**Why Create an All-American Club Yearbook?**

*by John Washburn, All American Award Chair*

“Why create an All American Club Yearbook?” Here are some answers.

- It would give your club an excellent record of 2010;
- If you’ve never done one before, it can be a tool to examine your club’s strong points and where you need to put more effort in the future;
- If you have put together a book in the past, a comparison of this year to past years can also be an effective tool - what’s changed, what’s good, what needs improvement, have we been moving in the right direction - all good things to look at and weigh;
- It can pull club members together around a common goal, each adding their own talents and strengths to the project; and most importantly
- It can act as a focal point at your Show or at your meetings to attract potential new members.

In the past, I have written a series of articles for the AFMS Newsletter giving hints and suggestions about how you can tackle this project. It is, by no means, a simple task, but it is one that can be done with a plan in mind and with the help of a group of members.

Last year, I compiled those articles into a booklet form and took copies of the AFMS Convention & Show in Billings, MT. They were well received. How well? I kept returning to Office Depot to make more copies!

The booklet is called “An All American Club Yearbook: A Guide for Preparation.” If you didn’t keep a copy of the newsletters containing my articles and are interested in having a copy of the booklet, you can contact me for either an electronic copy in pdf format, or I can send you a hard copy.

You can write to me: John Washburn, 107 Deer Creek Road, Rochester, IL 62563-9220. You can e-mail me: <jwashburn2@att.net> or you can call me at 217-498-7713. I would welcome the opportunity to be of help to you and your club.

The deadline for entry in the AFMS contest is April 15th. Check with your regional chairs for their deadline. The entry form that you should use can be found on page 7 of this issue.

---

**Also In This Issue**

- Something to Think About ................................... 2
- Make Your Event Stand Out ................................. 2
- Communication .................................................. 3
- Junior Activities .................................................... 3
- Club Rockhounds of the Year ................................. 4
- Regional Federation Conventions ......................... 4
- AFMS Convention News ..................................... 5
- Web Site Contest ............................................... 6
- Max Burkhalter .................................................. 6
- Quick Tips for Editors ........................................ 6
- All American Entry Form ..................................... 7
- A.L.A.A. .............................................................. 9
- Honoring Mike Kokinos ...................................... 10
- Why Micromounts?.............................................. 10
- AFMS Committee Chairs ................................... 11
- Hall of Fame ..................................................... 12
- Public vs. Private Websites ................................. 12

**If You’re In Quartzsite...**

*by Shirley Leeson, ALAA Vice President*

If you happen to be in the southwest during January, please stop by.

ALAA, the American Lands Access Association is having a meeting in beautiful downtown Quartzsite on Wednesday, January 19, 2011 at 9am (Mountain Time). The meeting will be held at the Senior Center on Moon Mountain Road. ALL are welcome to attend.

It appears that the desert will be changing and not for the good of the collectors. No matter what activities you enjoy, it appears that large tracts of land will be taken for solar projects and thus we will lose a number of collecting areas.

Your voice and support are needed as we try to work with the "powers that be" on a solution that will satisfy everyone. YOU can help. Please attend if you’re in the area.

Contact <shirleyleeson@cox.net> for additional information.
I would like to share a short story about "Somebody" that I read in The Rockhound, an Eastern Federation club bulletin. I got their permission to use the story.

Once upon a time there were four people. Their names were Everybody, Somebody, Nobody and Anybody. Whenever there was an important job to be done, Everybody was sure that Somebody would do it. Anybody could have done it, but Nobody did it. When Nobody did it, Everybody got angry because it was Everybody's job. Everybody thought that Somebody would do it, but Nobody realized that Nobody would do it. So consequently Everybody blamed Somebody when Nobody did what Anybody could have done in the first place.

Sound familiar? Instead how about "I have an idea and I will do it".

December is the end of the calendar year and is also known as the season for giving. A couple of suggestions that "Anybody" could use would be a gift subscription to Rock and Gem Magazine, the official magazine of AFMS that contains lots of tips and articles about the hobby, or a membership in ALAA (American Lands Access Association) the organization that is working to keep our collecting rights from disappearing. Other ideas might include subscriptions to Rocks and Minerals or Mineralogical Record magazines or, for your editor, a membership in S.C.R.I.B.E.

With that in mind I would like to wish all a Merry Christmas, Happy Chanukah and a happy, healthy and a prosperous new year.

Cheerz, Bob

---

**Something to Think About**

_by Bob Miller, President_

How often have you noticed at a club meeting that a member will stand up with an idea and mention that "Somebody", should do it?

I would like to have a short story about "Somebody" that I read in The Rockhound, an Eastern Federation club bulletin. I got their permission to use the story.

Once upon a time there were four people. Their names were Everybody, Somebody, Nobody and Anybody. Whenever there was an important job to be done, Everybody was sure that Somebody would do it. Anybody could have done it, but Nobody did it. When Nobody did it, Everybody got angry because it was Everybody's job. Everybody thought that Somebody would do it, but Nobody realized that Nobody would do it. So consequently Everybody blamed Somebody when Nobody did what Anybody could have done in the first place.

Sound familiar? Instead of "I have an idea and I will do it".

December is the end of the calendar year and is also known as the season for giving. A couple of suggestions that "Anybody" could use would be a gift subscription to Rock and Gem Magazine, the official magazine of AFMS that contains lots of tips and articles about the hobby, or a membership in ALAA (American Lands Access Association) the organization that is working to keep our collecting rights from disappearing. Other ideas might include subscriptions to Rocks and Minerals or Mineralogical Record magazines or, for your editor, a membership in S.C.R.I.B.E.

With that in mind I would like to wish all a Merry Christmas, Happy Chanukah and a happy, healthy and prosperous new year.

Cheerz, Bob

---

**How to Make Your Event Stand Out From the Rest**

_by Fran Sick, Public Relations Chair_

I recently read that there are over 1.5 million non-profit organizations in this country, so it is reasonable to assume that wherever your club calls home there are at least a few others in your neighborhood. Add to that the many charitable groups, arts and crafts people and others who are all trying to attract the attention of many of the same people we are, and it becomes clear that we need to find a way to convince folks that our club shows or other events are more interesting, exciting and fun that those of our competitors.

I know we all publish our events in whatever media sources are available to us, we send out show flyers to other clubs, put information in hobby magazines and federation newsletters, and still it sometimes seems that we are not getting satisfactory results. So what else can we do? Following are a few ideas. I know some of them may seem like extra, unnecessary work, but I urge you to give them some thought when promoting your next event.

Begin with a plan, preferably in writing. Ask for suggestions from your Board of Directors and other club members. You might be surprised what they come up with.

When you submit articles for media publication, be sure to highlight what is special about your event. Use catch phrases to hook readers' attention. If you want people to come to your show instead of the art exhibit across town, your articles can't read like a high school term paper.

Place exhibits in as many public places as possible. Make sure you include show flyers, posters and contact information for your club so people know exactly when and where they can learn more about our hobby. And it goes without saying that exhibits should only include quality material which is attractively arranged.

