



**Oakland Public Library**  
125 14th Street  
Oakland, CA 94612  
www.oaklandlibrary.org

## From **Beggars** to **Choosers**

How the Oakland Public Library Went From  
Begging for Books on Amazon.com to Passing  
a Successful Tax Measure to Support Hours,  
Programs, and Materials

**PUBLIC LIBRARY ASSOCIATION—BOSTON**

MARCH 23, 2006 4:00 PM - 5:15 PM

Welcome and Introduction of Panel	Leslie Rodd
Setting the Stage: Budget Cuts and Begging	Leslie Rodd
Making Politics Work: Save Our Libraries and Organizing for Measure Q	Carmen Martinez
Motivation: A Library Angel on City Council	Jean Quan
The Campaign: Libraries and Schools	Larry Tramutola
Keeping the Promises of Measure Q Lessons Learned	Gerry Garzon
Q & A	All

### **SPEAKERS**

**Leslie Rodd**, Manager of Grants, Development, and Programs  
Oakland Public Library

**Carmen Martinez**, Director  
Oakland Public Library

**Hon. Jean Quan**, Council Member  
Oakland City Council

**Larry Tramutola**, Campaign Consultant  
Tramutola and Associates

**Gerry Garzon**, Deputy Director  
Oakland Public Library

Mr. Tramutola will be selling and signing copies of his book, *Sidewalk Strategies*, before and after the panel presentation.