

Madison County Coin Club

of Huntsville, Alabama



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September 2011

The President's Corner

The year continues to go by rapidly, and the weather changed from the high 90's to the low 70's. FALL is here!

But don't let the weather change keep you from coming to our club meetings the 4th Monday.

Thanks to Mark Larsen for bringing the program last month on "Ships in Space". A well-done program about ships on space medallions.

This month's program is by member Jim Keirstead on "Canadian Coins". Since we have several club members who collect Canadian coins, this should be an interesting program. Please plan to attend.

See you on **September 26th**.

Sincerely,
Bob Jaques

What does the Future Hold for ANA and your Coin Club?

By [Beth Deisher-Coin World Editor](#) | Sept. 16, 2011
11:57 a.m.

Article first published in 2011-09-26, Opinions section of *Coin World*

Contemplating one's future and planning for it can be intimidating, even frightening for some people. That's because the future is associated with change.

The ancient Greek philosopher Heraclitus of Ephesus, whose writings date from around 500 B.C., observed: "You cannot step twice into the same stream." Through the ages his wisdom has come down to us in a shortened maxim: The only constant is change.

Rather than fear change, which will inevitably be in our future, we can embrace it, plan for it, and be a part of guiding change rather than opening ourselves to haphazardly reacting to events and circumstances brought about by change.

As with other aspects of our lives, hobbies and the way we approach them are changing. Nowhere is this more evident than what has been the heart and soul of the numismatic community for the last 60-plus years: coin clubs.

Coin clubs come in all sizes. Some are small, general-interest local clubs. Others are larger, offering diversity of interests and drawing from a

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larger geographic area, such as a state or region. Others, such as speciality clubs, bring together collectors from a much larger geographic area who share a specific interest in a subject, such as one series of coins or a narrow field, such as numismatic literature.

The American Numismatic Association, the largest and most prominent coin club in the United States — numbering some 30,000 dues-paying members — recently elected a new leadership team. Among the first committee chairmen President Tom Hallenbeck appointed was Clifford Mishler, the immediate past president who is now serving as a governor. Mishler was named to head a new strategic-planning committee. The Aug. 31 announcement of Mishler's appointment jogged our memory of a questionnaire that had been shared with *Coin World* April 4 by ANA Executive Director Larry Shepherd.

Shepherd had prepared 31 questions regarding planning for the ANA's future. He sent it to all members of the ANA Board of Governors and key staff, as well as to a selected group within the hobby community. In a cover letter he explained the importance of beginning the process of planning for the future and asked that the questionnaire be returned by the end of the month. Later, when new board members were elected, he sent them the same questionnaire. His plan was to compile the answers and provide an initial report during the board's August meeting in Rosemont, Ill.

While in Rosemont, I inquired when the report would be available. Shepherd's response was a shocker. No one had responded. So there was no report.

Upon reading the questions again, we realized that many people — ANA members as well as collectors in general — may be able offer ideas and suggestions to jump-start the process of focusing on the future. Because of the length, we asked Shepherd to select

the top 10 to 15 questions and share his insights about the need to plan for an organization's future. He did so and they are published in the accompanying Guest Commentary.

While the questions focus on the ANA's future, they can apply to any coin club — regardless of size or focus. Feel free to adapt them and share with leaders of your local, state, regional or specialty club.

Responses specific to ANA can be sent to ANA at www.money.org under **Featured Links** >Member Feedback or shared in future Guest Commentaries in Coin World. ■

Clarification: ANA Executive Director Larry Shepherd said that the questionnaire was sent to all members of the board of governors, general counsel and senior ANA staff members (department heads) on April 4. His statement as to not having received any responses was in reference to the original distribution. He clarified Sept. 15 that some weeks after the initial distribution, the questionnaire was provided to some others on the ANA staff, who did respond. Coin World was not aware that the questionnaire had been distributed beyond the original list and regrets the misleading implication in the Editorial.

Inclement Weather Notice

If the Huntsville City Schools are closed due to inclement weather, then the Huntsville Senior Center is closed. There will be no club meeting if the Huntsville Senior Center is closed. Local TV and radio stations will give notice of any Huntsville school closure.

Why not bring a friend to the next meeting?

Some Photos from the ANA 120th Convention in Chicago



Richard is receiving the ANA Medal of Merit from ANA President Clifford Mishler (R) and ANA Governor Joseph Boling (L). The Medal of Merit is silver, and the second highest ANA national award given. It is awarded for contributions to the field of numismatics and numerous years of dedicated, outstanding service to the ANA.



Richard is receiving the ANA Century Club award from ANA President Clifford Mishler. This ANA award is for recruiting 100+ new ANA members.



2011 Richard is holding a 10 kg (22 lbs) gold bar that was for sale at the show.

Some Scenes from Our Last Meeting



Visit us on the web at <http://mccc.anaclubs.org/>

Questions to ponder in mapping a vision for the future

Over the last three years the American Numismatic Association has accomplished a lot, and it was nearly all by plan, even if not written out in advance. I'm not big on strategic plans, since they tend to become a "crutch" that management relaxes on, but I do believe in having a long-term vision and a good road map.

A long-term vision should define intermediate term goals, and from those goals come the operating plans for how to accomplish each step. In my opinion the keys to a good working plan are:

1. Know where you want to go.
2. Figure out the best way to get there. Along the way, it is important to be adaptable and opportunistic.
3. The most important factor of all is: implementation, i.e., don't just say it, do it!