Consider the timing of your public relations activities. It is best to get your information out there at least a month in advance. And then follow up with frequent reminders, each time adding more information about why they don't want to miss your event. This gives people sufficient notice for planning purposes, hopefully gets them hooked before any competitors have a chance, and keeps reminding them of why they don't want to miss your activity.

Make sure all club members are well informed about all planned activities, encourage them to talk to people and share information as often as possible. Word of mouth is still one of the most effective methods of communication we have because it gives people a chance to ask questions and offers us a chance for a little extra encouragement to join us for a great time.

As always, if I can help in any way with your public relations efforts please do not hesitate to contact me.
Having Fun: Junior Activities

A Menu of Ideas for Kids’ Show Activities

As the Junior Activities Chair for the California Federation, for well over a year I’ve been working with my fellow committee members to compile a "Menu of Kids’ Show Activities and Display Ideas." At long last, I’m happy to report this is done, and CFMS webmaster Don Ogden has posted it to the CFMS web site. To check it out, go to <www.cfm sinc.org> and click on "Manuals" at the top of the screen. That will take you to a list of various documents, and the Menu is item 14 on that list. I’m planning to contact AFMS webmaster Marty Hart to create a link to this menu from the Kids Corner section of the AFMS web site.

My thanks especially to Terry McMillin and Susan Chaisson-Walblom for suggestions on how to organize the menu and to June Harris, Ismael Sanchez, and youth leaders across the Federation for providing suggestions by example. The goal is to provide a list of ready-made, club-tested suggestions for displays and activities for any clubs wishing to increase the variety and number of activities for kids at their next annual show.

The menu is divided into six broad categories:

- Educational Displays has ideas tied to scout badges and school curricula.
- Activities suggests hands-on fun, including simple activities kids can do on their own as well as more involved activities requiring supervision.
- Prizes for Selling or Giving Away describes prizes you can use to motivate and award kids and where you can get them or how you can make them, from time-honored grab bags to spinning wheel prizes to badges and ribbons.
- Lectures & Special Programs gives ideas on providing extra educational value for kids at your show.
- Resource Suggestions tells where to turn to get further ideas, ready-made lesson plans and handouts, rock specimens, posters, etc. The list includes mailing addresses and web sites.
- Tips on Running a Kids Booth provides thoughts on what to consider in putting together and running a Kids Booth smoothly and effectively.

The suggestions in this menu came from the experiences of the members on the CFMS Junior Activities Committee and from observing the many great kids’ activities CFMS clubs are already pursuing at the local level. We felt it was time to “share the wealth” and collect together the best of what we’ve observed. We see this as just the first step of a growing menu. If you and your club have been doing a terrific kids’ activity at your show, we’d love to add it to the list, so e-mail (jbraceth@roadrunner.com) or call me (805-659-3577) and let me know how you’re educating kids, while having fun!

It’s All About Communication

from Steve Weinberger, AFMS Central Office

I’m not Greta Garbo and I don’t “want to be left alone”!

The motto of the Eastern Federation is “Communication and Involvement are the Keys to our Success.” Coined by AFMS Past President Fred Schafermeyer during his tenure as EFMLS President in 1995, I believe that the motto truly says it all. Without communication between club members and between federation partners our rockhound community cannot be as knowledgeable about important events and activities as they should be. We’re all in this hobby together and there is definitely strength and knowledge in numbers.

So why this long preamble? We need to keep up our lines of communication in order for us all to be successful.

As you elect new club officers (or re-elect the same ones), please take a moment or two and let the AFMS Central Office know who they are. E-mail me (central_office@amfed.org) or write me (PO Box 302; Glyndon, MD 21071-0302) and share the name and address of your new officers (president, secretary, federation director/liaison and editor) so we can update the mailing list.

I look forward to hearing from each and every one of you in the next month or so.
**AFMS Club Rockhounds of the Year**

**California Federation**

The Reno Gem and Mineral Society is proud to name Jennifer Rhodes as our Rockhound of the Year. She has been a member of the club for eight years and her contribution to our club is enormous. She teaches wire-wrapping, casting and lampwork bead making to our members, and is the club’s representative to CFMS. She has served on the show committee each year and as show director for two years. She demonstrates either wire-wrapping or lampwork beads at the show. In addition, she has chaired our nominating committee for the past three years.

She’s terrific, and is a worthy choice for the honor.

submitted by Ann Johnson, Show Director

The Santa Cruz Mineral & Gem Society is pleased to recognize Marion Fowler as our Rockhound of the Year. Marion has been a member of the SCMG for nearly 20 years. She and her late husband, Lloyd, had been very active members. Marion has held a Director position a couple of times, was our society’s CFMS Director or Alternate Director for many years, and been our show-exhibits coordinator for all that time as well. Marion has put exhibits in other club’s shows all around the San Francisco Bay Area. Beyond all that Marion has always been quick to volunteer when we needed meeting refreshments, or to help out with show preparation, or ... the list goes on and on. For all that she has done over the years Santa Cruz Mineral & Gem Society would like to name Marion Fowler as our 2010 Rockhound of the Year.

submitted by Dean & Karen Welder

The Roseville Rock Rollers Gem and Mineral Society nominates Catherine Hutchings for the Education Through Sharing Award.

In 2006 Cathy restored our "Future Rock Hounds of America" program, and built a group of over eighteen junior members. As a teacher, Cathy brought years of experience in educating children to the "Rookie Rock Rollers". With the assistance of many of the parents of the pioneer "Rookies," the program became very successful.

Cathy obtained the educational materials, created the personal program binders, conducted the monthly meetings, and arranged for presentations and "Rookies" field trips. Cathy volunteers her time showing rocks and minerals for educational displays at various gem and mineral shows. Cathy cannot resist mentioning the "Rookie Rock Rollers" program to any 12-year old who has questions at the mineral displays. Cathy also assists at the "Rocks Junction" feature at our annual show. Cathy's efforts have built a foundation for developing the rarest and most valuable asset any Society can have, Future Rock Hounds.

submitted by Terry Yoshak

**Eastern Federation**

The Rock and Mineral Club of Lower Bucks County, Fearless Hills, PA hereby nominates Ralph E. Thomas of Yardley, PA as EFMLS "Rockhound of the Year".

A member since 1969 Ralph, has held positions of President, Vice President, and Program, Field Trip, Publicity and Show Committee Chairman.

In 1976, he organized the club’s first "Micro-mount Symposium" and in 1989, he organized (and today continues to serve on) the club’s fluorescent mineral show ULTRAVIOLETION.

In the 1990’s, he organized an educational outreach to local schools. He gives programs to clubs based on fluorescent minerals, and the minerals of Franklin and Sterling Hill, NJ. He continues to stimulate interest in minerals and membership in local clubs.

submitted by Lee Ton

**South Central Federation**

The Austin Gem & Mineral Society wishes to recognize Gef & Jackie Fisher as their Rockhound of the Year. Upon joining AGMS they volunteered. Gef re-built the cabbing room, gives weekly workshops and trains members, repairs equipment, and repairs the building. Jackie is First V.P. In addition, she is trying new programs to increase junior membership, runs contests. She won first place for one of her bulletin articles submitted to both the SCFMS and AFMS contests.

