It is AFMS policy that its name and logos may not be used for commercial purposes. Please notify the Central Office of any violations.

2019 Web Site Contest
by Don Shurtz, AFMS Contest Coordinator

It is time to start thinking about the 2019 Web Site Contest. The early AFMS Convention will result in earlier closing dates. Your Regional Federation Web Contest Coordinator will establish a closing date for your contest. Do not be surprised if that date is in the middle of December, 2018 – it takes time to get all the web sites judged.

The judging criteria for the 2019 contest have been significantly changed. Some of the significant changes are:
- AFMS, Regional Federation, and Club logos must be on your Home Page to receive the full points.
- Basic meeting information must be on your home page to receive the full points.
- Club contact information or a submit form for the Webmaster or Main Contact is required. The Web Site will be disqualified if the contact information is not easily found.
- Contact information or a link to a submit form for the Webmaster is required on all pages with links so that broken links can be easily reported.
- A Search Engine is no longer required. Bonus points may be awarded if the site does include a Search Engine.
- Keywords in the html header are no longer required. Major Search Engines (Google, Bing, Yahoo, etc.) no longer use Keywords for content search.
- The good news is that most club Web Sites all ready have these changes incorporated, but if something needs to be updated, the changes are easily implemented.

The forms required for the Web Site contest entry are on the AFMS Web Site and are the Web Site Contest Entry Form and the Web Site Contest Score Sheet. You should also download the Web Site Contest Guidelines. It has details about each item in the Score Sheet plus some helpful suggestions to help protect the use of email addresses in your Web Site.

The contest is more than just winning. The primary purpose of the Web Site Contest is to improve your web site to make it more meaningful to visitors and club members. Each Web Master that enters will receive constructive comments from judges outside your Regional Federation about the strengths and areas of your web site that could be improved.

The Regional Federation Web Site Contest Coordinators for the 2019 Contest are:
- California Federation - Merryan O’Neill mvoneill@comcast.net
- Eastern Federation - TBD
- Midwest Federation - TBD – to be filled at next MWF Convention in October
- Northwest Federation - Cheri George <cherig1946@yahoo.com>
- Rocky Mountain Federation - Jennifer Gerring <jgerring@gmail.com>
- South Central Federation - Don Shurtz <don.shurtz@gmail.com>
- Southeast Federation - Jeff Ursillo <bnmjeff@aol.com>
A Message from the President

by Doug True, President

I have been a resident of Billings Montana for 47 years having lived in southern California as a child through age 21 and then six years as a medic in the Air Force during the Viet Nam Conflict. After that we moved to Montana, what a great place for a young rock hound to live. I have always liked collecting rocks and minerals. I love to hunt Montana agate on the Yellowstone River, Bear Canyon agate from the Pryor Mountains.

I Joined a local Gem club in the 1970’s and that was the beginning of 50 years of promoting this great hobby. Over those years I have been president of the Billings Gem and Mineral Club for 5 years, President of the Montana Council for 2 years, President of the NFMS 2000-2001, President of the Old Timers Club, ALAA President for 2 years, President of Prinville Rock Hound Pow Wow in Oregon for 5 years. Along with this my wife Jeanette and I have been dealers, selling Gems, Minerals, Jewelry and Fossils on and off almost fifty years. I was Show chairman for a NFMS show in Billings 1998 and AFMS Show in Billings 2009 and Club dealer chairman for many years. We also have a shop in Quartzsite, Arizona that we opened 15 years ago. I am fieldtrip chair for NFMS and have organized several multi federation trips over the years and trained at Wildacres as an AFMS Judge. You can see that I am a supporter of clubs, federations and dealers. Promoting the hobby is our love and always will be.

I am honored to be able to serve you and hope to meet more of you as this year goes forward. My goal is to continue the work that Sandy has started, her goal was to strengthen our committees and try to work more on Long Range planning. We need to work together as a group to accomplish these goals - that means we need input from everyone. Shows are the life blood of every club; they are that one big fundraiser you need to continue to fund your projects.

