

American Numismatic Association Open Session Agenda
2017-2019 Board of Governors / Irving National Money Show
March 9, 2018 / 10:00 am – 11:45 am

Call to Order – President Gary Adkins

Roll Call – Secretary Sanford Pearl

1. Resolutions – Co-Chairs John & Nancy Wilson (5 minutes)

MOTION by _____, second by _____ to accept into the minutes the 2018 Irving National Money Show Resolutions as presented.

2. Audited Financial Report & 990 – Audit Committee Chair Ron Guth, Treasurer Larry Baber with Controller Carol Shuman (20 minutes)

A) MOTION by _____, second by _____ to accept the fiscal year end (10-31-2017) audited financial report prepared by Waugh & Goodwin, LLP.

B) MOTION by _____, second by _____ to approve the fiscal year end (10-31-2017) 990 report prepared by Waugh & Goodwin, LLP.

3. Treasurer's Report – Treasurer Larry Baber (10 minutes)
Includes a discussion of Restricted and Designated Funds

4. Special Presentation to Numismatic Crime Information Center (NCIC) – President Gary Adkins & Doug Davis, Founder and President of NCIC (5 minutes)

5. Funding for Special Event at 2018 Philadelphia World's Fair of Money – President Gary Adkins (10 minutes)

MOTION by _____, second by _____ to approve the unbudgeted expense of up to \$_____ to host the _____ during the 2018 World's Fair of Money in Philadelphia, Pennsylvania.

6. Legal Report – General Counsel Hollie Wieland (5 minutes)

7. Discussion: Proposed District Representative Logo – Executive Director Kim Kiick (5 minutes)

ANA Member Cassey Morris lives in the UK and is seeking a new design for a membership logo for District Representatives. She has stated her intent to incorporate the new logo in her company's advertising. According to the Bylaws, the Board has the authority to regulate the use of the ANA's logo.

ARTICLE XIII: Special Provisions, Section 6. Association Symbols

Reproduction of the Association's seal or logo shall be used for no purpose other than official stationery and official publications, *except with the written authorization or approval of the Board of Governors*. An ANA member may utilize the ANA membership logo next to his or her name only to indicate his or her status as an ANA member. [Italics added.]

8. Discussion: Money.org Co-branding – President Gary Adkins & Executive Director Kim Kiick (20 minutes)

A discussion of making our website, money.org, more prominent in our ANA brand.

ARTICLE XIII: Special Provisions, Section 8. ANA Publications

The official publications of the Association shall be its monthly journal, The Numismatist, and any associated, informational newsletters. As far as it is possible to do so, The Numismatist, *together with the Association's official website*, shall be the Association's official means of communication with its members. The Association retains the sole right to determine the form in which those publications shall be provided to members. Publications that are in print format and which require postal delivery are subject to additional fees and costs over and above the cost of electronic distribution. Association dues may provide for differing rates depending on the method in which a member elects to receive official publications. [Italics added.]

9. Proposal: The Prue & Arthur Fitts Literary Award – President Gary Adkins & Editor Barbara Gregory (5 minutes)

Pursuant to the Board of Governors' motion in April of 2008, the Board must consider whether to approve the proposed award as it entails naming rights.

April 24, 2008: Telephone Vote

Motion by Governor Mishler, second by Governor Rochette, that naming rights of the Association's awards, physical spaces, events, or activities will be considered on a case by case basis and will require review and approval by the Board of Governors.

Vote: Passed – Unanimous

PROPOSAL FOR NEW LITERARY AWARD

Sponsored by Prue & Arthur Fitts

Reviewed & approved by Editor Barbara Gregory

MOTION by _____, second by _____ to approve initiation of the Prue and Arthur Fitts Award, a literary honor that recognizes excellence in numismatic writing in *The Numismatist* in the fields of ancient and medieval coinage. The award will include a wooden plaque and a cash prize of \$250, to be funded by the sponsors. The honor will be presented annually at the ANA World's Fair of Money.

10. Discussion: Board of Governors Election Process – President Gary Adkins, Governor Steven Ellsworth & Governor Greg Lyon (20 minutes total)

A long-standing topic of discussion, the Board is considering the election process as it relates to finding qualified candidates and the length and limits of the governors' terms.

