Happy New Year! We are starting off the new year of 2015 with some very nice new donations to the AFMS Endowment Fund Drawing that are listed below:

If you are thinking of donating a prize, I would love to hear from you. The drawing in Austin, Texas on October 24, 2015 will be here before we know it. I don’t need the actual prize until October so you can bring it with you if you are coming to Austin. All I need right now is a good quality photo of the prize. If you’re not coming to Austin, I would of course need you to send me the prize.

Here are the latest donations.

#6 – is a framed Diplomystus fish and a willow leaf fossil from the Green River formation in Lincoln County, Wyoming. It is of the Eocene Epoch. It is donated by Richard Jaeger and valued at $125. (RMFMS)

#7 - an agate bola made by the late Lydia Czapek and donated by Cynthia Payne. Estimated value $50. (EFMLS)

#8 – a calcite with celestine specimen from La Mojina mine, Gallegos, Sonora, Mexico. Donated by Steve & Carolyn Weinberger, it has an estimated value of $60. (EFMLS)

#9 - a pair of jade fruits with jade leaves. Donated by Cynthia Payne, the pair has an estimated value of $75. (EFMLS)

#10 - a sterling silver necklace with variscite pendant. Crafted by the late Lydia Czapek and donated by Cynthia Payne, it has an estimated value of $100. (EFMLS)

#11 - an owl etched on verdite from Namibia. Donated by Cynthia Payne it has an estimated value is $75. (EFMLS)

#12 - a stellerite specimen from Sarbaykaya quarry, nr. Rudniiy, Kustani Oblast, Kazakhstan. Donated by Steve & Carolyn Weinberger, it has an estimated value of $75. (EFMLS)

Thank you to those who have donated prizes. We can’t have a drawing without prizes. The sooner I receive the photos of the prizes, the sooner I can publicize them to help the federation representatives to sell more tickets to support the fund.

Tickets for the drawing can be obtained from your regional federation “sales representative” and remain at $5 each of 5 for $20.

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The Endowment Fund Drawing List is Growing
by Donna Moore, Chair
The AFMS
Proudly Serving
Seven Regional Officers:

President
Marion Roberts
<mvroberts1 at comcast.net>

President-Elect
Matt Charsky
<matt2430 at comcast.net>

1st Vice President
Virginia Adian
<v.adian at gvtc.com>

2nd Vice President
J.C. Moore
<jmoore3rd at gmail.com>

3rd Vice President
Jon Spunaugle
<jonspe at juno.com>

4th Vice President
Ann Monroe
<annmonroe at windstream.net>

5th Vice President
Judy Beck
<lkbeckfam at gmail.com>

Secretary
Anne Cook
<secretary at amfed.org>

Treasurer
Pat LaRue
<bplarue at earthlink.net>

A Word from the President
by Marion Roberts, President

I am writing this between Christmas and New Years, so I do hope you all had a very wonderful and healthy Christmas and then have a great, prosperous and healthy New Year. May all your field trips find be genuine treasures and bring superb additions to your collections.

I can tell you that mother nature gave our valley and all of us a fair Christmas gift in that we have had a good amount of rain and a bit of snow for the mountains. Along with what we have already gotten, there is more on the way.

With that my term as president only six weeks old, there is little that has gone on, but I hope that everyone will take my suggestion to heart and make contact with some one new in another Federation or at least some one in another Society. I have really enjoyed reading all of the newsletters that we received last month and look forward to even more. It is great and interesting to see both the similarities and differences represented in the various Societies.

Our travels will start in the middle of March, when we will start toward North Carolina, and return via Ogden, Utah. I am requesting information from all of the Federation Shows as early as the material becomes available so we have time to schedule our trips to the various shows and meetings, and the side trips along with them. If there is something that is special in your area we would love to know so we can plan for it. Being that Vivien and I are judges as well, we hope to see a great competitive section at all of the shows, because we see this as a very educational area for the participant as well as for the spectator. Our judges training seminars have worked very hard to turn the judges from critics to teachers, and this has been quite successful. My hat is off to the training leaders.

My message this time is a bit on the rambling side with little information, but it is that time of year. Hope to have more for you next month. Again I hope all of you had a great Holiday Season and have a fruitful 2015.