Many clubs are struggling to make ends meet, some of the problems are the rising cost of a facility, advertising costs and finding quality vendors. We need to also remember that the show is designed to raise funds to support your club activities and you need to draw in the public to buy the venders products. Remember the public is there to see the dealers and find that decorator item, jewelry, or that choice rock to cut, plus the many special things that dealers have for sale. They are looking for quality. That means the show is not the place for club members to dump their extras or seconds.

I cannot count the clubs that are no longer having shows because of poor attendance often due to little or no advertising. The day of printing up 1000 flyers are gone, spending money brings in money, you get what you pay for. Utilize all avenues you have, Facebook, all free notices with Radio and TV, and look for special exhibits and then advertise them.

We also need to remember that we are a Not for profit organization to promote the hobby and not to see how much money you can build up in your bank account. That money is to promote the hobby. A good show, fieldtrips and programs will bring in new members. We have spent too many years building within, reaching out is what makes our clubs grow.

Another situation that clubs need to deal with is donations. Many club boards are receiving donations of collections to be used for promoting the hobby, those items are to be sold to the public through special sales, auctions. They are not to be divided up among the members of the club first (THAT is Fraud or stealing from your own club members and their hobby) and few spoil it for everyone.

Thank you for allowing me to serve you.

Doug
Having Fun: Junior Activities

By Jim Brace-Thompson, Juniors Program Chair

Resources for Kids of All Ages

I was recently contacted by a Juniors Coordinator for a local club who noted that she works with a group of especially young kids, primarily 5- and 6-year-olds. She noted that a lot of activities in our AFMS/FRA Badge Program seemed geared to a more mature set of kids and asked if I might suggest extra educational resources. I happily provided her with the following suggestions:

Diamond Dan Publications: www.diamonddanpublications.net

(Women in Mining: www.womeninmining.org (they have a tab on their opening web page you can click for a number of free resources and lesson plans)

Minerals Education Coalition: https://mineralseducationcoaltion.com (this used to be the Mineral Information Institute, or MII, and is the group that produces the classic illustration of a baby surrounded by all the earth resources he/she will need in a lifetime)

To this Juniors Coordinator and to everyone else considering the AFMS/FRA Badge Program, I also want to take this opportunity to issue a general reminder of what I say within the Introduction to the Badge Manual, namely: “Local youth leaders are encouraged to adjust the level of each activity to match the age range of the kids involved. Take, for instance, the mineral identification project (Activity 1.2). Very young children might be taught only the basics of color and hardness, and the youth leader could guide them through a hands-on session with just a few very common minerals that are easily identified, such as quartz, calcite, sulfur, malachite, galena, mica, pyrite, and hematite. Older kids might be given more of a challenge, using a wider range of characteristics to identify a wider range of minerals on their own or in teams after a basic overview. Don’t take the activities at face value; adjust as necessary!”

As another example, if you work primarily with younger kids, you don’t need to expect them to memorize all ten minerals in the Mohs Scale of Hardness. It’s the concept that matters. Thus, work with just two or three minerals (say, talc, calcite, and/or quartz) for a hands-on exercise that underscores how some minerals are harder than others and how this quality is helpful in mineral identification. I’ve tried to design the badge program to be useful for kids of all ages since that’s what we see within our local clubs—kids ranging from 3 to 17. You don’t need to follow each activity exactly as laid out. Modify, where necessary simplify, but above all utilize the program! Feel completely free to make any activity as accessible as possible for the kids with whom you’re working. If you see a different spin on a particular activity that’ll work better with your group of kids, by all means, take that spin, then reward the kids with badges as they learn and have fun!

Clubs can find out more about the AFMS Juniors program at www.amfed.org and scrolling down to FRA Future Rockhounds of America. Items found in this section include the FRA Badge Manual, FRA Future Rockhounds of America Badge Program and among other items, “A Menu of Ideas for Kids’ Show Activities”.

Purpose of the AFMS:
To promote popular interest and education in the various Earth Sciences, and in particular the subjects of Geology, Mineralogy, Paleontology, Lapidary and other related subjects, and to sponsor and provide means of coordinating the work and efforts of all persons and groups interested therein; to sponsor and encourage the formation and international development of Societies and Regional Federations and by and through such means to strive toward greater international good will and fellowship.

