

THIS IS MARK TWAIN

LONG-AWAITED AUTOBIOGRAPHY
REVEALS THE TRUE MAN

FALL 2010 NEWSLETTER

Books Hot Off the Press

Director Lynne Withey
Retires

Imprint Honors Intrepid
Editor

More Publishing and
Membership News

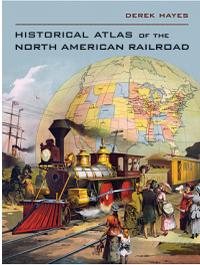


UNIVERSITY OF CALIFORNIA PRESS

HOT OFF THE PRESS

HISTORICAL ATLAS OF THE NORTH AMERICAN RAILROAD

Derek Hayes | \$39.95 (cloth)



This colorful and informative atlas delves into the history of the railroad in North America. Nearly 400 maps, most in full color, plus many historical photos, brochures, and posters, combine to reveal how the railroad transformed a continent.

CULINARY EPHEMERA: AN ILLUSTRATED HISTORY

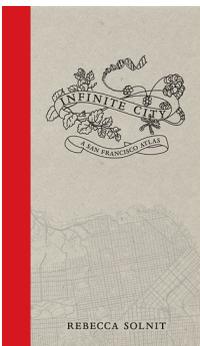
William Woys Weaver | \$39.95 (cloth)



“Few works in any genre have captured so precisely and memorably the interplay of food, design, technology, business, and popular culture.”
—Laura Shapiro

INFINITE CITY: A SAN FRANCISCO ATLAS

Rebecca Solnit | \$49.95 (cloth), \$24.95 (paper)

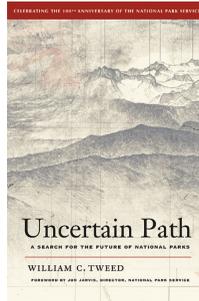


Breathtakingly original, this atlas of the imagination invites us to search out the layers of San Francisco that carry meaning for us—or to discover our own infinite city, be it Cleveland, Toulouse, or Shanghai. *Includes 22 gorgeous color maps.*

Browse or order at www.ucpress.edu.
UC Press members receive generous book discounts.
Join at membership.ucpress.edu.

UNCERTAIN PATH: A SEARCH FOR THE FUTURE OF NATIONAL PARKS

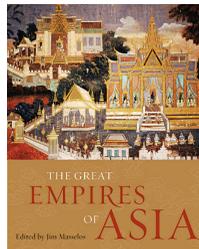
William C. Tweed | \$24.95 (cloth)



“A must read for wilderness and parks lovers who also know that climate change must be addressed if we are to be good stewards of our natural heritage.”
—Sierra Club Chairman
Carl Pope

THE GREAT EMPIRES OF ASIA

Edited by Jim Masselos | \$34.95 (cloth)



This gorgeously illustrated volume brings to life a thousand years of history and the characters, events, and influences that shaped them.

AWARDS & ACCOLADES

American Book Awards of the Before Columbus Foundation For *Poems for the Millennium*, Volume Three, edited by Jerome Rothenberg and Jeffrey C. Robinson, and *Digging: The Afro-American Soul of American Classical Music*, by Amiri Baraka

William J. Goode Book Award of the American Sociological Association For *Longing and Belonging: Parents, Children, and Consumer Culture*, by Allison J. Pugh

Robert Motherwell Book Award of the Dedalus Foundation For *Cézanne's Other: The Portraits of Hortense*, by Susan Sidlauskas

National Science Board Public Service Award For *Between Earth and Sky: Our Intimate Connections to Trees*, by Nalini M. Nadkarni

THIS IS MARK TWAIN

LONG-AWAITED AUTOBIOGRAPHY REVEALS THE TRUE MAN

“If you think he’s nothing but a kindly, harmless old gent (and even more harmless for being dead), you’re not only wrong—you’re going to get hurt. A dead bee can sting you and, even from the grave, Twain still knows how to sting.”

NEWSWEEK

William Faulkner called Mark Twain “the father of American literature.” And a century after his death on April 21, 1910, Twain remains one of the most beloved and widely read authors in the world. According to his wishes, his *Autobiography* will now appear in print, in its entirety and as he intended, for the first time in history.

For readers familiar with Twain’s fiction, this landmark publication is a chance to see him in an entirely new light. “The way in which he emerges in this work is different from the way you would see him in any kind of work of fiction,” said Mark Twain Papers General Editor Robert Hirst in a recent BBC interview. “He is there, talking directly to you, and he is not guarding himself.”