Marion

Having Fun: Junior Activities
by Jim Brace-Thompson, Chair & David Rich

Calling all artists! As they’ve been doing for several years now, the Midwest Federation will hold a Youth Poster Contest in 2015 sponsored by the Summit Lapidary Club of Ohio and open to kids in 1st grade through 8th grade across all seven AFMS regional federations. This year’s theme is “The Official State Gem, Mineral, Rock, or Fossil of the State You Live In.” Each grade level will have a winner, with ribbons awarded to 1st through 3rd place. 1st through 3rd place winners also will receive a prize.

Here are the rules:

•All entries must be presented on paper 12”x18”.

•Include name, address, age and school grade of participant on BACK of the entry.

•Artwork can be in pen, ink, crayon, magic marker, paint, or similar artist’s medium.

•No 3-dimensional posters accepted.

•A title may be on the front or back of the poster.

•List your state and why you chose the gem, mineral, rock or fossil.

•All entries become property of the Midwest Federation and Summit Lapidary Club.

Judges will award points as follows: 30 points for originality and art work; 25 points for design; 25 points for title; and 20 points for listing of state gem, mineral, rock or fossil and the reason for your choice. Posters should be sent to Jennifer Fike, P.O. Box 26276, Akron, Ohio 44319 and must be postmarked not later than May 1, 2015. Direct any questions to Jennifer by email at SLC.youth.poster.contest@gmail.com and see further contest information on the Midwest Federation website at www.amfed.org/mwf/
Safety Matters – Got a Date?

by Ellery Borow, Chair

Got a date on any items in your field trip, show, or club meeting first aid kit? Many products now-a-days have not just manufacturer’s lot numbers but product use by, or expiration dates as well. Such is the case not just for many food items, but medical supplies as well.

Even bottles of water have use by dates on them – not that water goes bad, but sometimes there is concern that the chemistry in the plastic of the bottle may migrate into the product. Thus if water needs a date, so do medical supplies.

Periodically, the person in charge of a club’s medical or first aid cabinet should review the kits contents with regard to their expiration, or “use by” dates. While some folks play fast and loose with “best if used by” dates on food items, a medical supply item should really be kept up to date.

A couple safety people I know make reviewing supplies quite easy to accomplish because they maintain a list of all the first aid kit’s supplies and contents as well as their respective expiration dates. Such a list makes periodic reviews easy – especially when listed in a computer data base and sorted by expiration date.

Now, while expiration dates are important, there are additional important facts to consider when making decisions to replace certain items. For example, adhesive bandages may be adversely affected by high heat (think something like noon day or desert sun here). Heat may also effect gel-caps, package seals, and some meds. So one should not just go by the package expiration labels but also by the product storage and handling requirements.

Another factor to consider is relative humidity or dampness. Be mindful to keep the items in the first aid kit protected from wet conditions as much as possible. Many store-bought first aid kits are sealed sufficiently well as to make them waterproof – some even have cases that float, which is quite handy in cases of venturing forth in, around, or on the water.

Some liquids such as hydrogen peroxide, alcohol, iodine may still be found in sealed glass containers. Needless to say, such containers should be well protected from accidental breakage.

Lastly, a note about cleanliness -- many first aid kits are taken right to the sight of a field trip and upon usage possibly exposed to dust, moisture, or other contaminants. First aid kits should be kept as clean as possible. It is not fun to open a kit and see the materials contained in it splattered or covered with dust and debris from the last trip. When items are dirt covered, one really must question the sterility of the contents. As they say, cleanliness is next to... well, cleanliness.

To start out the new year, please, for safety’s sake, make sure the products in your first aid kit are fresh, clean, and have their seals tight. Insure that the supplies that should be in the kit are indeed in the kit. Also, please be safe and consider getting those dates checked.

New or Continuing Officers? Let Us Know

by Steve Weinberger, Central Office Administrator

Many of our AFMS affiliated clubs change officers in January of each year. Is your club one of these?

If so, please take a moment or two and send the name and address of your officers to the AFMS Central Office so that we can keep our mailing list up-to-date.

Have any of your current officers moved? If so, please send us the name and new address so we can keep our mailing list up-to-date. Returned mail costs the federation $0.55 per copy (and sometimes the post office holds the issues for several months before sending them back - thus we pay that 55 cent fee for 3 or 4 issues at the same time!). What a waste of money!

When you send us your updates, please include the name of the club and office that each person holds.