The A.F.M.S. Newsletter is published monthly except January, July and August by the American Federation of Mineralogical Societies

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These are usually sent to the President, Editor and Federation Director or Secretary.

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Steve Weinberger
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410-833-7926

Content – Letters
Editorial Comments – Submissions
Any communication concerning the content or format of the newsletter should be sent to the Editor: Carolyn Weinberger
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Deadline is the 1st of each month preceding publication (i.e. April 1 for the May issue)

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Why contribute to the Endowment Fund? Simply, your donation of either an item donated to the fund or the purchase of tickets helps tremendously with this important fundraiser for the Federation. The interest from the monies generated is used for AFMS special projects, such as, junior badges, judges training, digitizing of slide programs, to name a few.

Tickets for the drawing are $5.00 per ticket or 5 for $20.00. You may purchase your tickets from your Federation’s representative as follows:

California Federation:
Heidi Hall,  
233 Fairway Dr; Santa Rosa, CA 95409  
<hdafler@yahoo.com>

Eastern Federation;  
Carolyn Weinberger  
PO Box 302; Glyndon, MD 21071-0302  
<editor@amfed.org>

Midwest Federation:
J.C. & Donna Moore  
25235 N State Route 72; Cuba, IL 61427  
<jcmoore3rd@gmail.com> or <mwfsecretary@gmail.com>

Northwest Federation  
Judi Allison  
1701 NW 11th St; Hermisson, OR 97838  
<jall@cotnet.net>

Rocky Mountain Federation  
DeLane Cox  
8152 Spanker Ridge Dr; Bentonville, AR 72712  
<delanec3@earthlink.net>  
or Richard Jaeger  
3515 E 88th St; Tulsa, OK 74137  
rjgrsci@aol.com

South Central Federation  
Joyce Speed  
4680 Wisteria St; Dallas, TX 75211  
llispeed2@gmail.com

Southeast Federation  
Leslie & David Wayment  
PO Box 780791, Sebastian, FL 32978  
<aastainedglass@bellsouth.net>

I am quite happy to report that we have several donations to date. Unfortunately, at this time I only have photographs of two – which I will share with you in the next newsletter, when I receive photos of the balance of the items.

The items donated to date are as follows:

#1 Amethyst Plate and holder donated by Doug True. Estimated value $375.00 (NFMS)

#2 – 4 Three (3) spheres. (MWF)

#5 10.64 T.O. of silver was donated by Sue Dale Miller. Estimated value is $175.00 (SCFMS)

#6 Carolyn & Steve Weinberger – Almandine Garnet in graphite, Red Embers Mine, Erving, MA. Estimated value is $100.00 (EFMLS)

#7 Mexican Geode donated by the Long Island Mineral & Geological Society. Estimated value $75.00 (EFMLS)

#8 Jasper Sphere donated by the Suffolk Gem & Mineral Club. Estimated value $90.00 (EFMLS)

#9 Quartz, Mt. Ida Hot Springs, AR donated by the Island Rock Hounds. Estimated value $365.00 (EFMLS)

#11 Half of Brazilian Geode donated by Gangi Gems. Estimated value $75.00 (EFMLS)

All pictures of the items and any new donations will be listed on the website and where possible, in this Newsletter. If interested in donating an item, please ensure that the minimum value is $75 and not heavier than five (5 pounds).

Please contact me in advance if you have a donation (ciervo.neary@gmail.com)

Thanks again for your support!
**AFMS Rockhound of the Year**  
by Judy Allison, AFMS Acreay Coordinator

California Federation

The members of the Conejo Gem and Mineral Club are proud to recognize Dick and Phyllis White as our Rockhounds of the Year for 2018. For years Phyllis has helped run the Youth and Plant Room at our annual show while Dick has helped set-up and take-down display cases and tables. They also help the Ventura Gem and Mineral Society and the Oxnard Gem and Mineral Club with their youth venues at their gem shows, reflecting well on our club. Phyllis also demonstrates how to make wire wrap jewelry; while Dick, in another hall, does wood carving demonstrations.