The Bylaws carefully outlines the entire election process. Any change to eligibility or board structure would invoke a Bylaws change to be conducted as outlined in Article XIV. [Refer to Bylaws for full text.]

Article XIV: Bylaws, Section 2. Changes Affecting the Rights of Members

Any proposed amendment of these bylaws that would affect the voting rights of the members of the Association, *their eligibility for office or the*

structure of the Board of Governors shall be submitted in writing to the Executive Director by no less than three members of the Board of Governors, or by the Bylaws Committee, together with written arguments in support of such amendment. [Excerpt. Italics added.]

A) Candidate Vetting – President Gary Adkins (5 minutes)

B) Proposed Position Description for Board Members – Governor Steven Ellsworth (5 minutes)

C) Board Term Limits and Term Length – Governor Greg Lyon (5 minutes)

Consideration of the following questions:

1) In the last 4 elections, we've twice had elections with only 7 or 8 candidates, which does not provide the membership significant opportunities to support (or not support) certain candidates over others. Should the existing 10 year term limits be changed to allow additional candidates to run for the board?

2) When a new member joins the board, there is a significant learning curve. Are 2 year terms too short? Should they be extended to 3 years or 4 years? Would longer terms result in fewer candidates running due to a longer commitment?

3) If we went with a longer term (4 years?), should terms overlap so there is still an election every 2 years?

Discussion (5 minutes)

11. Presidential Update – President Gary Adkins

ADJOURN

RESOLUTIONS

Irving, Texas

March 9, 2018

WHEREAS, on March 08 -10, 2018, in Irving, Texas, the American Numismatic Association held its National Money Show, a highly successful and outstanding event; and

WHEREAS, it is fitting that those individuals and organizations that helped achieve this success be recognized for their contributions and efforts; therefore, be it

RESOLVED that the host organizations the -Texas Numismatic Association and the NorthEast Tarrant Coin Club - be thanked for their dedicated assistance with this convention; and be it

RESOLVED that the following be thanked for their support of and contributions to this convention; Host Chair Carl Stang, Assistant Host Chair Debbie Williams, and local committee members, ANA national volunteers, ANA President Gary Adkins, ANA Board of Governors and appointed officers, Executive Director Kimberly Kiick and her staff, especially Conventions Director Jennifer Ackerman, Exposition Manager Sam Joseph, Convention Coordinator Christie Cooper and Administrative Support Specialist Meghan Reed, for their dedicated and tireless work for this convention; and be it

RESOLVED that all reports delivered at the convention by ANA officers, staff members and committees be accepted with thanks; and that the Association thank convention sponsors and patrons for their generous financial support; and that the Irving Convention Center Staff and the host hotel be thanked for their cooperation and assistance; and that numismatic publications be recognized for their coverage and support of this convention; and be it

RESOLVED that the Association extend its gratitude and appreciation to the official auctioneers - Kagin's Auctions - www.kagins.com - for organizing outstanding auctions of numismatic material for this convention; and that the Association also thank Robert Brueggeman and Positive Protection, Inc. for providing convention security for collectors and dealers alike; and be it

RESOLVED that the Association express its sincere thanks and gratitude to all numismatists and institutions who shared their knowledge and/or collections in the ANA Museum Showcase, Collector Exhibits Exhibit Judges, Money Talks, and other educational programs, meetings and events; and thanks also to the many coin clubs who had tables and educational meetings; and be it

RESOLVED that the Association recognize the vital support and participation of the professional numismatists who purchased tables and served collectors and the public at this event; and that all persons not herein recognized be thanked for their support, effort, time and contributions, without which a convention of this magnitude could not proceed with such ease and efficiency; and be it

RESOLVED that the ANA Board and Staff hope that everyone watching or reading this sign up one new ANA member, which is very important.

Respectfully submitted by the ANA Resolution Committee, March 9, 2018.

John & Nancy Wilson, Charles Opitz, Staff Liaison Barbara Gregory and Board Liaison Dr. Ralph Ross



VOLUNTEER DISTRICT REPRESENTATIVE

Money.org Branding Dialogue

Discussion has arisen over the past few months about emphasizing money.org as the ANA's premier marketing tool.

The idea has many excellent merits and the staff is committed to including and elevating the website moniker at every practical opportunity – especially as collateral materials require redesign and reprinting (a list of “ANA-Branded Materials” is attached).