Regional Federations are in the process of assembling their new directories. If you’re the person responsible for sending these out, please remember to include a copy for the AFMS Central Office as well.

Communication matters so let’s keep those lines of communication flowing.
2015 AFMS Program Competition

The purpose of this Competition is to recognize and reward authors of presentations about the Earth Sciences and to make winning programs available to affiliated Clubs across the country. Digital presentations, or video, relating to the Earth Sciences, are eligible. Submit entries in one of the four amateur classes – or, “EXCELLENCE IN EDUCATION” for “commercial” presentations.

• Each program is judged on its own merits.

• Entrants in amateur categories will receive a composite score sheet with comments / score. Winners may be asked to make some changes based on judges’ comments before final version is produced for duplication. (Contact Coordinator for details)

• Judging Form and “Tips for Good Programs” are available on AFMS website (www.amfed.org), from AFMS Coordinator or your Regional Program Librarian.

WHO MAY ENTER
Any Club, Society, or members thereof, with 2015 dues paid to a Federation affiliated with AFMS may enter. (Does not apply to “Excellence in Education” entries).

DEADLINE for entry: April 15, 2015

CLASSES FOR ENTRIES
• Class 1 – Educational - about geology, minerals, gems, fossils, etc.

• Class 2 – Field Collecting - showing site(s), specimen(s), with some geology, collecting methods and other aspects of interest.

• Class 3 – “How To Do It” - techniques/equipment for fossil prep., jewelry, metal work, carving, faceting, other lapidary, etc.

• Class 4 – “Just for Juniors” - any of the above for/ by youngsters.

• “Excellence in Education” entries are judged separately.

JUDGING (Judges look for):
- accuracy of information / educational value
- quality of photographs / visuals completeness of story - but not “too much” information
- narration that moves well from one image to the next
- presentations that explore an area of interest or demonstrate ideas/techniques which viewers may try
- title, credits and “The End” “slides” For CD, DVD or VIDEO entries

For CD, DVD or VIDEO entries
- amateur entries: do not send in DVD format for judging.
- submit a copy preferably in PowerPoint or similar format, without author’s credits, for anonymity
- if possible send entry on a flash drive instead of CD.
- may be live action or static “slides”
- integrated audio is preferred but not required for judging, however audio will be added for final version.
- include a typed script if there is no audio
- 35mm SLIDE PRESENTATIONS can be considered, however please contact Coordinator before sending entry.

AWARDS
A $200 cash prize for the highest scoring program (for 95+ points), $100 if score is 94 - 90 points, in Classes 1 - 4. In addition, Winners receive national recognition. A copy of each winning program is given to each Regional Program Library; thus winning programs are available to Clubs across the country. Winners will be announced at the AFMS Awards Banquet at Austin, TX, Oct. 24, 2015.

PROGRAM LENGTH
Adult programs: 30 - 40 minutes is optimum
Juniors: 20 minutes suggested maximum

REPRODUCTION / DUPLICATION
By entering, all winners grant permission for AFMS to duplicate / transfer their entry to DVD format for the Regional Libraries. Flash drives will be returned after duplication. 35mm slides will be scanned, and returned to producer. Non-winners will be returned after AFMS Convention. Reasonable precautions will be taken to protect program while it is in our hands.

TO ENTER:
Fill out entry form (or copy) and ship with carefully packed program to address below.

DIRECT QUESTIONS AND ENTRIES TO:
AFMS Program Competition Coordinator, Doug Moore 715-345-1055 340 Wilshire Blvd. N., Stevens Point, WI 54481-1242, email: steinhund@gmail.com

Submitters Address: ___________________________________________ ___________________________________________ ___________________________________________ ___________________________________________

City: ___________________________________ State______ Zip___________________

Preferred contact(s): phone________________________ best time to call: daytime / evening
e-mail________________________

IS THIS PROGRAM FOR SALE? No______ Yes______ Cost: __________________

Deadline for entry: April 15, 2015

Mail to: Doug Moore
340 Wilshire Blvd. N.
Stevens Point, WI 54481-1242
Just in Time for the New Year

by John Washburn, MWF Geology Chair

Just in time for The New Year – 3 new DVD present-
sations by notable scholars for a mere $20 dollar
donation for each to go to the MWF Endowment
Fund. The three presentations were given at the
2012 Geo-fair in Cincinnati, Ohio. Not only are the,
 scholar’s great speaker’s they are also nationally
known – Jeff Scovil for his photography and a col-
clector of minerals. Dr. Carl Francis, Harvard Museum’s
former mineral curator, and Dale Gnidovec, well
known Ohio paleontologist.