Twain felt it was critical to delay publication of his autobiography until well after he died so that he could tell the whole, uncensored truth. His penetrating observations about human nature, whether personal or political, moving, cranky or humorous, are remarkably relevant today. Twain observed and wrote dur-

ing a period of great social and political change in post–Civil War America, often using humor to address serious issues still debated today such as war, race, and religion.

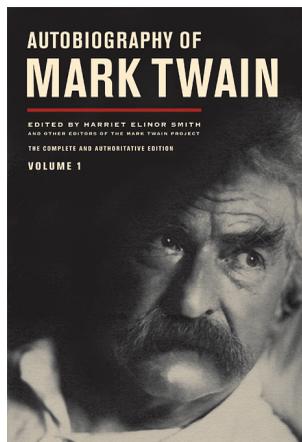
Although he penned many autobiographical pieces during his lifetime, it wasn’t until 1904, at age 69, that Twain finally hit upon what he called “the right way to do an Autobiography.” In 1906 he began the ambitious project of systematically recording his life for posterity, which took up the remaining years of his life. Scorning a traditional chronological narrative, Twain deliberately dictated to his stenographer episodes of his life in no particular order other than what interested him at the moment, combining reflections upon the past with commentary on present-day events.

Although Twain did not provide detailed instructions for how the text should eventually appear, he left plenty of clues. Decades of study by the editor-detectives at the Mark Twain Papers

at UC Berkeley’s Bancroft Library have unraveled his specific, idiosyncratic intentions for the autobiography’s structure, style, and voice. UC Press is publishing the much-anticipated first of three volumes this November and recently launched an innovative web site (thisismarktwain.com) that takes readers behind the scenes to view materials previously available only at the Bancroft Library.

The site brings the *Autobiography* to life in video slideshows, images, interviews with the editors and other Twain experts, and audio clips of texts from the book.

(continued on page 5)



DIRECTOR LYNNE WITHEY RETIRES AFTER 25 YEARS AT UC PRESS

“Lynne has provided vision and leadership for UC Press and for university presses nationally and leaves UC Press with a sterling reputation for impeccable quality.”

DANIEL GREENSTEIN, VICE PROVOST
OF ACADEMIC AFFAIRS, UNIVERSITY OF
CALIFORNIA

Director Lynne Withey, who has guided University of California Press through some of the most transformative years in its history, is retiring at the end of 2010. Under her leadership, UC Press entered the dynamic age of digital publishing and embraced a number of vital new disciplines such as food and culture and California studies.

A scholar in her own right and the author of four books, Withey joined UC Press in 1986 as Assistant Director. She also worked as an acquiring editor and played a major role in shaping editorial programs (see below)—particularly history, music, Middle Eastern studies, and public health. She was named



director in 2002 and served as president of the Association of American University Presses in 2005–06. Her tenure as director fostered a 35 percent increase in annual book and journal sales (from \$19.3 million in 2002 to a high of \$26 million in 2008) as well as significant growth of the UC Press Foundation, which has raised an unprecedented level of philanthropic support among university presses.

Withey’s inspired vision for the future of academic publishing has won overwhelming praise from the publishing community. Peter Wiley, a member of UC Press’s Board of Directors and Chairman of John Wiley & Sons, notes, “As an author, Lynne brought insights to her job that have been essential to a great publish-

ing operation. While focusing on UC Press’s mission, she has helped shape a strategic vision which will serve the press, the university, and our readers well in years to come.”

Authors too emphasize the many qualities that make Withey stand out. Stephen Humphreys collaborated closely with her on the outstanding Middle Eastern studies list when he served on the faculty Editorial Committee, and she was the editor of his acclaimed book *Between*

Exceptional Books from a Distinguished Editor

1992 Publication of the *Martin Luther King, Jr. Papers* begins. Lynne Withey acquired the publishing rights to this authoritative, chronologically arranged, multi-volume edition, which preserves Dr. King’s intellectual legacy for today’s readers and future generations.



2000 David Cairn’s two-volume biography *Berlioz* is hailed as a “heroic and faithful portrait” by *Washington Post Book World* and is named a *New York Times Book Review* Notable Book of 2000.



Memory and Desire. “In addition to her talent and insight as an editor,” Humphreys says, “I was impressed by her poise, professionalism, honesty, and personal bearing. She was unfailingly courteous, but always frank.”