A good plan has to be simple to understand and appreciate for the people who are responsible for implementation. It must be easy to communicate to constituents (members, press, public, etc.) and easy for them to understand as well.

We have now finished, for the most part, Phase One of our reconstructive efforts, although we have initiated some forward looking, opportunistic ventures along the way. Phase Two should be more opportunistic and involves a longer term perspective than we've had the luxury to pursue, while we've been focused on fixing the immediate.

As we approach Phase Two of our planning

process, preparing for the next 10 to 15 years, I need your help. Attached is a questionnaire that I would like for each one of you to complete. It should be given a lot of thought, not just knee jerk responses.

1. In your opinion, what is the primary mission of the ANA at this time?
2. Do you foresee the need for this mission to change or evolve over the next 10 years?
3. What are the three most important functions the ANA currently performs?
4. What should be our three most important measures of success?
5. What are the three greatest threats to the ANA's future?
6. If we could accomplish only one thing over

the next three to five years what would you want it to be?

7. If a large donor gave the ANA \$10 million, unrestricted, how would you suggest we use the money? What if the gift was \$25 million?

8. What are the top three things you think we could or should do to improve the value of ANA membership to our members?

9. Virtually all collector organizations are experiencing declining membership numbers. Online resources make it less important to be a member of an organization in many people's mind. How can we stem this tide? Reverse it? Or should we not try, and refocus elsewhere?

10. The ANA's mission is education and promotion of the hobby. Membership was an avenue of accomplishing that in past decades. The

hard question we must ask ourselves is this: Is it still necessary to have members to accomplish those goals? If the trend is away from membership, what is the bond that replaces it? If success is not based on membership totals how would/should we measure success?

11. What do you feel are the greatest risks the ANA faces over the next 10 years? What can we do to alleviate each of the risks you have listed?

12. If we had a goal of accomplishing or innovating something unique, or ground breaking; something seminal, that would alter the way we interact with members, or that would change the hobby for the better, and we wanted to do it within the next five years (the creation of ANACS was one such event from the ANA's past), do you have any ideas to put forth?

13. Should the ANA take a more pro-active leadership role in activities like: (Answer yes or no.)

- Consumer protection guidelines
- Hobby regulation (self)
- Hobby regulation (government)
- Warnings or alerts
- Codes of ethics
- Stands on controversial issues, like coin doctoring

LARRY SHEPHERD is executive director of the 30,000-member American Numismatic Association.

www.coinworld.com

Members' Notices

Rules for users of the member notice page: All notices are free and should be directed to the editor of the Madison County Coin Club newsletter (see back page for address). Notices will be limited to a maximum of 8 lines, including the name and contact information. The person entering the notice must answer all responses to notices. Preference will be given in the following order to notices when the page is oversubscribed in a single month:

1. Research Notices
2. Wanted Items
3. Trades Offered
4. For Sale Items

Looking for world coins or tokens with sailing ships, or dragons. Interested in crowns, and smaller denominations. Silver, Cupero-Nickel, bronze, Aluminum and the like. Contact Mark at TheLarsens@bellsouth.net

Looking for Alaskan Medals and Tokens. Contact: Richard at ANALMRJ@gmail.com or 256-337-5092

Looking for numismatic information concerning the Island of Jersey, Channel Islands. Especially interested in magazine or newspaper articles. Contact: Harold at hkfears@knology.net or 256-881-6268.



2 Dollar Coin
"Toonie"

Looking for circulated contemporary Canadian coins. Also have a few available, including some older items. Contact: Mike at mcampbell7@juno.com

September is Dime Month

September is dime month. So whether you wish to trade, sell, or buy some key dates, the coin club's August meeting is the place to be!



**Please bring a coin,
medal, note, or
something for Show-
and-Tell.**

2011 CALENDAR OF EVENTS

All meetings are held at the Senior Center in Huntsville in the Ceramics Room. We meet on the fourth Monday each month except for May and December. Meetings start at 6:30 and typically end around 8:30. The Thomas W. Davidson, Sr. Senior Center is located at 2200 Drake Ave. SW, Huntsville, AL 35803

JANUARY 24

HOW TO BUY COINS BY MIKE FORD

FEBRUARY 21

STATE OF THE COIN MARKET BY CHARLES CATALDO

MARCH 28

THE WAR OF PAPER MONEYS IN CIVIL WAR MADISON BY RICHARD JOZEFIAK

APRIL 25

CELEBRATION OF THE CLUB'S 10TH ANNIVERSARY AND 100TH MEETING BY THE OFFICERS OF THE CLUB

JUNE 27

ANNUAL POTLUCK AND BOURSE NIGHT

JULY 25

Gold Dollars by Mike Ford.

AUGUST 22

Ships in Space by Mark Larsen

SEPTEMBER 26

Canadian Coins by Jin Keirstead

OCTOBER 24

SPACE MEDALS AND COINS BY VERDERY ROBERSON

NOVEMBER 24

ANNUAL THANKSGIVING CELEBRATION AND BOURSE NIGHT

A picture of the Carson
City Mint Original Coin
Press

CLUB OFFICERS

PRESIDENT: [BOB JAQUES](mailto:rjapilot@charter.net) (rjapilot@charter.net)

VICE PRESIDENT: MIKE FORD
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