All the titles of these DVD’s are as follows:
“Teeth of Carbonates” by Jeff Scovil
"Collectable Carbonates" By Dr. Carl Francis
“Teeth Jaws and Claws” by Dale Gnidovec

Again for only a $20 dollar donation you will receive
a DVD of your choosing.

Order today - you will not be disappointed - sat-
satisfaction guaranteed. This donation will be credited
to your club or the individual making the donation.
Regardless your donation is tax deductible. Please
enclose an additional $2.00 for postage for each.
Send your request to MWF Endowment Fund Trea-
surer Alan Hukill 15785 Park Lake Road, East Lansing
MI 48823. Please make the check payable [no cash
please] to MWF Endowment Fund.

AFMS Newsletter – February, 2015

Page 5
Congratulations to all our 2014 AFMS Club Rockhounds of the Year.

A brand New Year has just begun and I am ready to receive submissions for your club’s 2015 special member. Don’t wait, send it in early, it takes only a few minutes. Have your club make their selection and send the name along with a 100 word narrative on the honoree’s accomplishments to your Federation’s Rockhound of the Year Chairman. The Chairman will send the submission onward to me for publication in this newsletter. Remember, in addition, you may select a Junior member to recognize for his or her endeavors.

AFMS Club Rockhounds of the Year

The Roseville Rock Rollers are pleased to proclaim Teresa Johnson our Rockhound of the Year. Teresa has been a very active member of our society since 2011. While serving as Vice-President in 2013 and responsible for programs during meetings, she obtained very interesting speakers and programs. She became President in 2014 and has continued to grow our society with her excellent leadership. For the last three years Teresa has staffed our lapidary shop on Wednesday nights providing lapidary training and other important tasks. As Class Coordinator she enlarged and improved the program. Teresa always works at our annual show from setup to final takedown performing many varied tasks. Teresa setup and ran our first ever successful tailgate and barbeque. Teresa Johnson is a leader, enabling our society to achieve our goals of education and sharing.

Submitted by Jonathan North, Federation Director

The Roseville Rock Rollers are pleased to proclaim Teresa Johnson our Rockhound of the Year. Teresa has been a very active member of our society since 2011. While serving as Vice-President in 2013 and responsible for programs during meetings, she obtained very interesting speakers and programs. She became President in 2014 and has continued to grow our society with her excellent leadership. For the last three years Teresa has staffed our lapidary shop on Wednesday nights providing lapidary training and other important tasks. As Class Coordinator she enlarged and improved the program. Teresa always works at our annual show from setup to final takedown performing many varied tasks. Teresa setup and ran our first ever successful tailgate and barbeque. Teresa Johnson is a leader, enabling our society to achieve our goals of education and sharing.

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Submitted by Jonathan North, Federation Director

The Bakersfield Mineral Mites Club designates Christian Meyer Hill as our 2014 AFMS Junior Rockhound of the Year. He is currently Vice-President of our club and is a hard worker, reliable and trustworthy. He has earned 15 of the 20 AFMS rock badges. At the Federation Show in Ventura, he earned a 1st Place Award and the President’s Award of $100 for best display. This tops his Best of Show ribbon at the Kern County Fair in 2013. He took part in the group display, which also earned a 1st Place ribbon. Christian has been productive in the workshop. He also helps the advisor with club priorities and community events. Outstanding job Christian, keep up the good work.

Submitted by Ismail Sanchez, Advisor

Jean P. Smith is the 2014 AFMS Rockhound of the Year for the Oxnard Gem & Mineral Society. Jean has been the liaison between OGMS and the city regarding our shop. In 2012, we had to move out of the building while the city did renovations. When it was time to move back in, they had misplaced our lease. Jean took charge. She set up steering committees, she got the club members to go to the Parks & Recreation Board meetings, and she enlisted a friend/member Anne Pierce, an attorney, to help her out. After a lengthy battle with the city, Jean announced at the Sept. 2014 club meeting that we have our class/shop back. She then organized a shop clean-up weekend. She is a teacher in our silversmithing classes and a shop steward.