Both are tireless volunteers who assist and support our club in many ways.  
*Submitted by Mike Havastad  
Federation Director*

**Eastern Federation**

The Wayne County Gem and Mineral Club of Newark, NY (WCGMC) has instead of a “Rockhound of the Year” has a “Rockhound of the Decade.” Instead, we proudly proclaim Bill Chapman as WCGMC Rockhound of the Decade!

Over the past decade (probably more), Bill has led hundreds of field trips. His pursuit of new sites led to the WCGMC slogan “Always Looking for Places to Dig”. Some locations, like our annual spring trek to Pennsylvania, have become regulars on our busy schedule. His love of Herkimer Diamonds, Devonian fossils, Adirondack minerals and much more is contagious and seemingly forever.

But it goes beyond field trips. He inspires new members by helping them cut or polish a cabochon, or load a rock into a saw. His outreach efforts with kids are legendary. Bill is always there with a helping hand.

For this, and for much more, we honor Bill Chapman with the title WCGMC Rockhound of the Decade.

*Submitted by Fred Hayes*

**Midwest Federation**

The Spring River Gem and Mineral Club of Arkansas names Norvin (Bud) and Jean Green for our 2018 “Rockhound of the Year” Norvin and Jean lived in Seneca, Illinois where they met and married. After retirement, Norvin and Jean moved to Ash Flat, AR where they joined the Spring River Gem and Mineral Club and became the club’s Trip Coordinators. Jean and Norvin spent many hours searching places the club to could hunt in and out of State. They would travel to a possible site to check it out and gain permission for club members to hunt and also gathered information club members might need like camp sites, motels, restaurants and accessibility for persons with special needs.

Norvin and Jean Green are very deserving of this prestigious AFMS award.

submitted by Bruce Langdon

South Central Federation

Austin Gem and Mineral Society recognizes lapidary artisans Nikki and Bob Atkinson for their remarkable contributions of time and talent to the club during 2018, their first membership year. The Atkinsons operate Smoke & Daggers, a small business where they custom design and handcraft natural gemstone and precious metal jewelry. Nikki volunteers as AGMS new Social Media and Digital Advertising chair. She manages the club’s Facebook, Instagram and Twitter accounts and coordinates club media with the Gem Capers Show Committee. Bob and Nikki created and team teach a new nine-hour/3-session metalsmithing class. Two classes have already been completed. And with all this, along with their son, they also participate in the club meetings and special events.

submitted by JanMarie Ozias

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**Safety Matters – Where is Safety?**  
by Ellery Borow, AFMS Safety Chair

Where is safety? A short story if I may. Of the 6 or so folks who read these Safety Matters articles, one of those readers related a story of a recent safety matter she experienced. While digging a hole in her back yard to plant a plant, she encountered a large rock. Being a rock person, she gathered her rock cracking hammer and chisel and proceeded to reduce the size of the rock using her tools. She related what I might call a “thought bubble” over her head which read “Shouldn’t I be wearing my safety glasses?”

That one reader though of safety glasses while breaking a rock to plant a plant is what I would call, a success. Safety is a full time responsibility.

Where is safety? Safety matters relate to planting a plant, breaking a rock, driving to a field trip, and grinding a stone. Safety matters do not end when one leaves the quarry, or the office or drives back in the garage.

Where is safety? Safety matters are everywhere.

In the many and varied areas of our rock hobby, safety matters are everywhere - at our club meetings; our shows; our workshops; our collecting trips; our talking about the hobby in school, church, or civic groups; our rock trimming and identification activities. Safety matters abound in all aspects of our hobby. Some safety matters are well documented and clear. Some safety matters hide in the dark and are unique to a situation. Being safe means being mindful of rules, guidelines, obvious and less obvious hazards, and, perhaps most of all, being prepared and well aware of the potential danger in every situation.

Being safe is not complicated. We pretty much know what we need to do to be safe so it mostly a matter of doing that which we know is the right thing to do to remain safe.