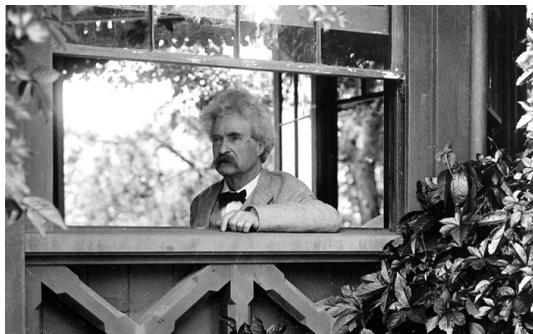
Withey’s decision to retire has been several years in the making. She remained at the helm during the challenges of the recession, guided UC Press to its current solid financial footing, and developed an exceptionally talented staff to launch UC Press into the next era of its history. “Lynne is a wonderful friend, colleague, and boss,” says Associate Director and Publisher Sheila Levine. “I will miss her terribly, but I’m very happy for her as she moves into the next stage of her life.”

Withey’s plans for retirement are almost as ambitious as her career. She has increasingly been drawn to the southwest, particularly to New Mexico and Santa Fe, where she maintains a residence. “I want to get back to history,” she says. “My original area was early American history, but I’ve gotten interested in the Spanish period in the American southwest. I don’t know if I’ll write another book, but there’s so much more I want to learn.”

(This Is Mark Twain, continued from page 3)

Publication of the *Autobiography of Mark Twain* has been made possible by generous donations to the UC Press Foundation from Wilson Gardner Combs and Frank Marion Gifford Combs in honor of Wilson Gifford Combs and Maryanna Gardner Combs, and from John G. Davies. These gifts will also support an ambitious marketing and social media campaign to reach as wide an audience as possible.

“To the Unborn Reader,” the great author presciently wrote, “In your day, a hundred years hence, this manuscript will have a distinct value; & not a small value but a large one.” More than a record of a historical period, the *Autobiography’s* keen insights connect Twain’s world to our own.



Clemens in his study at Quarry Farm, Elmira, New York, 1903.
MARK TWAIN HOUSE AND MUSEUM, HARTFORD

2004 The groundbreaking California World History Library title *Maps of Time: An Introduction to Big History*, by David Christian, wins the World History Association Annual Book Prize.



2009 *The Heart of Power: Health and Politics in the Oval Office* plays a major role in the intense debate over health care reform and is featured on the front page of the *New York Times Book Review*.



PUBLISHING NEWS

INTREPID EDITOR INSPIRES IMPRINT

UC Press recently launched a new imprint honoring Executive Editor Naomi Schneider. “Naomi’s commitment to social justice and human rights has inspired not only her authors, but all of her colleagues here at UC Press,” says Associate Director and Publisher Sheila Levine. “The Naomi Schneider Imprint reflects that passion by promoting unconventional thinking about contemporary issues and highlighting the lives and experiences of marginalized communities.” The imprint’s first title—Paul Farmer’s ac-

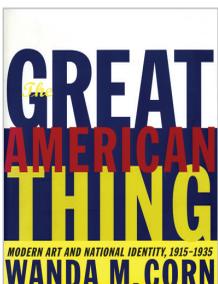


claimed *Partner to the Poor*—collects two decades of writing by this anthropologist and physician who has fundamentally changed the way we think about health, international aid, and social justice.

NEW TEAM TACKLES ART HISTORY

This fall UC Press’s award-winning art and art history program turns a new page upon the retirement of long-time editors Stephanie Fay, Sue Heinemann, and Deborah Kirshman. We are delighted to welcome new acquiring editor Kari Dahlgren, who was previously Publications Manager at the Center for Creative Photography at the University of Arizona, and art project editor Laura Harger, who has worked as an editor

at UC Press for over ten years. UC Press’s art program is one of the most visible and prestigious in



Wanda Corn’s 1999 *The Great American Thing* cemented UC Press’s reputation as a leading publisher of American art and art history.

the nation and is particularly well-known for its strengths in American and California art and artists. The book list also features collections of artists’ writings, pathbreaking studies of artistic movements and influences, monographs on individual artists, and partnerships with museums across the United States including the Georgia O’Keeffe Museum, the Phillips Collection, Fine Arts Museums of San Francisco, the Autry National Center, and the Smithsonian Institution. “I’m proud of the exceptional art list Stephanie, Sue, and I developed together,” says retiring Art Book Team leader Deborah Kirshman. “And I’m delighted Kari and Laura will bring new perspectives to reach larger audiences of readers around the world.”