Submitted by Adrian Ruiz, President

It is our honor to announce that Andy Anderson & Jeff Geist are the AFMS 2014 Club Rockhounds of the Year for the Ventura Gem & Mineral Societies. Andy and Jeff are both valuable members to VGMS. Andy and Jeff were little worker bees at our clubhouse/museum, at our annual show, at our Educational Outreach Programs and even at the Ventura County Fair helping in both set up and tear down of the Gem & Mineral building. We are proud to have them represent our club.

Submitted by Diane Cook, VGMS President

Nancy Bird is currently the President of our North Orange County Gem & Mineral Society. This is Nancy’s second two-year term as President and we are honored to name her as our 2014 AFMS Rockhound of the Year. Since she joined the club, about 13 years ago, she has held numerous positions including show chairman and program chairman; many of these positions at the same time. Also, she’s always been our “Plant Lady.” She has developed a phenomenal identification kit and adult friendly learning activity she calls “Pot O’ Rocks”. Nancy is a hard-working, enthusiastic and dedicated person. She is a leader, a good planner and resourceful. She has put her heart and soul into this hobby for many, many years. Congratulations Nancy!

Submitted by David Swanston, Past President

The Victor Valley Gem & Mineral Society proclaims Cody Poppert as our 2014 Junior Rockhound of the Year. Cody is very knowledgeable in everything lapidary related and his work is superb. Cody is an amazing help; when something needs done, he will do it. At events, Cody, with a smile on his face, is usually the first to show up to help and the last to leave. He helps show our new members how to do things properly and inspires them to try new things. Cody will show off his work, and he inspires adults by telling them, “Hey, a kid did this, so you can too!” When Cody graduates he intends to go into a field of work that is lapidary related.

Submitted by Tina Joseph, Federation Director

The Victor Valley Gem & Mineral Society honors Cyndy Mandell and Lois Papner as our 2014 Club Rockhounds of the Year. When something needs done, these two are the ones we can always count on. Cyndy is our CFMS Representative, serves as an instructor for our club, has hosted several classes, runs our monthly raffle, ran our Gem Show and publishes our newsletter. By Cyndy’s side is her life partner, Lois Papner. This year, Lois is our Recording Secretary and Club Librarian. Lois has also worked extensively on organizing the club. Cyndy and Lois love the hobby so much and they share that love with others. These two constantly give of their time and talents to make our club the best.

continued on page 7
AFMS Club Rockhounds

Eastern Federation

The Northern Virginia Mineral Club would like to honor Jim Kostka as our 2014 Rockhound of the Year. Jim maintains our 200 person membership list, e-mails the newsletter and club announcements, and has, for the past 5 years been co-chair of our show where he handles publicity, set-up, creating the Scout corner for education and out-reach, and much more.

Jim’s assistance with his Geiger counter effort is wide ranging with identification, education and RAD removal. He uses his trained geology merit badge counselor skills to teach, share, encourage and otherwise promote geology activities in the boy scouts and area rock clubs...and this is just the short list! We are pleased to honor Eagle Scout Jim Kostka as our Rockhound of the Year for 2014.

Submitted by Kathy Hreckka, Vice President

Pat Lambert has been named as their 2014 AFMS Rockhound of the Year. Pat has been the Membership Chairlady for the past seven years. Not only does she receipt-in dues, issue membership cards, maintain a membership list, greet members and guests at the meetings, make member name tags for both the club meetings and the annual show; Pat does the same for our Junior Club! She has also been responsible for the folding, addressing and posting of the club newsletter. Pat is always there helping with club projects. In addition, Pat is the Show Coordinator for the NFMS. Pat, we appreciate all that you do for us and we love having you as a member of our club.

Submitted by Evelyn Cudahy, President

Midwest Federation

The Spring River Gem and Mineral Club of Cherokee Village, Arkansas is proud to announce Ellen Wethington is their 2014 AFMS Rockhound of the Year. Ellen is a lifelong rock collector. Upon moving to the North Central Ozarks Region, she joined our club to learn more about rocks and to enjoy our field trips. Having attended many trips, she always returns home with one of the best specimens! She is also a faithful Kitchen Chairperson. She arrives early, sets up her station and greets guests and fellow members. She exemplifies the best of what a rock club member should be!