Please, be safe in and with all your. Your safety matters.
How Kalamazoo and Minnesota Clubs Grew Their Shows!
by Regina Kapta (MWF Public Image Chair) and Tony Kapta (MWF Past President)

In May, Tony and I travelled to Kalamazoo, MI for the MWF Spring meeting which was hosted by the Kalamazoo Geological & Mineral Society at the club’s annual show, the Kalamazoo Rock, Gem, Fossil and Mineral show. We had been to the Kalamazoo show before, and I thought we would see a show similar to what we had seen 4-5 years ago, BUT was I shocked when I realized the show now filled 2 wings of the Kalamazoo County Expo Center. From a small show of a couple thousand attendees a few years ago, the show now occupies 35,000 sq. ft. of the Expo Center.

I tracked down David Haas, who is the President of the club, and he introduced me to Jerry VanKnocker and Wrifton Graham, orchestrators of the show advertising and publicity. We talked about what has changed in their approach to advertising for the show. Jerry talked about aiming for slow growth each year, adding more children’s activities, and more Facebook involvement, growing attendance, but trying NOT to grow more than they could handle based on club volunteers, dealer space and member support in donated items and prizes. This is the first year the club moved into the 2nd wing at the Expo center.

Five years ago Kalamazoo had about 3000 attending the show. By the end of Saturday in May 2018 they were at 4500, and by Sunday afternoon hit over 7100, for a final attendance of 7500. This is an increase of 31% over the attendance for 2017.

CONTROLLED BLASTS

Jerry handled the email blasts and Wrifton handled the FaceBook promotions – there were no newspaper, radio or TV ads at all. Over the past 3-4 years, as attendance grew, they eliminated the traditional channels of advertising since the responses on email and Facebook were so much better.

Jerry sent the email blasts out at 6 weeks and again at 2 weeks out from the show, at about 3000 emails each. The emails featured highlights of the show and linked to the club website for more information.

FACEBOOK CHANGES THE GAME

Wrifton talked about how to use Facebook’s strengths to expand the reach of a basic Facebook ad. The main focus using Facebook Ads is to get the ads to go ‘viral’. This means once a certain threshold of “Interested” clicks is reached, Facebook algorithms take over, and the ads and posts are increasingly fed into more and more newsfeeds as the “authority voice” is recognized and weighed over other ads, growing the visibility exponentially.

Using FaceBook as the primary advertising platform, there were several approaches that proved to impact attendance:

The pre-event Facebook Ad was created and included a photo of amethyst cathedrals, the show name, date, location and web address. Under the ad was one paragraph describing show details. The demographic target of the ad was Women Ages 23-38, living in urban areas within 2 hours driving distance from the event. Money spent for the primary ad and boosted posts about the show, was about $750.

The club offered a pre-show give away contest on Facebook at 6 weeks out from the show. The winner could pick up the prize at the show. This helped increase the FB sharing immensely.

There were posts about the show to various FB interest groups – Rockhound and collector groups, Lapidary groups, Faceting groups, and Lake Superior Agate interest groups. Plus, members that posted stuck around on the sites to field questions and promote details about the show.

The club members also did daily posts on the club website or commenting on the ad, posing questions about specific minerals or gemstones, talking about their favorite parts of the show, doing a favorite dealer highlight, or most interesting kids activity. Talking up the special displays being featured, and what the speakers were presenting sparked even more questions and comments about the show. This also included reviews and testimony-type commenting about the show – that it’s worth the drive and pointing out the education value in the kid’s activities. Members played an active role in commenting, and those responses and sharing helped make the postings go viral. The Facebook ad received over 12,000 clicks showing “Interested”, and half of the people interested showed up at the show.

The winner could pick up the prize at the show. To get more club volunteers during the show, they offered a free year membership to its active membership and its leadership.

A FEW TRADITIONAL AVENUES STILL INCLUDED

They still did the school flyers, mailed postcards, and left bookmarks. The club is able to feature Friday as Kids Day, with flyers sent to the schools, and providing a subsidy for the schools to cover the bus transportation for students. Other promotions were book marks featuring next year’s show to hand out at other shows during the year. The club starts this right after the current show for next year’s show.