It is important to recognize that money.org is a communication tool of the association, much like *The Numismatist*, and is not the ANA's brand. A brand is an organization's *identity* and closely correlates to one's reputation – the impression that stakeholders have of an organization. Our goal should be to have money.org be as respected as the magazine, not become the face of the organization. (See attachment on “What is a Brand”.)

If ANA were to move forward with using money.org as our primary brand, the long-term effects are likely to cause irreparable damage to the organization's brand credibility and online presence. De-emphasizing “numismatic” in favor of “money” will dramatically impact the website's position in Google search results, and the chances of money.org ranking in the top 100 results would be very slim (currently we rank in the top 5). A more detailed explanation is attached (“Website/SEO Impacts of Changes to Brand Strategy”).

Recommendation

The one best recommendation for elevating money.org is to have the website feature more original content. This tactic would also serve to significantly grow our social media presence, and allow us to create a blog on money.org and expand into additional social media platforms, most of which require original content. This would all serve to drive traffic to money.org and make it the “go to” online numismatic resource. To make this possible, the ANA can contract with one or more knowledgeable numismatists with outstanding writing skills to produce numismatic content on a consistent basis that the marketing team could then use and repurpose.

What is a Brand?

Branding is not a company name, logo, tagline or the newest marketing campaign. A brand is an organization's *identity*. To understand what that means we must first go to customers (members) and perspective customers and ask them what they think, feel and expect about/from the ANA because those thoughts, feelings and expectations are the brand.

A rebrand isn't something to be taken lightly or changed on a whim. It can be a slippery slope. Just ask Hershey or Coke – both of whom learned the hard way there's a lot more to a successful rebrand than tweaking a logo. Or Radio Shack. In its failed bid to stay relevant, it rebranded but was remiss in not switching up its product offerings or brand philosophy and it was widely dismissed as a flop.

Before taking on a rebranding, first analyze if we're failing to reach our target market and if so, why. Is it a perception problem or are we not offering what people want.

- What qualities and characteristics do we want people to think of when they hear our name?
- What feelings do we want them to have?
- What do we want them to expect?
- What do we have to do to make it true?
- What do we offer that sets us apart?

Steps to Consider Before Rebranding

Obtain customer feedback.

Use whatever means are available—phone calls, online surveys, an email survey, social media, blog—to ask customers and prospects what they think, feel and expect when they see our name and products. Doing this will help us get a feel for how uphill our job will be at instilling our brand promises.

Find out what's *not* working.

Identify the part of the ANA brand that's failing to connect to our target market. We aren't going to know what we really need to change until we figure out what is failing to connect the target market with the brand we want them to notice emotionally.

Develop our story.

Our brand's look, feel and message should tell one story, and that story should be memorable. Consider what is at stake for customers in terms of their problems and how we solve those for them.

Permeate all ANA communications with the new brand.

When the previous steps have been successfully completed, only then does one incorporate the new brand in all communications – website, social media, signage, collateral materials and sales tools. Rebranding is expensive and risky. We want to broaden our audience, not alienate our current one.

Website / Search Engine Optimization (SEO) Impacts of Changes to Brand Strategy

Summary: **Emphasizing money.org over American Numismatic Association may cause an initial spike in brand awareness and website traffic, however the long-term effects are likely to cause irreparable damage to the organization's brand credibility and online presence.** In addition to the technical disadvantages outlined below, leading new users to the website under vague pretense could create negative brand perception for folks both new and familiar with the ANA brand. And, once such sweeping changes are applied, it will be near impossible "getting the toothpaste back in the tube".

Impaired Google Rankings — Money.org currently ranks well for numismatic search terms. However, **de-emphasizing the phrase "numismatic" in favor of money will dramatically impact the website's position in Google's results.** Competition for Google rankings around the keyword "money" is extremely high, and the chances of the ANA website ranking in the top 100 results for this term are very slim.