Time’s running out for 2010! Hurry and submit the name of your club rockhound of the year by December 31. Doing so is a wonderful way to say “thank you” to a member (or husband and wife) for all the work they do for your club.

---

**Upcoming Regional Federation Conventions**

from Bob Livingston, Convention Coordinator

<table>
<thead>
<tr>
<th>California Federation</th>
<th>Eastern Federation</th>
<th>Midwest Federation</th>
<th>Northwest Federation</th>
<th>Rocky Mountain Federation</th>
<th>South Central Federation</th>
<th>Southeast Federation</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2010</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>AFMS</td>
<td>June 18–20</td>
<td>Newark, DE</td>
<td>Sept. 17-19</td>
<td>April 23–25</td>
<td>Dec. 11 - 12</td>
<td>October 16-18</td>
</tr>
<tr>
<td>La Habre, CA</td>
<td>March 6–7</td>
<td>Peoria, IL</td>
<td>Hillsboro, OR</td>
<td>Wichita, KS</td>
<td>DeRidder, LA</td>
<td>Knoxvile, TN</td>
</tr>
<tr>
<td><strong>2011</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>AFMS</td>
<td>July 7–10</td>
<td>Toledo, OH</td>
<td>July 29–31</td>
<td>June 24–26</td>
<td>April 15-17</td>
<td></td>
</tr>
<tr>
<td>Anderson, CA</td>
<td>Syracuse, NY</td>
<td>Chehalis, OR</td>
<td>Colorado Springs, CO</td>
<td></td>
<td>Alpine, TX</td>
<td></td>
</tr>
<tr>
<td><strong>2012</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>AFMS</td>
<td>Sept. 15–16</td>
<td>Wayzata, MN</td>
<td>May 18 - 20</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Harrisburg, PA</td>
<td>July 26 - 29</td>
<td>Kennewick, WA</td>
<td></td>
<td>AFMS</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>2013</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>AFMS</td>
<td>April 8–10</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Long Island, NY</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

---

**Lapidary not Rapidary**

Whether you do Lapidary Work or purchase items produced by lapidarists, you will often see jewelry that is not well done. This jewelry frequently suffers from a lack of attention and has obviously not received care when being fabricated because the craftsman was in a hurry and did not concentrate on his task.

A careful evaluation of a piece of jewelry may show soldered joints that do not fit closely together or demonstrate poor soldering technique. Sometimes the piece may show that it has been overheated or too much solder or the wrong solder has been used. At times we may see an item of jewelry that shows that too little solder may have been used but this is not often the case.

Why do crafts persons not do their very best all of the time? I really do not know the answer to this question but will offer the following suggestions. Some people have not received the proper training. They often think that making jewelry is really not complicated and they have not asked for help or do not know where to go to get training.

This is a sad situation because I believe that in every state in this great nation there is one or more Gem and Mineral Clubs or Lapidary Schools. These clubs and schools have knowledgeable members who can advise where to find instruction or, in many cases, can even provide instruction themselves. Most of us involved in the hobby of lapidary truly want to see our hobby grow and prosper and will go out of our way to help beginners.

In addition to the quality and appearance factors, getting in too big a hurry has a lot of safety ramifications. Just a casual visit to a lapidary class will often show just how careless some people can be. We have seen students and teachers set their work bench on fire. We have seen personnel lose control of their work piece while buffing or polishing which can definitely cause injury to the piece or the operator. There is the potential for cuts, bruises and eye injuries and infrequently a broken finger.

We all need to slow down, concentrate on our work and be safe.

---

**Convention News**

AFMS / EFMLS Convention
“Gems Along the Erie Canal”
Syracuse, New York
July 7 – 10, 2011
Hosted by the
Gem & Mineral Society of Syracuse

As I write this, it’s November and we’re expecting our first light dusting of snow. It seems worlds away from the warmth of July and fun in sunny Syracuse, where a great show and convention awaits you July 7-10, 2010.

Central New York is a neat area that I bet many of you may have never visited. So we encourage you to build in some extra days to maximize what this area has in store. There are a good number of Herkimer “diamond” dig sites nearby. Look for the next installment in the AFMS Newsletter in February. The various registration forms will be available via the AFMS website early next year and there is a wealth of information available on the web by doing a web search for “Syracuse”.

First, a reminder about making reservations for the host hotel – the Ramada Inn, Buckley Rd. You cannot use the national 1-800 number to get the special room rate. Instead, call 315-457-8670 and tell them you want a room for the AFMS/EFMLS Federation Convention. The rate will be $99 (plus taxes) which includes a full, hot, breakfast daily and a FREE breakfast Sunday morning for the BEAC “Breakfast with the Editors and Webmasters.” This is an ideal deal! There are many other hotel choices within the area in all price ranges and camping is available on the fairgrounds. A list of additional hotel/motels will be available via the AFMS website early next year.

With all our Syracuse club has to do to make this event come off the way you expect us to, we have no choice but to rely on you all for exhibit cases. Make this your year to shine. Easterners, you need to let the whole world see your good stuff in the light of day. Our target is 100 cases which is huge for the East. With everybody’s help we can do it. Think of it as, “If you don’t do it, it won’t get done.” Competitive exhibit forms will be on line soon.

We are planning some interesting field trips for those sparkly Herkimers and the New York fossil eurypterid. Further north in the state there’s a rich pegmatite area. In addition, for those not rockhounding we have an interesting canal boat ride along the newly restored section of the Erie Canal. There’s nothing like it in the US. We aim to please! Contact me if you wish.

Make plans now to meet your friends old and new in Syracuse. This will be a week to remember!

Cathy Patterson
315-638-8817
315-480-8908
<catheypatterson@verizon.net>

---

**BE SAFE – BE WELL**

Don Monroe & Linda Behr SFMS Safety Chairs
from Lodestar; September 2010

Lapidary not Rapidary

Sometimes the piece may show that it has been overheated or too much solder or the wrong solder has been used. At times we may see an item of jewelry that shows that too little solder may have been used but this is not often the case.

This is a sad situation because I believe that in every state in this great nation there is one or more Gem and Mineral Clubs or Lapidary Schools. These clubs and schools have knowledgeable members who can advise where to find information or, in many cases, can even provide instruction themselves. Most of us involved in the hobby of lapidary truly want to see our hobby grow and prosper and will go out of our way to help beginners.

In addition to the quality and appearance factors, getting in too big a hurry has a lot of safety ramifications. Just a casual visit to a lapidary class will often show just how careless some people can be. We have seen students and teachers set their work bench on fire. We have seen personnel lose control of their work piece while buffing or polishing which can definitely cause injury to the piece or the operator. There is the potential for cuts, bruises and eye injuries and infrequently a broken finger.

We all need to slow down, concentrate on our work and be safe.

---

Webmasters, Be Sure to Enter!

by Phyllis George, Web Site Contest Chair

You will be receiving this newsletter around December 1, 2010, and all club webmasters still have plenty of time to enter their club’s Web site into the contest! The due date for your federation is listed in the chart below. Please encourage your club’s webmaster to enter the contest if he or she hasn’t already done so.