Submitted by Ruth Moxdon

The Ozark Earth Science Gem, Mineral, & Fossil Club has named Sharon Waddell as its’ Rockhound of the Year. Sharon joined the club in 1978 and from the very beginning she became active, serving in many ways. Because of her unselfishness and dedication to the hobby of rock collecting, many times when the club would have just thrown up their hands and quit, Sharon was there with a smile on her face saying, “I’ll take the job” when no one else would come forward. She has served as our field trip director, safety officer, helped many times with educational programs at schools, and since 1996, has served off and on as our President, and is currently our show chair head, and the club Liaison. Her last Presidency was from 2012 through 2014.

The club is very fortunate to have her as a member and she is greatly appreciated for her many years of hard work, dedication, & commitment.

Submitted by Madelyn Anderson

Rocky Mountain Federation

Cañon City Geology Club in Fremont County, Colorado is pleased to honor Daniel and Cynthia Nichols as our 2014 Rockhounds of the Year. This duo is always warm and welcoming to new members and beginning rockhounds. They are willing to share their knowledge and expertise as well as their finds. When asked to help with club activities, they jump right in without hesitation, whether it be moving chairs and tables or giving a demonstration. They have been active members for over 10 years. They have collected most of their lives, traveling all over the United States and internationally collecting rock, gems and minerals of all kinds, “even ugly stones, because they all have a purpose”, says Daniel. Their show and tell table is always a favorite and their lapidary work is exquisite.

Tooele Gem & Mineral Society of Tooele, Utah would like to honor Mickey Miller as our Rockhound of the Year. Mickey tumbles a huge amount of rocks for our Club and sells them to us below the cost that it takes to tumble them. It has been great that Club members can purchase such beautiful rocks at such a reasonable price for either their collections or to make jewelry. Mickey is willing to teach our members lapidary and silversmithing skills. To raise money for the Club, Mickey donates lots of rock for our silent auctions. Mickey has been in our Club for over 30 years and is a tremendous asset!

Southwest Federation

The Middle Tennessee Rockhounds would like to honor Shawn Seibold as our Rockhound of the Year. He has been a long time member of our club and a highly valued one as well. He has been an asset to our club in many ways, always willing to share his knowledge with those of us who are less experienced. He has on many occasions led trips afield to collect fossils and minerals, even taking club members to his secret “honey holes.” He is a selfless rockhound who is always freely sharing his finds with the kids who come to visit our club. We are truly fortunate to have him as a part of Middle Tennessee Rockhounds.

Submitted by Mike Mangrum

Northwest Federation

Lakeside Gem & Mineral Club of Kennewick, Washington proudly announces that

Pat Lambert has been named as their 2014 AFMS Rockhound of the Year. Pat has been the Membership Chairlady for the past seven years. Not only does she receipt-in dues, issue membership cards, maintain a membership list, greet members and guests at the meetings, make member name tags for both the club meetings and the annual show; Pat does the same for our Junior Club! She has also been responsible for the folding, addressing and posting of the club newsletter. Pat is always there helping with club projects. In addition, Pat is the Show Coordinator for the NFMS. Pat, we appreciate all that you do for us and we love having you as a member of our club.

Submitted by Evelyn Cudahy, President

ALAA Membership

I am happy to have been able to serve as your Membership Chairman this year! ALAA is important to me and to my husband as we have enjoyed our forays out into the wilds to look for interesting rocks and to join friends who are doing the same.

Many of our “Public Lands” are no longer “Public” there are lots of signs saying “Enjoy your Public Lands”, but they don’t really mean for us to do that. They mean drive through, go ‘oooh and aaah’ but keep our bloody hands off. I am personally affronted by their audacity, and feel that the BLM as well as the Federal Government have no idea what they are dealing with. The Feds make a rule but then sign the paper and file it away somewhere, all the while the Department of the Interior tells the BLM “just make it up as you go along”, a least that is how it feels to me. There are people out there who have filed claims on land to do their mining and metal detecting and looking for just that special something, even they are being pushed around. If a claimant can’t search on their own claim, what can they do?

We have to keep fighting the powers that be and keep writing to our Congressmen and stating our case. We have to keep on going and never give up. After all, these are “OUR PUBLIC LANDS”.

As a member of ALAA you can help by spreading the word and urging your friends and acquaintances to join ALAA. The membership fee is small, and every little bit helps us keep our program going.

You will find a membership form on our website at www.amlands.org. Print out several and pass them out.