Get it Ready – All American Awards Entry!
by R. Kapta, AFMS Chair

Take a look at what your club has accomplished this past year, and give credit where credit is due! The more members contribute to the yearbook, the more it can serve as an historical document for the club, and an excellent tool to encourage prospective members. The Yearbook can be in the form of a paper scrapbook or digital PDF. The AFMS Web Site has applications and examples of previous award winners.

With the next AFMS Convention on March 23-24 at Cedar Rapids, IA, the deadline for the AACA entries is really, really early! The contest will cover the year 2018 from January thru November. The deadline for the AFMS contest will need to be February 1st. The regional deadline will need to be earlier, so check your Regional newsletters for those dates.

Because the deadline is so early, there are no changes to the AACA requirements. Forms for 2019 are on the AFMS website.

Questions? Contact Regina at rmkapta@comcast.net.

... AND A FEW NEW IDEAS

The club also included demonstration booths for the City’s environment and ecology dept featuring info on clean water, for Paleo Joe – featuring fossils and how they are formed, and booths about the Children’s museum and the Seaman Museum. Membership booths were setup for 4H Clubs, Boy and Girl Scouts, info on the local college, the local astronomy club, a Master Gardener booth, and Earthscapes – featuring a local landscaper showing how rocks can be integrated into a landscaped yard.

One specific item really stood out that Kalamazoo show. To get more club volunteers during the show, they offered a free year membership in the club, plus a red club t-shirt for volunteers who worked at least 6 hours at the show. This created a highly visible sea of red t-shirts everywhere you looked. This really lent an “authority voice” to the club and a testimony to its active membership and its leadership.

continued on page 8
AFMS Committees: 2018 – 19

Here is the listing of the people who have agreed to serve as Committee Chairs for 2018-19. Please feel free to contact these people if you need information, have questions or would like to share ideas with them.

All American Club
Regina Kapta
<ciigmcc at comcast.net>

AFMS Club Rockhound of the Year
Judi Allison
<nfmssec at gmail.com>

AFMS Newsletter
Carolyn Weinberger
<editor at amfed.org>

Boundaries
Bob Carlson
<illegitimusnoncarborundum at inbox.com>

Bulletin Editor’s Hall of Fame
Carolyn Weinberger
<editor at amfed.org>

Bulletin Editors Advisory
Sue Web
<bulletin@gmail.com>

Bylaws Revisory
Steve Weinberger
<central_office at amfed.org>

Central Office Administrator
Steve Weinberger (see Bylaws Revisory)

Commemorative Stamps
Wendell Mohr
<wmohr at erols.com>

Conservation and Legislation
John Martin
<smartin@antelecom.net>

Convention Advisory
Emerson Tucker
<emertuck at gmail.com>

Endowment Fund
Publications
B. Jay Bowman

Cheryl Neary
<ciervo.neary at gmail.com>

Financial Investment
Wayne Cox
<waynec3 at earthlink.net>

Historian
Jennifer Haley
<ladyuglane at napablogger.com>

Inter-Regional Field Trip
Doug True
<dtruefossils12 at yahoo.com>

Judges Training Seminar
Marion Roberts
<mvroberts1 at comcast.net>

Junior Programs
Jim Brace-Thompson
<braceth at roadrunner.com>

Long Range Planning
Sandy Fuller
<mwftreas at rock-biz.biz>

Name Badges
Frank Mullaney
<rockyfiv at aol.com>

Nominating
Sandy Fuller (see Long Range Planning)

Parliamentarian
Steve Weinberger (see Bylaws Revisory)

Past President’s Advisory
Sandy Fuller (see Long Range Planning)

Photography
Steve Weinberger (see Bylaws Revisory)

Program Competition
Darrell Watkins
<darrekk8418 at aol.com>

Public Relations
Bob Jones
<jonesb52 at gmail.com>

Safety
Ellery Borow
207-547-3154

Show Consultant
Emerson Tucker
<emertuck at gmail.com>

Uniform Rules
Marion Roberts
<mvroberts1 at comcast.net>

URC Eligibility Files
Josie Middleton
<jemzrocz@gmail.com>

Ways and Means
Richard Jaeger
<rjgrsci at aol.com>

Website/Webmaster
Marty Hart
<webmaster at amfed.org>

Web Site Contest
Don Shurtz
<don.shurtz at gmail.com>

AFMS Scholarship Foundation
Lauren Williams, President
957 E Elva St; Idaho Falls, ID 83401
<slhariur at msn.com>

