate stories and to continue the search for California's cultural soul."



Timothy Don is founder and owner of Clio's Books in Oakland. Previously, he edited and curated *Lapham's Quarterly* and was the creator and director of the Oakland Book Festival. He is a student of art history, philosophy, literature, and contemporary aesthetics. He joined the Heyday board in May. "Heyday publishes some of the most compelling and beautiful books in North America, and it is an organization whose commitment to the life of the mind and the world of ideas is embodied on a daily basis by its remarkable staff."



John Donatich served as the director of Yale University Press from 2003 to 2025 and was VP, Publisher of Basic Books from 1997 to 2003. His articles and essays have appeared in *The Atlantic Monthly*, *Harper's*, *The Village Voice*, and many other periodicals. He has published two books, a memoir, *Ambivalence, A Love Story*, and a novel, *The Variations*. He is currently at work on a new novel and is training to become a licensed psychoanalyst. He joined the Heyday board in the fall.

"Joining the board of Heyday has brought home how profoundly this regional press registers on a national, if not global, way. The physical beauty of the books, the focus of its editorial program, and the reach of the press make it a pleasure and an honor to serve on its board." — John Donatich, board member



Megan Vered is an essayist and literary hostess with an MFA in Creative Writing from Vermont College of Fine Arts. Her essays and interviews have been published in *HuffPo*, *BuzzFeed*, *Shondaland*, the *Los Angeles Review of Books*, and elsewhere, and she is currently at work on a memoir. She originally joined the Heyday board in 2019 and assumed chair in May.



shaylyn martos is an award-winning producer, reporter, and game maker, utilizing multimedia storytelling to explore the intersections of gender and Indigeneity. She is the UC Berkeley California Local News Fellow for *News from Native California*. “Writing for *News* is a privilege and a challenge. I am learning more every day about CA Native history and cultural revival, and I feel blessed for the opportunity to talk story in community.”



Tori McConnell is Yurok and Karuk, and an enrolled citizen of the Yurok Tribe. She is a writer, artist, musician, basketweaver, fire practitioner, firefighter, traditional foods practitioner, language learner, and former Miss Indian World (2023–24). She joins Heyday as the fourth annual Graton Heyday Berkeley Roundhouse Writing Intern: “I am grateful and overjoyed to continue the work of highlighting California Indian experiences and stories in this new chapter.”

“I am honored to be stewarding the Heyday board as we build an enduring and inspiring legacy of storytelling.” —Megan Vered, Heyday board chair



Marthine Satris was promoted to associate publisher, a new role at Heyday, where she will continue to acquire boundary-breaking works in nature and other subjects, as well as nurture institutional partnerships. She has been with the company since 2019. Satris shares some of her publishing philosophy in an interview with Arya Natarajan on the Filter Feeder newsletter below.

Sala des Rosiers, a sophomore at Stanford studying earth systems, was our Bill Lane Center for the American West summer intern. “Heyday has taught me that work can be an act of joy. [...] A book passes through so many hands before it hits the shelves; from the first scribbles of the author to the careful attentions of the editor, the choosing of papers and colors and fonts, the art that can be found in and out, the effort of getting books into people’s homes. Each book is a miracle of collaboration and complexity, down to the tiniest letter on a page.”

“It’s not just about publishing one great book, it’s about building relationships. What is this [project] contributing to the community? How does this author contribute to the community? How can I give back to that community in my work?” — Marthine Satris, associate publisher

Events

Heyday hosts book events throughout California and beyond at bookstores, schools, cultural institutions, literary festivals, and other venues. We listed 120 on our website calendar in 2025.



Heyday Presents: **Josh Jackson** (*The Enduring Wild*) and **Obi Kaufmann** discussed the importance of California's public lands at Clio's Books in Oakland.