Your club’s Web site will be better for having gone through the process of being judged.

The regional federation judges will give each entrant valuable insight into how to improve his or her club Web site, and they will also tell them what they’re doing right. This year all entrants will receive a certificate, and the first place regional federation winners also will receive a plaque awarded by their federation. Federation first and second places will also receive animated gifs signifying the excellence of their sites for placement on their Web site’s home page.

The first place entries will be forwarded to the AFMS level and judged as a final. Wes Lingerfelt, our AFMS-level judge for 2011, will give the regional first place winners the benefit of his wisdom, his extensive Web experience, and his knowledge of what works on a Web site and what doesn’t. He will analyze each of the sites forwarded to him, and he will give useful feedback on what is being done well and how each site can be improved.

All the contestants participating at the AFMS level will receive a certificate signifying their rank, and the first place winner will also receive an AFMS first place plaque. The top three will also receive animated gifs for placement on their sites as a symbol of their sites’ excellence.

The results of the various regional Web Site Contests will be announced at the annual meetings of the regional federations during their Breakfast with the Editors and Webmasters. The results of the AFMS and EFMLS Web Site Contests will be announced at the AFMS/EFMLS/GMSS joint Show & Convention (July 7–10, 2011) in Syracuse, NY during the Breakfast with the Editors and Webmasters.

Hope to see you all there!

MAX BURKHALTER

MaxBurhalter, husband of former AFMS Scholarship Foundation Treasurer Arlene, passed away in late October. He was 85. In addition to Arlene, he is survived by his sons Bruce and Roger, a sister, five grandchildren and five great grandchildren.

Contributions in Max’s memory should be directed to the AFMS Scholarship Foundation, % of your local federation chairperson.

Our condolences to Arlene and her family on their loss.

South Central Federation: Don Shurtz
<don.shurtz@gmail.com>
SCFMS deadline is January 15, 2011 before 6pm

Southeast Federation: Jim Flora
<jimflora@windstream.net>
SFMS deadline is January 15, 2011

The following is a summary of Gary Raham’s talk and Power Point presentation from the Editor’s Workshop in Denver, September 17, 2010. Beth Simmons, editor for Denver Gem & Mineral Guild, e-mailed the summary to me.

At the recent Denver Gem and Mineral Show Editor’s Forum Gary Raham talked about writing for kids. He urged editors to “be wild, witty, and wise...in 800 words or less.” Raham, former editor of the Fort Collins Rockhound’s Lodestone and “Kids’ Quarry” editor for Triblite Tales, the newsletter of the Western Interior Paleontological Society, also writes books and articles on science topics for many commercial markets.

First and foremost: kids deserve the same good writing we create for adults. Hook the young audience early with exciting leads that compel the reader to happily leap from sentence to sentence. Keep the focus tight. Don’t ramble into side topics. Kids are less likely than adults to indulge a writer. Eight hundred words seems to be the workable length for nearly all non-fiction topics for kids, as reflected in the requirements for selling to markets like Cricket and Highlights for Children. Avoid “to be” verbs like “is,” “has,” and “was.” Replace them with action verbs. Kids need to run, jump, and twist with their mental adventures just as they do with physical exercise on the playground.

Raham urges writers to exploit the “WOW! Factor!” Kids love “gigianormous numbers,” ugly, deadly, & can-you-believe-it stuff. They like to know the biggest, the smallest, the greatest, and the worst things about the world around them. Raham gave examples from his own articles and see Quick Tips on page 8.
Quick Tips

books with topics like the giant squid, Architeuthis, and “Bugs That Kill.”

Kids also like to solve mysteries. Editors can choose topics that beg to be explained, like how geologists determine the age of the Earth, or write activities for children that allow them to solve mysteries—like how to “read” a fossil to discover how once living plants or animals lived and died.

A little bit of grossness can be a good thing when writing for kids. Kids may squeal when they hear that female praying mantises often chew off the heads of their mates, but they will remember many of the other facts that stick to the gory detail.

Raham also likes to use elements of science fiction or fantasy to clarify science fact. Time travelers can provide valuable tours of deep space or the deep past, for example. Challenge kids to think about the very big or very small parts of their world.

Finally, Raham urges editors to channel their inner child. Remember what excited you as a child. Watch your kids and grand kids for inspiration. Get them involved in your hobbies. Think visual. Think hands on and interactive. **Most of all, keep it FUN!** Put a picture of someone that represents the target audience—perhaps yourself at a young, tender age—near your computer. Write for them as if you were talking to them, and the right words will come…

And now it’s Linda’s turn to speak: Pick up a copy of Highlights for Children or another commercially produced magazine written specifically for children. Browse through it and see if you find what Gary is talking about. Just reading the snippets he provided at the Editor’s Workshop made me want to pick up a copy of his articles and read them myself!

Our rock and mineral organizations are so very fortunate to have editors and authors of such high caliber! Gary’s web site is at: <www.biostration.com/>

All American Club “Yearbook” Award Application - 2010

SECTION 1 - CLUB INFORMATION (NO POINTS AWARDED)

Club Name & Address __________________________

Date organized __________________ Federation affiliation __________________

Number of members: Adults __________ Honorary/Life __________ Juniors __________

Meeting Place: __________________

[Include city, state]

Person filling out form: Name __________________________

Address: __________________________

City __________________________ State ___________ Zip __________

Phone: _______________ E-mail __________________________

Mission or purpose of the club: __________________________

________________________

________________________

________________________

________________________

________________________

________________________

SECTION 2 – SERVICE TO MEMBERS OR GUESTS (30 POINTS POSSIBLE)

General Meetings: Number of meetings _________ Average attendance __________

Guests ___________ Door Prizes: Yes _______ No _______

Programs: *Include a separate list of programs for the year, including topic, speaker, etc.

Board Meetings: Number of meetings _________ Average attendance __________

Guests __________

Officers: *Include a separate list of officers, directors, and committee chairman.

Junior Meetings: Number of meetings _________ Average attendance __________

Guests __________

Adult leader(s): __________________________

Special Group Meetings (Established groups): Number attending - Cabbing _________

Faceting _________ Metal-working _________ Beading _________ Mineral study _________

Fossil study _________ Intarsia _________ Jewelry making _________ Other _________ [Indicate type.]

Social Events: Number attending - Picnic _________ Banquet _________

Holiday dinner ________ Other (Describe): _________

Show: Yes _______ No _______ Date(s) __________________________

Dealers: Yes _______ No _______ Number _______ No. of Members attending _________

Number of Members working: __________

Demonstrators: Yes _______ No _______

Displays: Yes _______ No _______ Number of Displays _________

Special Features: Club library: Yes _______ No _______ Number of books _________

Field Trips: Yes _______ No _______ No. of trips in field _______ Other _________

Other clubs invited? Yes _______ No _______ Non-members allowed? Yes _______ No _______

Workshop: Yes _______ No _______ Website: Yes _______ No _______ URL _________

*Include a separate list of workshops.

