

Watch this Space
for New Logo!
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Lambda Archives of San Diego NEWSLETTER

"Preserving and Teaching Our History"

Our New Name: Lambda Archives of San Diego

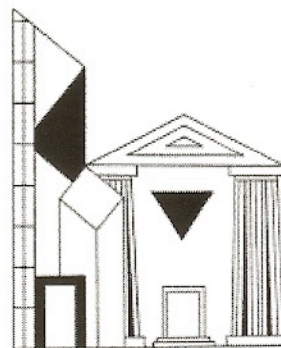
by Sharon K Parker

What's in a name? For starters, it is your identity. It is also your history. Many of us were born into a name and didn't have the luxury or freedom of choosing our own. For others who have changed their names, it can be an empowering experience.

Here at "the archives," our name has gone through several changes. We have celebrated our 15th year, our teenage years of self-identification if you will, by choosing a new name to reflect and encompass our rich and diverse San Diego community. Our new name, **Lambda Archives of San Diego** (serving the lesbian, gay, bisexual, transgender, intersex, and questioning community) does just that.

The Board formally adopted the name after careful thought and discussion. We obtained valuable input from our members, volunteers, and representatives from the bisexual and transgender organizations in our community.

In December 1987 when the Lesbian and Gay Archives of San Diego was founded (primarily by Jess Jessop, who collected materials in virtually every corner of his apartment), the search was on not only for a new home but also for a logo that would reflect the true meaning and mission of the Archives. The logo was created in 1988 by the late Tim Grummon, the local artist who designed not only for San Diego



Original Logo 1988-1993



LGHSSD Logo 1993-2003



Prototype of New Logo

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Obelisk Bookstore Celebrates 10 Successful Years

by Frank Sabatini

It was January, 20, 1993. Our nation's capital was swept up with excitement over Bill Clinton's presidential inauguration. And here in San Diego, an aspiring entrepreneur was officially opening a landmark business that would outlive Clinton's two terms in office.

The timing was pure coincidence, quips owner Bruce Kerschner, but the inaugural event has served as an easy

reminder of the store's anniversary.

Obelisk remains San Diego's only bookstore that speaks directly to LGBT audiences. Most of its tomes are either written by LGBT authors, both obscure and well known, or pertain to myriad issues and subjects that affect our community.

"I used to check out the gay bookstores whenever I traveled to other cities. And I realized that San Diego didn't have anything that spe-

cialized mostly in gay and lesbian subjects," Kerschner recalls.

So after completing graduate school at San Diego State University, Kerschner decided to launch the business. "The store was a success from day one," he says. "And it's paid for itself ever since."

Kerschner originally intended to incorporate a coffee shop into the quaint 2,000-square-foot space, but ended up using the entire floor plan as the bookstore. The espresso ma-

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