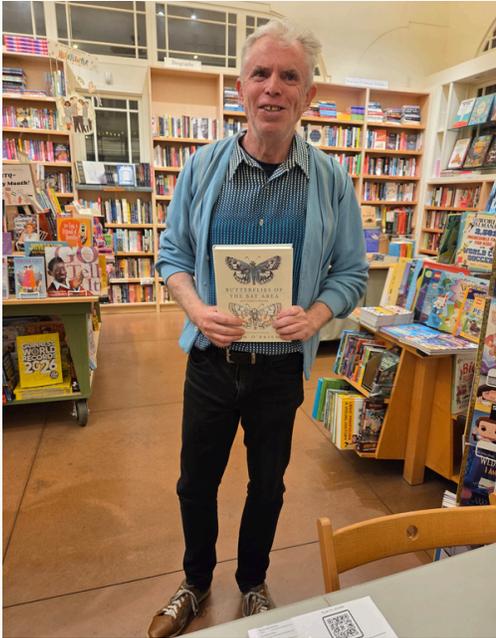
Brook Thompson visited three Oakland schools for her book tour for *I Love Salmon and Lampreys*. "To see kids be so interested in salmon and lampreys and see all their hands up to ask questions after my readings is all I could ever ask for."



Heyday Presents: **John Freeman** (*California Rewritten*) and prize-winning novelist **Tommy Orange** discussed the importance of place in writing at a sold out event at Clio's.



Krystle Hickman (center) poses with **Michelle Fullner** of the *Golden State Naturalist* podcast and author **Rosanna Xia** (*California Against the Sea*) at her book launch for *The ABCs of California's Native Bees* at the Hammer Museum in Los Angeles.



Liam O'Brien's *Butterflies of the Bay Area and (Slightly) Beyond* was launched at Mrs. Dalloway's in Berkeley.



Charles Hood, author of *Double Hyenas* and *Lazarus Birds*, welcomes visitors to the Velaslavasay Panorama in Los Angeles, where he launched his new book, his sixth with Heyday.



Publisher's Lunch: Associate Publisher **Marthine Satris** (right) hosts **Alexis Madrigal** (left) and **Dorothy Lazard** (center) at the Heyday offices.

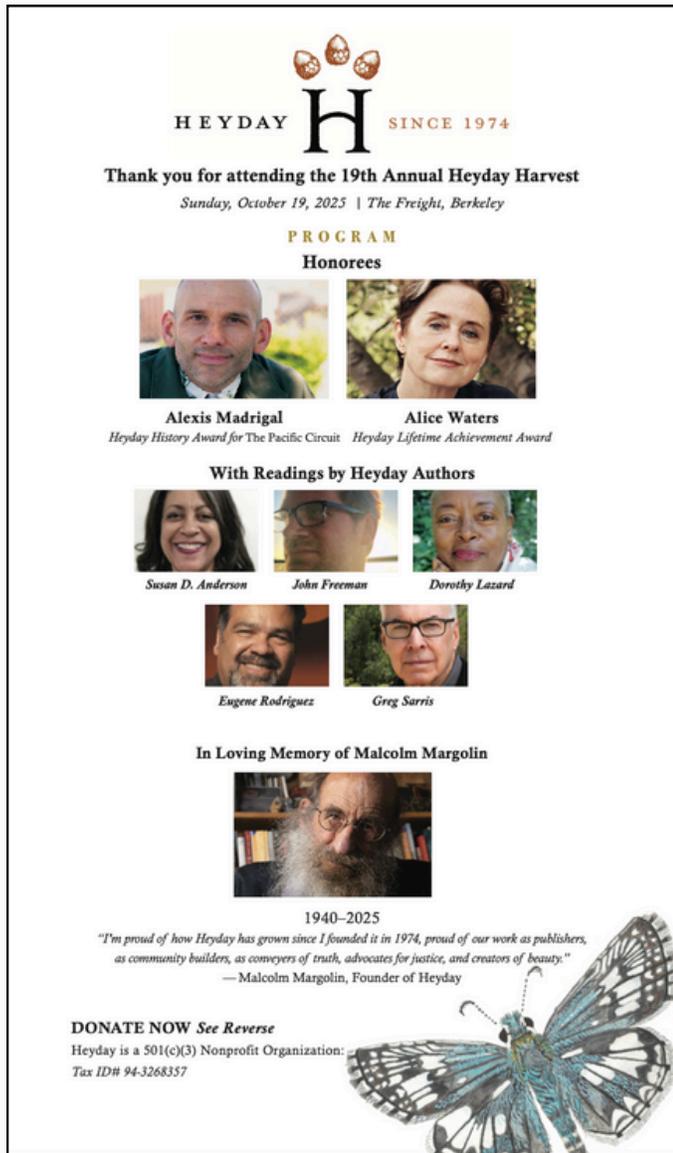
Publisher Steve Wasserman and associate publisher Marthine Satris host private **publisher's lunches** at the Heyday office year-round, featuring writers and activists.

