

East West Bookshop Celebrates 20 Years of Service

by Judith Campanaro

If you have been in this community for a while, you remember the opening of East West Bookshop 20 years ago. You will remember their first move a few years later and then their second move to the current location.

Each move brought more space, more books, and more goodies. East West Bookshop at 6500 Roosevelt Way in Seattle continues to be the kind of place everyone goes because you feel good there and your soul gets fed.

Susan McGinnis, manager of East West, says their goal is to be a channel of light and a place within the community where anyone can come and find their next step whether that is in creating help for themselves or finding oneness with the universe.

Says McGinnis, "We throw our doors and our arms wide open so that everyone can come in and find what they need. It's a place where people can work together spiritually and surround their spiritual beliefs in actual experience and it's a place where those in the community who teach and have something to offer can come and share what they know with others."

Judith: You are truly a gift to the community. What are the ways East West is practical and inspirational? Say someone

wants to follow their dream but they don't really know what their dream is and maybe they are lead to the bookstore. What are the practical steps they could go through to find what they're looking for?

Susan: Obviously, we have some great books about following your life path and other books that can help a person get in touch with spirit. Sometimes our life path or dream isn't what we think it is and spirit is nudging us to take another step. We might ask someone who came into the store with that sort of need what kinds of things they're interested in and what kinds of things inspire them or spark their energy.

We might direct them to one of the many classes we have to offer and try to find something that would be appropriate for what they are looking for. Underlying all this is suggesting that they get in touch with who they are inside. We might suggest that they find a continual practice that brings them in touch with their own inborn intuition and their connection to spirit that is going to give them the guidance and the information to take the next step. We offer meditation classes and often suggest meditation as a tool for becoming still enough so that they can hear what spirit is trying to communicate to them.

Judith: So could someone walk into the store and ask for help like that?

Susan: Sometimes people ask for help that



East West Bookshop has been like a second home to many spiritual seekers in its 20-year history. After two moves to increasingly larger spaces, East West is now located at 65th and Roosevelt in Seattle.

directly but not always. Our role isn't to tell anyone anything but to help them understand something themselves. We try to tune in to people and help direct them to what it is they are asking for. We don't offer a formal service. Most people come in a browse and find what they are looking for.

Often we find it's the person themselves who ends up suggesting and knowing through our interactions what it is they need to do. We suggest certain things to them and give them choices and lots of options. Even when they ask for our suggestions, we tell them that, in the end, it has to be something that resonates with them and we give the person lots of thoughts and ideas and the space in which to

discover what is right for them.

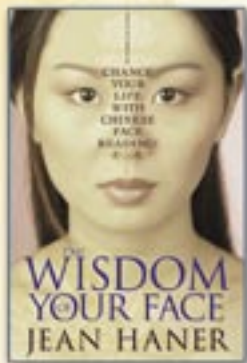
Judith: How did East West Bookshop get started?

Susan: The store was started by members of the group of the Ananda Center. One of the members of the group was at a turning point in her career and she was meditating on what her next step was. What came into her meditation was East West Bookshop. At that time there was an East West Bookshop (and still is) in California that was being operated by members of Ananda down there. She began researching it and another friend and myself joined her in the venture.

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