Traveling club display (For other club shows, youth groups, schools, etc.): Yes _______ No _______

continued on page 9
**SECTION 3 - PUBLICATIONS AND PUBLICITY (15 POINTS POSSIBLE)**

**Bulletin:** Yes_______ No_______

**Bulletin name___________________________________________**

**Editor's name___________________________________________________________________**

**Meeting notices posted in public places:**

Yes_____

No_____

Where?__________________________

**Meeting notices published in local media:**

Yes_____

No_____

Where?_________________________

**Show fliers posted in public places:**

Yes_____

No_____

Where?______________________________

**Show information published in local media:**

Yes_____

No_____

Where?___________________________

**Free or paid ads on TV or radio:**

**Meeting notices:** Yes_______ No________

**Show information:** Yes_____

No_______

**Copies of supporting material to include in report:**

1) fliers; 2) media articles about the club activities; 3) show ads; 4) show or meeting notices from newspapers; 5) articles copied from club newsletter; 6) other.

**SECTION 4 - SUPPORT FOR REGIONAL FEDERATIONS, AFMS AND OTHER CLUBS (20 POINTS POSSIBLE)**

**Members served as Federation Officers, Committee Chairs or committee members:**

Regional federation:

Yes_____

No_____

(*Include a separate list of members serving.)

AFMS:

Yes_____

No_____

(*Include a separate list of members serving.)

**Members attended a Federation convention or show:**

Regional Federation:

Yes_____

No_____

Number Attending_____

AFMS:

Yes_____

No_____

Number Attending_____

**Members supported Federation scholarships or endowment funds:**

Regional:

Scholarship fund:

Yes_____

No_____

Endowment fund:

Yes_____

No_____

AFMS:

Scholarship fund:

Yes_____

No_____

Endowment fund:

Yes_____

No_____

**Members gave programs for other clubs:**

Yes_____

No_____

(*Include a separate list of programs.)

**Members attended other club shows, swaps, etc.:**

Yes_____

No_____

**Members held joint field trips with other clubs:**

Yes_____

No_____

**Members displayed/demonstrated at other club shows:**

Yes_____

No_____

**Club exchanged bulletins with other clubs:**

Yes_____

No_____

(*Include a separate list.)

**Supporting material should include lists of all the above persons, positions, etc, and could include pictures, copies of certificates, reports printed in club newsletter, thank-you notes, etc.**

**SECTION 5 - COMMUNITY RELATIONS (15 POINTS POSSIBLE)**

**Members gave talks or demonstrations at local schools:**

Yes_____

No_____

(*Include a separate list of those given.)

**Members gave talks or demonstrations to local groups:**

Yes_____

No_____

(*Include a separate list of those given.)

**Members maintained displays at local public sites:**

Yes_____

No_____

(*Include a separate list of sites.)

**Members maintained a booth, or an activity, at a local event:**

Yes_____

No_____

(*Include a separate list of events.)

**Members donated materials to school, nursing home, etc.:**

Yes_____

No_____

**Members active in local affairs:**

Yes_____

No_____

**Supporting material for the above should provide details for these items, and could include pictures, thank you cards, letters and certificates of appreciation, reports from club newsletter, etc.**

---

**All American Application Form**

continued from page 8

---

**Santa’s Surprise**

by Sandy Lynn from Cobb-L-Stones, Dec. 1992

‘Twas a cold Christmas Eve and Santa came calling -
The stars were all twinkling, the snow had stopped falling.
Next house on his list didn’t run normally -
Rockhounds lived here, (they lived quite informally)

First thin he did as he came in the den, was a trip over a tumbler - he took quite a spin.
On to the kitchen for cake and a coke -
What he saw in the window almost made him choke.

Lining the window sills - strange little rocks -
He let out an "OUCH" (he had one in his socks).
Went to the living room - sat in a chair -
But he was up like a bullet - more rocks down there.

Cars in the driveway, covered with snow.
The garage? Full of rocks (wouldn’t you know).
Mom and Pop’s room was the strangest by far...
Big rocks, little rocks, rocks in a jar!

The rocks on the dresser someone had marked "Super" -
Santa stared for awhile, then left in a stupor.
He went to the john and turned rather pale -
No one would believe this incredible tale!

He looked around warily, scratched his white beard -
No doubt about it, these people were weird.
Rocks in the sink, rocks on the floor -
But in the bathtub, THE BATHTUB?, he couldn’t stand more.

He looked rather shaken, he stopped by the tree -
A doll for sweet Susie, a guitar for Lee.
For Mom and Pop he just left a short note -
Put it under a rock - this he hurriedly wrote:

"I’m sure you’re not bad folks, just hopeless", it said,
"I honestly think, you’ve got rocks in your head!"
Our Partner in Saving Our Public Lands
by Dick Pankey, President, ALAA

The Blue Ribbon Coalition (BRC) has a great and informative web site <www.sharetrails.org>. This site is easy to read and easy to use and navigate. The BRC magazine is available on line as are the “Treasured Landscape Initiative” and “The America’s Great Outdoors Initiative”. The “Treasured Landscape Initiative” includes plans for new Wilderness areas, expansion of National Parks and the addition of 14 National Monuments across nine states affecting over 35 million acres. A leaked document proposes the abandonment of the BLM public lands management principles of Multiple Use and Sustained Yield. The new agency’s new management guidance will be about “ecosystem-service value of BLM land” and makes no reference to recreation or multiple use.

The “America’s Great Outdoors Initiative” has three components: outreach, coordination and reports. Outreach is primarily about pushing a legislative agenda. It has already been used to push several Wilderness bills. The second goal directs EPA, CEQ and the Departments of Agriculture and Interior to “identify existing resources and align policies and programs to achieve goals.”

The U.S. Forest Service is beginning the process of revising how the agency prepares Forest Plans known as Planning Rules. These rules will guide management plans for 155 national forests and 20 grasslands. We are still waiting for the draft proposal.

The way to affect the future use of our public lands is to become informed and to get involved. Write letters and e-mails to your elected representatives; attend meetings and becoming involved in the legislative and regulatory process. Would you like to be more informed about these issues and become more involved? Please contact me for details and more information.

The current administration is pushing two public lands initiatives: “The Treasured Landscape Initiative” and “The America’s Great Outdoors Initiative”. The ”Treasured Landscape Initiative” includes plans for new Wilderness areas, expansion of National Parks and the addition of 14 National Monuments across nine states affecting over 35 million acres. A leaked document proposes the abandonment of the BLM public lands management principles of Multiple Use and Sustained Yield. The new agency’s new management guidance will be about “ecosystem-service value of BLM land” and makes no reference to recreation or multiple use.

The way to affect the future use of our public lands is to become informed and to get involved. Write letters and e-mails to your elected representatives; attend meetings and becoming involved in the legislative and regulatory process. Would you like to be more informed about these issues and become more involved? Please contact me for details and more information.

The Blue Ribbon Coalition just issued an 8 page “Insider Report”. The main thrust of the BRC is to affect legislation and regulations that affect off highway vehicle use, but most of the legislation and regulations that affect off highway use and access also affects access and use by rockhounds and the general public that use our public lands for recreation. The “Insider Report” listed the pending and proposed bills that would create more wilderness land and national monuments that greatly restricts our use and collecting rights. The BRC is concerned there will be a “lame duck” Congressional session and that these bills will be rolled into another all-or-nothing omnibus bill rather than each bill being considered on its own merits. Their call to action is for all concerned citizen to contact their senators and representatives to oppose this ill-conceived legislative tactic.