- April 11: **David Rieff** on his experiences in Ukraine
- April 18: **Alexis Madrigal** in conversation with **Dorothy Lazard** about his book *The Pacific Circuit*
- August 22: **Janaki Anagha**, **Lupita Limón Corrales**, and **Dorsey Nunn** on building successful movements
- October 17: **Victor Erofeev** on Putin, Trump, and the "new barbarism"

Heyday members are invited to attend Heyday Presents events at Clío's in Oakland for free and are invited to private events at the Heyday offices hosted by our publisher and associate publisher. For more information on the many perks of membership, please visit heydaybooks.com/membership/.

Harvest

Nearly 400 people attended our 19th annual Heyday Harvest at The Freight in Downtown Berkeley. Here are a few highlights:



Above: Event program designed by Catherine Kanner.
Right: Standing ovation for Lifetime Achievement honoree Alice Waters.

Spellbinding readings from John Freeman, Greg Sarris, Susan D. Anderson, Dorothy Lazard, and Eugene Rodriguez offered **glimpses of recent and forthcoming titles** from Heyday.

Lifetime Achievement awardee **Alice Waters** shared that this was the first time she'd received an award in her hometown of Berkeley and how much that meant to her.

Alexis Madrigal, in a voice everyone knows from KQED *Forum*, painted visions of local community enriched by local publishing upon receiving the History Award for *The Pacific Circuit: A Globalized Account of the Battle for the Soul of an American City*.

The occasion was a cherished opportunity to honor and grieve our beloved founder, **Malcolm Margolin**, who passed away earlier this year.



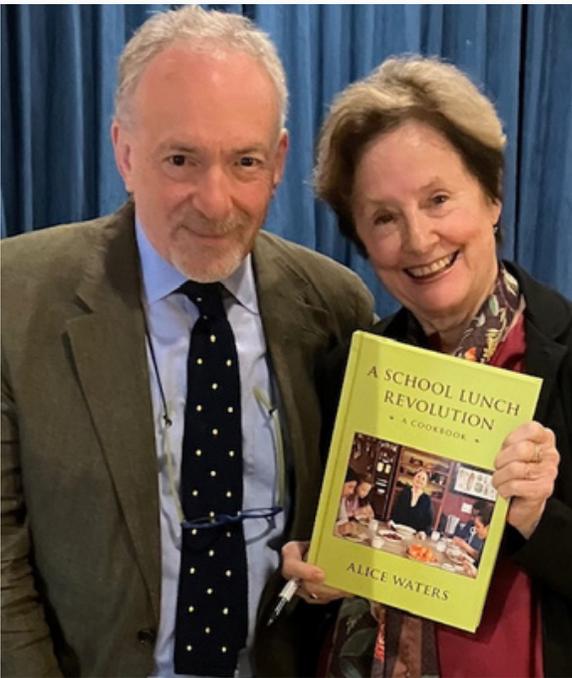
“Thank you for the great event last week! I came steeled for tiresome fundraising pitches, and left completely inspired.” —event attendee and new donor



Associate publisher **Marthine Satris** with board chair **Megan Vered**. Photo by Gayle Wattawa



Los Cenzontles musical performance. Photo by shaylyn martos



Publisher **Steve Wasserman** with **Alice Waters**. Photo by Cari Borja



Former board chair **Guy Lampard** remembering Malcolm Margolin. Photo by shaylyn martos