UC PUBLISHING SERVICES IN STRONG DEMAND

In 2009 UC Press and the California Digital Library (CDL) embarked on a collaborative venture to support the vibrant and prolific publishing activity across the UC campuses. By offering a suite of open-access digital and print publication services, UC Publishing Services (UCPubS) enables University of California centers, institutes, and departments that produce publications to focus on scholarship rather than on distribution, sales, and web platform development. “Campus partners immediately recognize the benefits of this program as it solves so many of the logistical challenges they face as small publishers,” says Laura Cerruti, Director of Digital Content Development at UC Press. “Still,” she adds, “we have been surprised and thrilled by the enormous response from the UC community.” Over a dozen clients are now taking advantage of the expertise, scale, and visibility the program offers.

UC PRESS FOUNDATION

GIVING VOICE TO GREAT IDEAS

The UC Press Foundation welcomes new Trustee **DR. DAVID HAYES-BAUTISTA**, Professor of Medicine and Director of the Center for the Study of Latino Health and Culture at the School of Medicine at University



of California, Los Angeles. His research on the health of the Latino population informs the teaching of medical students, residents, and practicing providers on how to manage the care of a Latino patient base effectively, efficiently, and economically. Dr. Hayes-Bautista is also the author of *La Nueva California: Latinos in the Golden State*, published by UC Press.

Trustee **JIM NAIFY** and **CARLIN NAIFY** hosted a private reception at their home in Sacramento featuring **EVAN GOLDSTEIN**, author of *Daring Pairings*, the adventurous companion



to the acclaimed *Perfect Pairings*. Goldstein offered advice on how to bring less conventional but increasingly popular wines to the table and tips for pairing them with food. The book includes recipes from thirty-six star chefs.

DAVID WARD talked about his book *Alcatraz: The Gangster Years* at the Petaluma home of Trustee **PATRICIA KLAUS**. Guests learned about the



federal government's attempt to harness incorrigible criminals such as Al Capone at the notorious prison, the psychological effects on the prisoners, and their resistance and adaptation. A renowned penitentiary expert, Ward raises timely questions about today's super-max prisons by shining a light on the most famous prison in the world.

JOIN US!

Private gifts from readers like you are essential to publish and disseminate the highest-quality scholarship, and members enjoy a range of benefits including gift books, discounts, and invitations to exclusive events.

Join now at membership.ucpress.edu or complete and return the enclosed envelope.

BOARD OF TRUSTEES

Stephen A. Arditti, Chair
Elizabeth Birka-White
James H. Clark, Ex Officio
Richard Damm
Mary Dingman
Sonia Holden Evers
Carol Field
Sukey Garcetti, Emerita
Harriett Gold, Emerita
Brett Gottlieb
Gary K. Hart
David Hayes-Bautista
Adele M. Hayutin
Patricia Klaus
Watson M. Laetsch
R. Marilyn Lee
Judith Kafka Maxwell
Michael McCone
Jack Miles, Emeritus
James Naify
William Nolan
Richard C. Otter, Emeritus
Barbara Z. Otto
Martin Paley, Emeritus
Lucinda K. Reinold
Loren R. Rothschild, Emeritus
Jennifer Basye Sander
Diana P. Scott
Lisa See, Emerita
Meryl Selig
Stephen M. Silberstein
Judith Timken, Emerita
Anna Weidman, Ex Officio
Lynne Withey, Ex Officio



UNIVERSITY OF CALIFORNIA PRESS
2120 BERKELEY WAY, BERKELEY, CA 94704-1012

NONPROFIT ORGANIZATION
U.S. POSTAGE PAID
UNIVERSITY OF CALIFORNIA PRESS

ABOUT UC PRESS

University of California Press, one of the most distinguished publishers in the United States, enriches lives around the world by advancing scholarship in the humanities, social sciences, and natural sciences. As a nonprofit institution, UC Press relies on private contributions to fulfill its mission. Generous donors ensure our ability to serve readers worldwide with books and journals that promote independent thinking, examine the historical record, and inspire the pursuit of knowledge.

UC PRESS NEWSLETTER

MANAGING EDITOR Erin Marietta (emarietta@ucpress.edu)

CONTRIBUTING EDITORS Janelle Cavanagh, Kathryn Leung

PHOTOGRAPHY Cover: Clemens at Tuxedo Park, New York, 1907.

Photograph by Isabel Lyon. Mark Twain Papers, The Bancroft Library, UC Berkeley. Page 4: © Peg Skorpinski.

DESIGN Nicole Hayward