The Blue Ribbon Coalition (BRC) just issued an 8 page "Insider Report". The main thrust of the BRC is to affect legislation and regulations that affect off highway vehicle use, but most of the legislation and regulations that affect off highway use and access also affects access and use by rockhounds and the general public that use our public lands for recreation. The "Insider Report" listed the pending and proposed bills that would create more wilderness land and national monuments that greatly restricts our use and collecting rights. The BRC is concerned there will be a "lame duck" Congressional session and that these bills will be rolled into another all-or-nothing omnibus bill rather than each bill being considered on its own merits. Their call to action is for all concerned citizen to contact their senators and representatives to oppose this ill-conceived legislative tactic.

The Blue Ribbon Coalition (BRC) just issued an 8 page "Insider Report". The main thrust of the BRC is to affect legislation and regulations that affect off highway vehicle use, but most of the legislation and regulations that affect off highway use and access also affects access and use by rockhounds and the general public that use our public lands for recreation. The "Insider Report" listed the pending and proposed bills that would create more wilderness land and national monuments that greatly restricts our use and collecting rights. The BRC is concerned there will be a "lame duck" Congressional session and that these bills will be rolled into another all-or-nothing omnibus bill rather than each bill being considered on its own merits. Their call to action is for all concerned citizen to contact their senators and representatives to oppose this ill-conceived legislative tactic.

The Blue Ribbon Coalition (BRC) just issued an 8 page "Insider Report". The main thrust of the BRC is to affect legislation and regulations that affect off highway vehicle use, but most of the legislation and regulations that affect off highway use and access also affects access and use by rockhounds and the general public that use our public lands for recreation. The "Insider Report" listed the pending and proposed bills that would create more wilderness land and national monuments that greatly restricts our use and collecting rights. The BRC is concerned there will be a "lame duck" Congressional session and that these bills will be rolled into another all-or-nothing omnibus bill rather than each bill being considered on its own merits. Their call to action is for all concerned citizen to contact their senators and representatives to oppose this ill-conceived legislative tactic. PAGE 9

All American Award Application

SECTION 6 - GOVERNMENT AGENCY AND LEGISLATIVE RELATIONS (10 POINTS POSSIBLE)

Members served on governmental agency committees: Yes____ No____
*Include a separate list of those who served.

Members provided comments on governmental agency proposals, etc: Yes____ No____
*Include a separate list of proposals and participants.

Members contacted congressional representatives regarding legislation affecting access to sites, and collecting from same: Yes____ No____
*Include a separate list of representatives contacted and legislation.

Club or members supported access/collecting lobbying organizations: Yes____ No____
*Include a separate list of organization(s).

Supporting materials should include details for all of the above items, reports from club newsletter, and should include copies of correspondence.

SECTION 7 - OVERALL FORMAT AND PRESENTATION - (10 POINTS POSSIBLE)

This section evaluates the entry on neatness, organization, grammar, spelling, and overall presentation of material.

SCORING AND AWARDS

Gold All-American Club Award: 90 - 100 points (average of three judges)
Silver All-American Club Award: 80 - 89 points (average of three judges)
Bronze All-American Club Award: 70 - 79 points (average of three judges)
Honorable Mention: Less 70 points (average of three judges)

Instructions for completing the entry form:

1. Each entry is to be submitted as a single document, limited to a maximum of 100 pages (one- or two-sided), including text and graphics. A loose leaf notebook or a scrapbook are suitable binders.

2. The document should have six (6) sections, divided with the numbers 1 - 6, with the entry form in section 1 and the supporting documentation for each of the entry sections following the appropriate divider. There is no restriction on the number of pages in any one section, PROVIDED THE TOTAL OF ALL SECTIONS DOES NOT EXCEED 100 PAGES.

3. When filling out the entry form, mark all appropriate blanks and entry numbers, or other information where requested. Assemble requested supporting materials and lists following the appropriate section divider and insert photos and other graphics following the typed information.

4. All requested material is for the year 2010.

5. Check with your regional chairs for their deadlines for submitting your entry.
Mike Kokinos Honored
from the Baltimore Mineral Society

Why Micromounts?

Many amateur mineralogists begin their interest in collecting as a hobby by being fascinated by a beautiful crystal. Maybe it was a hand-held specimen of Arkansas quartz that could be taken home and shown to admiring friends and relatives. Curt Segeler, a noted NYMC micromounter, once remarked that only about 400 out of the total of over 4,000 known mineral species are available in hand-sized specimens. The opportunity to collect good specimens in the field has been limited. Many localities have been denuded of fine specimens or have been closed to collectors because of liability concerns. It has become an expensive investment to obtain hand-held or cabinet-sized specimens. Not so with micromounts. They offer a less expensive alternative means of collecting and offer a greater variety of minerals to collect.

What is a micromount? Neal Yedlin, another NYMC micromounter, defined them as “any specimen which requires magnification to see it properly.” Smaller crystals have a better chance of achieving perfect crystalization in the more common minerals, as well as the rarer mineral species. In addition to their beauty there is the benefit of saving space. Many micromounters might add to that definition by pointing out that the specimen fits or is made to fit in small paper or plastic boxes. Typically these boxes are an inch or less square; however, the size of the box, paper, or plastic is a matter of personal preference. By using one-inch boxes, 144 specimens will fit into a square foot. So even a very large collection can be stored in a relatively small space. Another big advantage is that the many specimens can be purchased at prices that won’t strain the pocketbook.

The major deterrent that keeps collectors from becoming micromounters is the high cost of a stereo-binocular microscope. Initially, a magnifying glass or jeweler’s loop will suffice, but the investment in a good scope with zoom lenses and good illumination becomes a necessity. Used scopes are available, but are still relatively expensive. With the high resale value, the expense of a microscope can be justified as an investment. Another Curt Segeler quote: “The pleasure derived from its (microscope) use will repay the buyer many times over. One look at a good micromount usually makes a convert.” The savings in buying smaller and cheaper crystal specimens will make the collector an enthusiast.

Part of the joy in collecting micros is concentrating on minerals of a particular theme. There are collectors specializing in collecting all species, just zeolites, or just sulfides. Others collect lead or silver minerals, or they might select a particular locale such as Franklin, New Jersey, or Tsumeb, Namibia, or New York State. To some enthusiasts, collecting type localities or just trying to accumulate late as many specimens of a particular species that become available can be a goal. It was reported that Lou Perloff, a NYMC micromounter, had 1400 diamond mounts in his collection.

The point is that by collecting small specimens, many common or obscure species become available from a variety of localities. Many micromount collectors may be pursuing one or more themes in their collections at any given time.

You don’t often see micros for sale at mineral shows because they are too inexpensive. It would be difficult for a dealer to cover his initial expenses at setting up his display at mineral shows. Micromounts have their own meetings, symposiums, or workshops where mounts are freely traded or are available at little cost. There is also an “International Directory of Micromounters” published by the Baltimore Mineral Society. It is complete with names and addresses of individual collectors from every state and from over 30 countries. Many of the individuals listed are more than willing to swap specimens via the mail.