Harvest Sponsors

Storyteller Federated Indians of Graton Rancheria **Steward** Bruce Goldsmith **Sustainers** Another Planet Entertainment / Sherry Wasserman and Clayton F. Johnson • Clara Bingham • Edwin Blue Estate • Dick and Gretchen Evans, in honor of In the Shadow of the Bridge: Birds of the Bay Area • Will Hearst • Hearst Corporation • Guy Lampard and Suzanne Badenhoop • Katrina vanden Heuvel • Peter Wiley and Jessica Lipnack **Sowers** William Anklam and Judy Mistelske-Anklam • Sylvia Brownrigg • Tom Lockard and Alix Marduel • Karen and Tom Mulvaney • Alan Rosenus **Seeders** Clio's Books • Christina L. Desser and Kirk Marckwald • Frances Dinkelspiel and Gary Wayne • Marilee Enge and George Frost • Dale and Don Franzen • Whitney Green • Lizbeth Hasse and Joe Orrach • Adam and Arlie Hochschild • Lynn and Jeff Horowitz • Ingram Content Group / Publishers Group West • Barbara and Ron Kaufman Philanthropic Fund • John Ptak and Margaret Black • Linda Ronstadt • Dina Saalisi • Olivia Sears • Megan Vered and Marcus Thygeson • Steve Wax and Teresa Book **In-kind** Catherine Kanner • Kermit Lynch Wine Merchant • Temescal Brewing

Heyday Harvest Honorary Committee

Susan D. Anderson • Governor Jerry Brown • Dana Gioia • Will Hearst • Carol Blue Hitchens • Lynn and Jeff Horowitz • Maxine Hong Kingston • Karen Korematsu • Jonathan Logan • Davis Mas Masumoto • Greg Sarris • Peter Wiley and Jessica Lipnack

By the Numbers

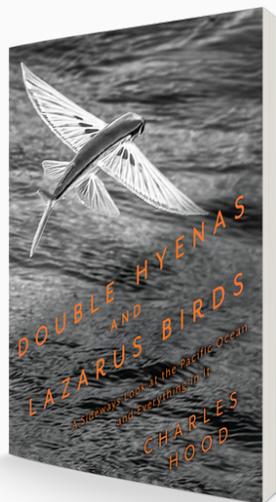
33 sponsors (>\$1,000 in support)—*most ever*

371 ticket registrations—*most ever*

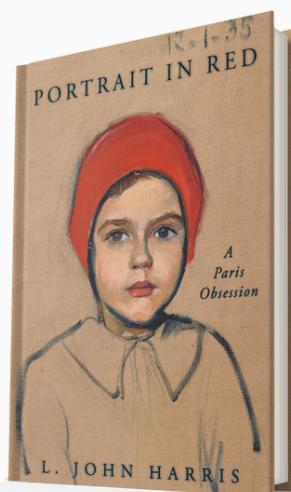


What the critics are saying

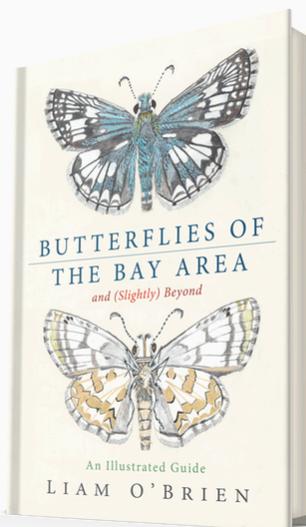
We don't have room to include all the stellar reviews Heyday's books received in 2025, but we're sharing a few favorite accolades.