Doug True, Vice President
Margaret Kolacyzk, Secretary
Gene Maggard, Treasurer
How Clubs Grew Their

MINNESOTA MINERAL CLUB ALSO TESTED THIS

The Minnesota Mineral Club had a similar experience using FaceBook last year. Sandy Fuller is a member of this club, as well as the President of the American Federation of Mineralogical Societies. She commented on what happened at their show last year in the AFMS Newsletter:

“In preparation for one recent show, several members shared their event on popular FB groups, and stayed involved to share information and provide information. As a result, over 16,000 FB users indicated their interest in the event, and show attendance more than double in size, and club members scrambled to make adjustments to handle the increased crowd. What a good problem to have!” (Sandy Fuller, AFMS President, AFMS Newsletter, Feb 2018 Vol 71 #3.)

A WORD OF WARNING

So, like opening Pandora’s box, the success of this type of promotion will impact the entire club’s involvement and require more volunteers, strong leadership, more donations and activities, in addition to the usual challenge of coordinating the show vendors, demonstrators and displays. Aim for slow growth, implementing a few of these ideas at time so the club can build up a strong support base. Without an active club, this promotion would not work well, taxing an already over-worked membership.

The next Kalamazoo show is May 3-5, 2019, and the club will be celebrating its 60th year. Plan to attend this one! https://www.kalamazoorockclub.org/


Ed Note: Many of these ideas were also tested by the Gem Cutters Guild of Baltimore (EFMLS). The club also utilized “Groupon” ads allowing visitors to pre-purchase admission tickets at a discounted cost. Attendance was up considerably over past years.

AFMS Code of Ethics

I will respect both private and public property and will do no collecting on privately owned land without the owner’s permission.

I will keep informed on all laws, regulations of rules governing collecting on public lands and will observe them.

I will to the best of my ability, ascertain the boundary lines of property on which I plan to collect.

I will use no firearms or blasting material in collecting areas.

I will cause no willful damage to property of any kind - fences, signs, buildings.

I will leave all gates as found.

I will build fires in designated or safe places only and will be certain they are completely extinguished before leaving the area.

I will discard no burning material - matches, cigarettes, etc.

I will fill all excavation holes which may be dangerous to livestock.

I will not contaminate wells, creeks or other water supply.

I will cause no willful damage to collecting material and will take home only what I can reasonably use.

I will practice conservation and undertake to utilize fully and well the materials I have collected and will recycle my surplus for the pleasure and benefit of others.

I will support the rockhound project H.E.L.P. (Help Eliminate Litter Please) and Will leave all collecting areas devoid of litter, regardless of how found.

I will cooperate with field trip leaders and those in designated authority in all collecting areas.

I will report to my club or Federation officers, Bureau of Land management or other authorities, any deposit of petrified wood or other materials on public lands which should be protected for the enjoyment of future generations for public educational and scientific purposes.

I will appreciate and protect our heritage of natural resources.

I will observe the “Golden Rule”, will use “Good Outdoor Manners” and will at all times conduct myself in a manner which will add to the stature and Public “image” of rockhounds everywhere.

Upcoming AFMS Regional Federation Conventions

from Emerson Tucker, AFMS Coordinator

<table>
<thead>
<tr>
<th>Year</th>
<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>
<tr>
<td>2019</td>
<td>March 8 - 10 Pomona, CA</td>
<td>June 1 -2 Monroe, NY</td>
<td>AFMS March 23-24 Cedar Rapids, IA</td>
<td>October 18-20 Lewiston, ID</td>
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<td>2020</td>
<td>Hickory, NC</td>
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<td>Big Piney, WY</td>
<td></td>
</tr>
</tbody>
</table>

I will respect both private and public property and will do no collecting on privately owned land without the owner’s permission.