Micromounters have their own “Hall of Fame.” It was organized and is still run by the Baltimore Mineral Society. Its purpose is to honor those who have served this hobby to the highest degree. They may have built up large collections, but more importantly, have earned and deserve a worldwide reputation among micromounters. Some familiar names of NYMC members in the Hall of Fame include Lazard Cahn, Clarence Bemark, Lou Perloff, Neal Yedlin, and Curt Segeler.

A comedian once noted about food that rice is great when you are hungry and want 2000 of something. Well, collecting microminerals is a great hobby when you feel like collecting a lot of something. Micromounting opens the way for the greater enjoyment of collecting by offering a huge variety of minerals from many localities. With the lower acquisition cost of micromount specimens, a beginner can compete with the expert on an equal footing in building an extensive and varied collection.

Mike began micromounting in 1962 under the tutelage of the late Bob and Juanita Curtis (HOF inductees, 1997 & 2006). He was one of the founders of the So. California Micromineralogists and later joined the group that became the No. California Mineralogical Association (NCMA). To develop his skills, he undertook formal studies in optical mineralogy, and over the years has taught many of his colleagues in optical and other identification techniques.

Mike has been instrumental in formalizing the descriptions of new minerals and publishing the results. His work aided in having ferrierite from Agoura, CA designated the type example of the species ferriere-K, and the optical properties determined for the clinoptilolite-Na were the first modern determinations for any species of the clinoptilolite group.

At the same time, his personal ability and background in accounting have led him into leadership positions with the NCMA and other micromounting organizations. He continues to lead the NCMA Study Group after many years and has served on the NCMA Board of Directors for a similar length of time. He was also a highly valued member of the committee charged with rewriting the bylaws of the International Federation of Micromount Societies.

In addition to his micromounting activities, Mike continues to serve as the CFMS tax advisor and his articles periodically are posted here in the AFMS Newsletter advising clubs of new IRS filing regulations etc.

Congratulations to Mike on his induction into the Hall of Fame.

For a complete listing of previous inductees, visit the Baltimore Mineral Society website < www.baltimoremineralsociety.org/desautelssymposium/halloffame.html >.
**AFMS Committees: 2010 – 2011**

Here is the listing of the people who have agreed to serve as Committee Chairs for 2010 – 11. Please feel free to contact these people if you need information, have questions or would like to share ideas with them:

<table>
<thead>
<tr>
<th>Committee</th>
<th>Chair</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>All American Club</td>
<td>John Washburn</td>
<td><a href="mailto:jrwashburn2@att.net">jrwashburn2@att.net</a></td>
</tr>
<tr>
<td>AFMS Club Rockhound of the Year</td>
<td>Loretta Ogden</td>
<td><a href="mailto:Fbriktr1@aol.com">Fbriktr1@aol.com</a></td>
</tr>
<tr>
<td>AFMS Newsletter</td>
<td>Carolyn Weinberger</td>
<td><a href="mailto:editor@amfed.org">editor@amfed.org</a></td>
</tr>
<tr>
<td>Boundaries</td>
<td>John Wright</td>
<td><a href="mailto:oswjb@datasync.com">oswjb@datasync.com</a></td>
</tr>
<tr>
<td>Bulletin Editor Hall of Fame</td>
<td>Kitty Starbuck</td>
<td><a href="mailto:greenstone@iserv.net">greenstone@iserv.net</a></td>
</tr>
<tr>
<td>Bulletin Editors Advisory</td>
<td>Linda Jaeger</td>
<td><a href="mailto:ljgralg@aol.com">ljgralg@aol.com</a></td>
</tr>
<tr>
<td>Bylaws Revisory</td>
<td>Steve Weinberger</td>
<td><a href="mailto:central_office@amfed.org">central_office@amfed.org</a></td>
</tr>
<tr>
<td>Central Office Administrator</td>
<td>Steve Weinberger</td>
<td><a href="mailto:central_office@amfed.org">central_office@amfed.org</a></td>
</tr>
<tr>
<td>Commemorative Stamps</td>
<td>Wendell Mohr</td>
<td><a href="mailto:wmoehr@erols.com">wmoehr@erols.com</a></td>
</tr>
<tr>
<td>Conservation and Legislation</td>
<td>John Martin</td>
<td><a href="mailto:smartin@antelecom.net">smartin@antelecom.net</a></td>
</tr>
<tr>
<td>Endowment Fund</td>
<td>Pam Hecht</td>
<td><a href="mailto:steverox@up.net">steverox@up.net</a></td>
</tr>
<tr>
<td>Financial Investment</td>
<td>Lauren Williams</td>
<td><a href="mailto:silharia@msn.com">silharia@msn.com</a></td>
</tr>
<tr>
<td>Historian</td>
<td>Shirley Leeson</td>
<td><a href="mailto:shirleyleeson@cox.net">shirleyleeson@cox.net</a></td>
</tr>
<tr>
<td>International Relations</td>
<td>Bob Jones</td>
<td><a href="mailto:jonesb52@gmail.com">jonesb52@gmail.com</a></td>
</tr>
<tr>
<td>Inter-Regional Field Trip</td>
<td>Doug True</td>
<td><a href="mailto:dtruefossils@yahoo.com">dtruefossils@yahoo.com</a></td>
</tr>
<tr>
<td>Judges Training Seminar</td>
<td>Dee Holland</td>
<td><a href="mailto:beaugholland@centurytel.net">beaugholland@centurytel.net</a></td>
</tr>
<tr>
<td>Junior Programs</td>
<td>Jim Brace-Thompson</td>
<td><a href="mailto:jbraceth@roadrunner.com">jbraceth@roadrunner.com</a></td>
</tr>
<tr>
<td>Long Range Planning</td>
<td>Emerson Tucker</td>
<td><a href="mailto:emersont@suddenlink.net">emersont@suddenlink.net</a></td>
</tr>
<tr>
<td>Name Badges</td>
<td>Frank Mullaney</td>
<td><a href="mailto:rockyfiv@aol.com">rockyfiv@aol.com</a></td>
</tr>
<tr>
<td>Nominating</td>
<td>Emerson Tucker</td>
<td>(see Long Range Planning)</td>
</tr>
<tr>
<td>Parliamentarian</td>
<td>Dee Holland (See Judges Training)</td>
<td></td>
</tr>
<tr>
<td>Past President’s Advisory</td>
<td>Emerson Tucker</td>
<td>(see Long Range Planning)</td>
</tr>
<tr>
<td>Photography</td>
<td>Steve Weinberger (see Bylaws Revisory)</td>
<td></td>
</tr>
<tr>
<td>Conservation and Legislation</td>
<td>John Martin</td>
<td><a href="mailto:martin@antelecom.net">martin@antelecom.net</a></td>
</tr>
<tr>
<td>Endowment Fund</td>
<td>Pam Hecht</td>
<td><a href="mailto:steverox@up.net">steverox@up.net</a></td>
</tr>
<tr>
<td>Financial Investment</td>
<td>Lauren Williams</td>
<td><a href="mailto:silharia@msn.com">silharia@msn.com</a></td>
</tr>
<tr>
<td>Historian</td>
<td>Shirley Leeson</td>
<td><a href="mailto:shirleyleeson@cox.net">shirleyleeson@cox.net</a></td>
</tr>
<tr>
<td>International Relations</td>
<td>Bob Jones</td>
<td><a href="mailto:jonesb52@gmail.com">jonesb52@gmail.com</a></td>
</tr>
<tr>
<td>Inter-Regional Field Trip</td>
<td>Doug True</td>
<td><a href="mailto:dtruefossils@yahoo.com">dtruefossils@yahoo.com</a></td>
</tr>
<tr>
<td>Judges Training Seminar</td>
<td>Dee Holland</td>
<td><a href="mailto:beaugholland@centurytel.net">beaugholland@centurytel.net</a></td>
</tr>
<tr>
<td>Junior Programs</td>
<td>Jim Brace-Thompson</td>
<td><a href="mailto:jbraceth@roadrunner.com">jbraceth@roadrunner.com</a></td>
</tr>
<tr>
<td>Long Range Planning</td>
<td>Emerson Tucker</td>
<td><a href="mailto:emersont@suddenlink.net">emersont@suddenlink.net</a></td>
</tr>
<tr>
<td>Name Badges</td>
<td>Frank Mullaney</td>
<td><a href="mailto:rockyfiv@aol.com">rockyfiv@aol.com</a></td>
</tr>
<tr>
<td>Nominating</td>
<td>Emerson Tucker</td>
<td>(see Long Range Planning)</td>
</tr>
<tr>
<td>Parliamentarian</td>
<td>Dee Holland (See Judges Training)</td>
<td></td>
</tr>
<tr>
<td>Past President’s Advisory</td>
<td>Emerson Tucker</td>
<td>(see Long Range Planning)</td>
</tr>
<tr>
<td>Photography</td>
<td>Steve Weinberger (see Bylaws Revisory)</td>
<td></td>
</tr>
<tr>
<td>Endowment Fund</td>
<td>Pam Hecht</td>
<td><a href="mailto:steverox@up.net">steverox@up.net</a></td>
</tr>
<tr>
<td>Financial Investment</td>
<td>Lauren Williams</td>
<td><a href="mailto:silharia@msn.com">silharia@msn.com</a></td>
</tr>
<tr>
<td>Historian</td>
<td>Shirley Leeson</td>
<td><a href="mailto:shirleyleeson@cox.net">shirleyleeson@cox.net</a></td>
</tr>
<tr>
<td>International Relations</td>
<td>Bob Jones</td>
<td><a href="mailto:jonesb52@gmail.com">jonesb52@gmail.com</a></td>
</tr>
<tr>
<td>Inter-Regional Field Trip</td>
<td>Doug True</td>
<td><a href="mailto:dtruefossils@yahoo.com">dtruefossils@yahoo.com</a></td>
</tr>
<tr>
<td>Judges Training Seminar</td>
<td>Dee Holland</td>
<td><a href="mailto:beaugholland@centurytel.net">beaugholland@centurytel.net</a></td>
</tr>
<tr>
<td>Junior Programs</td>
<td>Jim Brace-Thompson</td>
<td><a href="mailto:jbraceth@roadrunner.com">jbraceth@roadrunner.com</a></td>
</tr>
<tr>
<td>Long Range Planning</td>
<td>Emerson Tucker</td>
<td><a href="mailto:emersont@suddenlink.net">emersont@suddenlink.net</a></td>
</tr>
<tr>
<td>Name Badges</td>
<td>Frank Mullaney</td>
<td><a href="mailto:rockyfiv@aol.com">rockyfiv@aol.com</a></td>
</tr>
<tr>
<td>Nominating</td>
<td>Emerson Tucker</td>
<td>(see Long Range Planning)</td>
</tr>
<tr>
<td>Parliamentarian</td>
<td>Dee Holland (See Judges Training)</td>
<td></td>
</tr>
<tr>
<td>Past President’s Advisory</td>
<td>Emerson Tucker</td>
<td>(see Long Range Planning)</td>
</tr>
<tr>
<td>Photography</td>
<td>Steve Weinberger (see Bylaws Revisory)</td>
<td></td>
</tr>
<tr>
<td>Endowment Fund</td>
<td>Pam Hecht</td>
<td><a href="mailto:steverox@up.net">steverox@up.net</a></td>
</tr>
<tr>
<td>Financial Investment</td>
<td>Lauren Williams</td>
<td><a href="mailto:silharia@msn.com">silharia@msn.com</a></td>
</tr>
</tbody>
</table>
I’ve recently had the need to visit several club websites and what I’ve found, and not found, amazes me.

What’s the purpose of your club website? Have you set it up to keep members informed about club meetings and field trips? Is it your method of sending out your club bulletin to members? Is it designed to inform the public about your existence and your activities? If I were asked, I would venture a guess that all three reasons are valid.

In my view, the major purpose of a club (or federation) website is to inform the public about your organization. Traditionally we list information about when and where we meet, and talk about our other activities. Most websites list a contact person and e-mail so that outsiders can ask questions about the organization or get answers to questions they might have. These are all important and most websites I’ve visited have these. Many too have really great photographs of club activities designed to entice visitors to come to the show or visit the club during a meeting.

And then there is the area that puzzles me as an editor and visitor. A large number of clubs do not include their bulletin on the website. Why?

If you’re answer is “we don’t want to give out phone numbers or e-mails for our officers and members”, my answer is “you’re missing the boat when it comes to attracting visitors and potential new members”.

If you’re answer is “the bulletin contains information for members only” my answer is “most clubs are public organizations enjoying tax exempt status. There are very few occasions when the bulletin should be a ‘members only’ issue.”

If you’re answer is “our website is for club members only”, then my question to you is “why have a website? Any communication between members, including bulletin distribution can be done via ordinary e-mail.”

If you agree that the major purpose of your club website is to inform the public, then include your club bulletin each month and make it available to every visitor on the site. To protect your officers and members, your editor can easily create a second bulletin issue for the web by removing the contact information for each officer and replacing it with a generic “blind” one before converting the issue to pdf for the website. Several of our clubs use something like <president@amfed.org> or <editor@amfed.org>. Anything sent to either addresses is automatically forwarded to the personal e-mail address of the president or editor. As a result, our personal e-mails remain confidential.

Most web providers allow customers to set up additional e-mail addresses at no extra cost. These can be used as “blind” e-mails when responding to outsiders, thus keeping members personal identity private. Gmail, hotmail, aim also provide free e-mail accounts that can be used. I’ve set up 3 of them for mail I respond to for my clubs. When something lands in my inbox, I just forward the message to the gmail account I’ve registered for the club, delete my personal e-mail from the reply and send it. Easy - peesy - freezy.

We know that a growing sector of our society is hooked on the internet and use it for almost everything. Let’s maximize our exposure via that medium and include our club bulletins there. We shouldn’t be having secrets from the public.