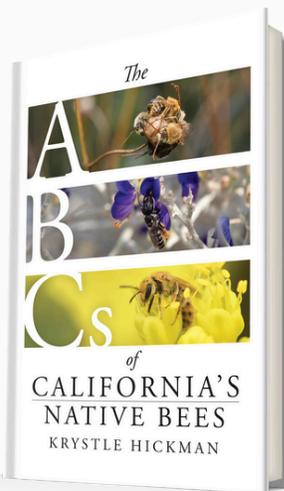
"In his **rollicking essay collection** *Double Hyenas and Lazarus Birds*, Charles Hood reckons with the ocean's simultaneous allure and risk through stories of seabird-watching and of his father's wartime service in the Pacific Theater."
—Rebecca Forster, *Foreword*



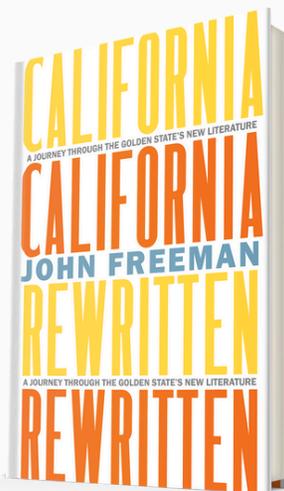
"I am absolutely besotted with *Portrait in Red* by L. John Harris, his journey in search of the story behind an anonymous and abandoned portrait found in Paris. [...] [It] gave me **many hours of delight**." —Tristine Rainer, author of *Apprenticed to Venus: My Years with Anaïs Nin*



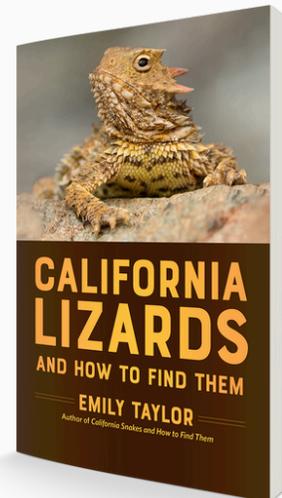
"This comprehensive and gorgeous book is so **full of reverence** for the prettier flying insects in our midst, so lacking in pretension, and so easy to understand, it'll inspire even the most fervent city-dwellers to get outside and find the little buggers."
—Rae Alexandra, *KQED*



“When Krystle Hickman talks bees, I listen. This book is a **stunning portrait** of the landscape around us, and then Krystle draws us in closer to a macro look at the overlooked, diverse, gorgeous, fascinating bees that deserve our attention and awe. As readers, we are so lucky to experience these creatures’ stories through her eyes and words.” —Alie Ward, host of the *Ologies* podcast



“John Freeman’s **crisp, incisive essays** cast a wonderfully sensitive eye on a wide-ranging collection of people who’ve written about this state in novels, reportage, memoir, history, and more. Step aside, New York; the center of the American literary universe has moved here.” —Adam Hochschild, author of *American Midnight*



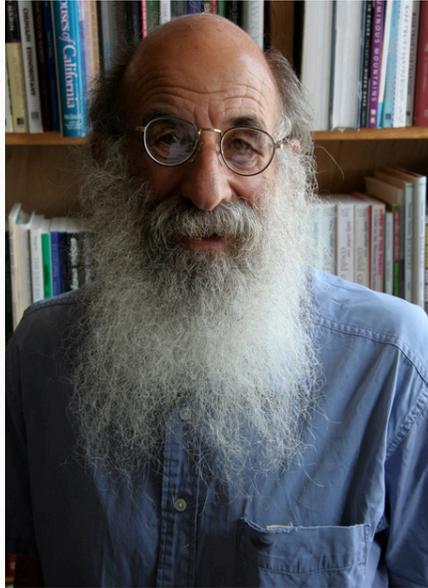
“Unlike many supposedly traditional field guides nowadays, *Lizards* is small and designed to be portable, with rounded edges that won’t snag in your cargo shorts. The book also focuses on a question often neglected in similar volumes: How do you find these little guys in the first place? Taylor packs her book with **beautiful photos** of coast horned lizards and fence lizards, as well as **compelling stories** about sighting these creatures over her years taking students out into the field.” —Robert Ito, *New York Times*

Remembering Malcolm

After our founder Malcolm Margolin passed in August, the media was awash in beautifully written remembrances, some of which we share here.

“Heyday has been a lodestar of American publishing. Knowing Malcolm was amazing. He was a genius, a true kindred spirit who loved all parts of California, especially the locations that mean so much to me. His great talent, to me, was his ability to engage people to tell their stories, and then to be such a great listener.”