Contact me at <lizardwoman3@yahoo.com> if you have questions regarding your ALAA Membership.
Membership Building and Retention Through Your Bulletin, Part 2
by Mark Nelson, BEAC Chair

Rock collecting clubs experience the same challenges as other social groups - attracting and maintaining membership. In this regard, we are actually in competition with other groups such as the Lions, Kiwanis and Rotary for the attention of adults - and with scouting, 4H, youth soccer and other weekend sports activities for extra-curricular youth activities. One of the best tools a club has to attract new members and to increase the involvement of current members is its Bulletin! This is a powerful resource that can go into the homes of adults and youths to tell of what your club has to offer. Once in their homes your bulletin again competes with the scores of other advertising mailers for their attention - but you have an advantage! You are not selling anything! You are bringing them news of a very interesting hobby and recreation that they enjoy - rock collecting! Capitalize on this advantage! Think like an outsider - will your bulletin look more like a dry and dull mimeographed report from the 1960’s or like the cover of a newstand magazine? Which will they choose to look at? Make your bulletin professional and educational and it will attract individuals seeking a professional and educational experience!

Here are this month’s suggestions for a more interesting bulletin:

When we read Rock & Gem magazine we see an eye-popping photo of rhodochrosite and want to open the pages to see where we can go to collect them! Take a tip from them and use photos on the front cover! Give photo credits and get permission to use photos when they are from copyrighted sources. Mindhat is a good source for photos and the individuals who own the rights to the photos are usually more than willing to give permission for non-commercial use if asked. Send them a copy of your bulletin as thanks!

Common printer and copy paper is 20# bond, 94 brightness multipurpose. Consider using 80# gloss 98 brightness multipurpose paper. Print and images will “pop” on the page!

Use the front cover of your bulletin to let the reader know of interesting articles inside. Note on the cover what page this article is on, such as “See article on page 5”.

Take a page on the inside of the bulletin to develop the cover article or story and, on that page, put more photos along with your story.

For your regular columns (president’s report, treasurer, field trip, education, safety and such) - put the photo of the reporting person with their article! Yes, you may know who Jane the Education Committee Chair is - but do your new members? Having a member’s photo next to their article is also a way of extending honor and appreciation to that member or committee chair who write an article for your bulletin (maybe they’ll even do it again the next month).

Dedicate a page or two of your bulletin to your club members. Dale Carnegie once said “Remember that a man’s name is to him the sweetest and most important sound in the English language”. This is also true for photos of members! Whenever possible following a field trip, meeting, workshop, picnic or other event, get photos of members into the next month’s bulletin. Put a little caption box next to their photo with their name and what they are doing. By involving them on the pages of your bulletin you will encourage involvement in other areas of your club.

How does your bulletin compare to that of the best? If your Federation has an experienced bulletin editor serving as its Bulletin Editors Advisory Chair - take advantage of them! They are a resource for making improvements to your bulletin. Send him or her your bulletin and ask them to critique it! You can also send it to my attention with the request to do the same. My contact is <mnelsonair@aol.com>.

Another resource available to our clubs and their bulletin editors is SCR.I.B.E. - the Special Congress Representing Involved Bulletin Editors. SCR.I.B.E was created to assist bulletin editors to improve their bulletins. Membership in SCR.I.B.E is only $6 a year. In addition to four newsletters a year editors receive an annual DVD with the best articles judged by AFMS, cartoons and clip art, and many useful items to make a bulletin more interesting. Now, clubs can have a membership that allows the club president, editor and secretary to be members for only $12 a year. Memberships are available at <scribe.rbnet.net/> and can be paid by PayPal or check.

[Ed. Note: If your editor is a new editor and a member of SCR.I.B.E he or she can also have your club bulletin evaluated by sending a copy to me at <editor@amfed.org>.

Upcoming Regional Federation Conventions
by Bob Livingston, Chair

All but the Southeast Federation have now set their convention dates for 2015 and several of the regions have already set their 2016 dates as well. It’s important that you notify me when your federation has determined the date and location of their 2016 and 2017 annual meeting so that we can avoid conflicting dates. My contact information is on the next to last page of this issue.

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<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>
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<tbody>
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<td>2015</td>
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<td>June 12-15</td>
<td>Lodi, CA</td>
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<td>Sept. 14-16</td>
<td>Placerville, CA</td>
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<td>2017</td>
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<td>Oct. 22-23</td>
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