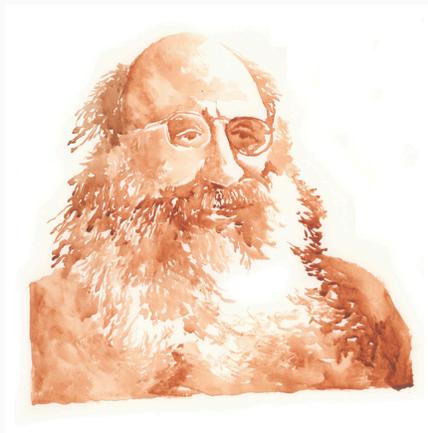
— **Susan Straight**, writer and educator



“For me, Malcolm modeled how to treat people who do this quixotic thing that we do. Kindness and generosity, as much as you can muster, is key. And joy, sparking it and nurturing it, as much as it's within you to do so, has to be part of the mission of publishing. To paraphrase the sage, being able to support poets, writers, and artists in some meaningful way is a get-to-do job, not a have-to-do one.” — **Oscar Villalon**, editor of *Zyzzva*

“[Malcolm] was also a mentor to so many Bay Area publishers, and advised McSweeney's at a key moment in our history. [...] Without his guidance and encouragement, we shudder to think where we'd be today. Malcolm made the impossible seem practical, and he cheered on everyone around him. We will miss him dearly.”

— **McSweeney's Internet Tendency**



Credit: Obi Kaufmann

“Malcolm's great eye for seeing beyond the stereotypes, encouraging us to appreciate the unsuspected richness of the people and places right around us, is for me, his lasting lesson and the legacy we should all grasp and celebrate.” — **Georges Van Den Abbeele**, cultural critic and philosopher

“Above all, we will miss his unrivaled talent as a storyteller and a dreamweaver. I shall personally miss his constant encouragement and his exemplary curiosity about the world.” — **Steve Wasserman**, Heyday publisher

News from Native CA

17

News from Native California received the 2025 **Cody Award** by the Berkeley Public Library Foundation for “exceptional dedication to amplifying the voices and experiences of California’s Indigenous peoples.”



Summer 2025 issue (top right) was guest edited by Graton Heyday Berkeley Roundhouse Writing Intern Muriel Ammon and is focused on language.

Fall 2025 issue (bottom left) is guest edited by Sara Calvosa Olson, author of *Chími Nu'am: Native California Foodways for the Contemporary Kitchen*, and is focused on food.

By the Numbers

Print subscribers: 1.5k
Social media followers: 23.5k
Blog posts to date: 35
Website users to date: 64k
Tabling: 10 events

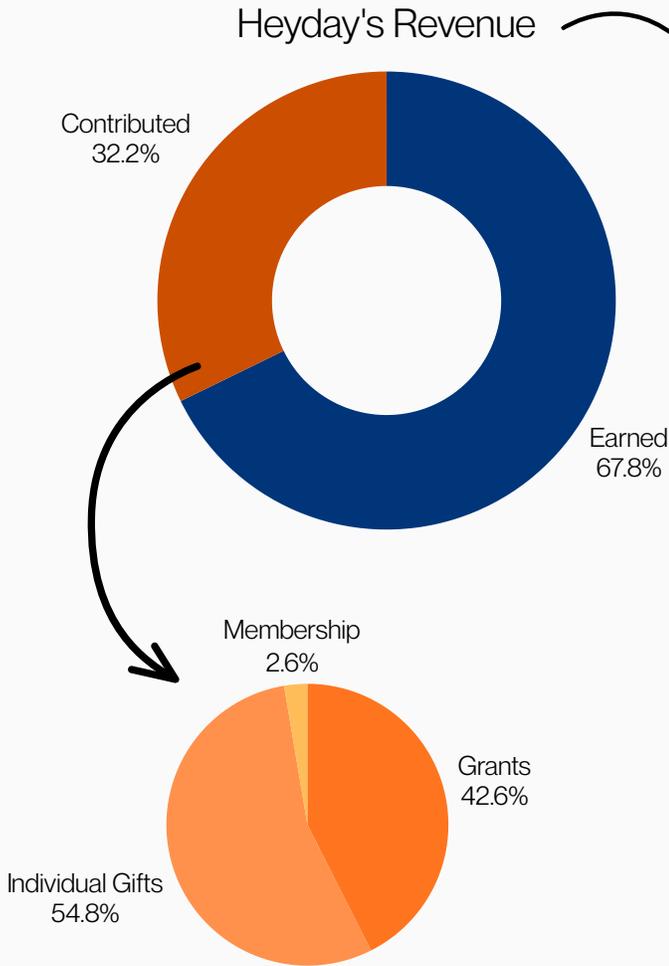
Winter 2025/26 issue (bottom right) cover is illustrated by Graton Heyday Berkeley Roundhouse Writing Intern Tori McConnell.



News from Native California received meaningful support from the Federated Indians of Graton Rancheria, Yuhaaviatam of San Manuel Nation, and Amazon Literary Partnership

Finances

Learn how Heyday's revenue and expenses break down by category.



Over $\frac{2}{3}$ of Heyday's revenue comes from **earned revenue**: book sales, magazine subscriptions and advertising, copublishing services, and permissions income.

The remaining essential $\frac{1}{3}$ comes from **contributed revenue**: individual donations, grants, memberships, and funding for specific book projects.

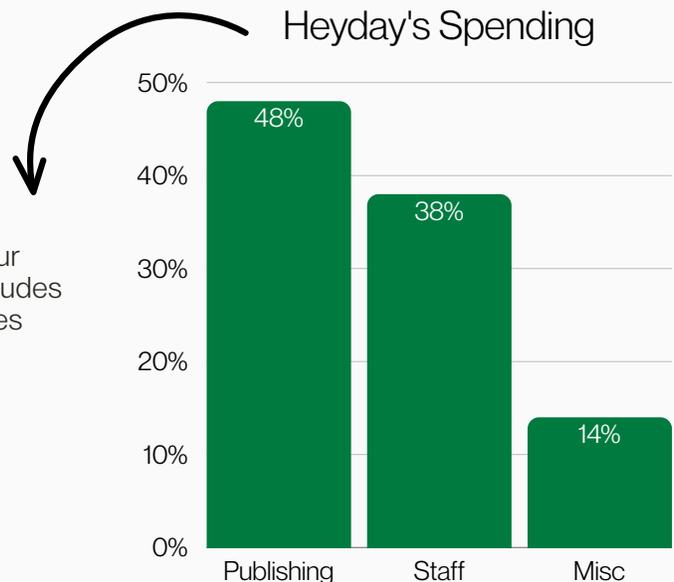
Breaking down contributed revenue, grants are from charitable foundations, tribal communities, corporations, and local government.

Most individual donations are made in honor of Heyday Harvest, our annual fundraising event.

Publishing is production expenses for our books and quarterly magazine, which includes printing and distribution as well as royalties paid to our authors.

Staff is salaries and benefits for 12 staff.

Misc is rent and utilities, consultants, and office and business expenses.



Heyday 101

Who we are, what we do.

Our Mission

Heyday is an independent, nonprofit publisher founded in 1974 by Malcolm Margolin in Berkeley, California. We are a diverse community of writers and readers, activists and thinkers. Heyday promotes civic engagement and social justice, celebrates nature's wonders, supports California Indian cultural renewal, and explores the state's rich history, culture, and influence. By platforming diverse voices and creating space for overlooked stories to be told, we aim to realize the California dream of equity and enfranchisement.

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Heyday staff **Chris Carosi**, **Emmerich Anklam**, and **Marthine Satris** with author **Rosanna Xia** at LA Times Festival of Books.

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Heyday at a Glance

Year founded: 1974

Fulltime staff: 12

Books published: 18

Events hosted: >120

Website users: 85k

Social followers: 36.7k

Newsletter: 9.6k

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