Relevance — Google currently categorizes the money.org website as highly relevant to numismatic information. Shifting the focus of the website's keywords to *money*-oriented terms will damage the website's relevancy score and likely **jeopardize the ANA's annual \$120,000 AdWords Grant.**

Loss of Revenue — Declining Google rankings and the reduction of qualified traffic to the website will impact revenue streams generated from online advertising and the new dealer directory. Simply stated, if fewer people are visiting the ANA website, **the value of third-party ads and directory listings decrease substantially.**

Labor Costs — Rebranding the website would effectively nullify any current SEO and web design work. **Updating design and technical SEO elements to match any significant changes to the brand identity would require many work hours.** It's also worth noting that in the past two months alone, traffic to money.org is up 40% year-over-year. We are on a good track. These successes (and others) would be erased should significant changes occur.

Qualified vs Unqualified Website Traffic — If we change current SEO elements to emphasize "money.org" and de-emphasize "American Numismatic Association", we will lose **qualified*** traffic to the website from users seeking information regarding coin collecting / numismatics. **Making this change would likely lead to a short-term spike in unqualified* traffic, which will negatively impact money.org's overall standing with Google.**

* **Qualified traffic** is defined by users who visit a website and find exactly what they're expecting / looking for. **Unqualified traffic** is defined by users who visit a website and **do not** find what they are expecting / looking for. Unqualified traffic typically results in swift exits from websites (also known as **bounce rate**).

Significant increases in unqualified traffic and bounce rate damage Google's assessment of a website (quality score), resulting in poor search engine rankings and reduced traffic.

ANA-Branded Materials

Effective 12/7/2017

Letterhead

Envelopes

Business Cards

Name Badges

Membership

- Brochures (new and renewal)
- Special promotion materials w/ other publications or organizations (brochures, forms)
- Applications (new and renewal)
- Guide to Member Benefits
- Life Membership brochure/application
- Promotional flyers, mailing inserts
- Print and digital advertising (for *The Numismatist*, as well as hobby-specific and general interest publications and websites)
- Membership cards (regular and life)
- Bookmarks
- Member Clubs materials (brochure, applications)

Education

- National Coin Week materials
 - Print: ads, flyers, buttons, bookmarks, club materials
 - Digital: web page, banner ads
- Summer Seminar
 - Course Catalog
 - Ads, flyers
- School of Numismatic Seminars (flyers, application forms, ads)
- Young Numismatists
 - Guide to Benefits brochure
 - YN application forms and promotions
 - YN Auction materials (ads, flyers, catalog, email newsletters)
- Coin Projects
- Coins in the Classroom
- Treasure Trivia
- School Field Trips
- Scout Workshops
- Kids Zone at Money Museum
- Kids Zone at World's Fair of Money
- Website: Video Vignettes

Museum

- Exhibit panels (for museum and traveling)
- Brochures
- Signage (building interior and exterior)
- Advertising (print and digital)

- Admission Coupons
- Money Store
 - ANA-branded items (drinkware, clothing, hats, pens, candy bars, notebooks)
 - Signage
 - Postcards
- Museum Showcase at National Money Show and World's Fair of Money
- ANA Road Show materials (ads, flyers, bookmarks, signage)
- Website: Museum Videos

Library

- Brochures
- Dues envelopes

Conventions

- Promotional materials (advertising, flyers, forms)
- Signage at National Money Show and World's Fair of Money
- Mint Passport at World's Fair of Money
- Video Convention Coverage
- Staff Shirts

Fund Development

- Brochures
- Print and email campaigns
- Advertising (print and digital)

The Numismatist

Digital

- ANA websites (money.org, NationalMoneyShow.com, WorldsFairOfMoney.com)
- Social media sites (Facebook, Twitter, YouTube)
- Email Signatures
- Email Blasts for all Departments
- Press Releases
- SEO

Advertising

- ANA house ads for The Numismatist
- ANA ads for other hobby-related and trade publications
- Online ads for hobby-related and trade websites

Candidates- ANA Board- Officers

Vetting Process?

Terms?

Fee to enroll as Candidate; Background Checks

Knowledge:

Bylaws

Rules of Order

Process of Presenting Ideas

Accounting & Financial

Business Background

Employment Law/HR

Media Relations

Vendor Relations

Museum Operation

Library Operation

Education & Training

Technology

Security

Convention Planning

Management

Add Membership Value

Teamwork

Strategic Vision

Motivation & Collaboration

Position Description: Board Member

As of 2/19/2017

1. Volunteer Time Commitment:

Being on the ANA Board of Governors will require 2-5 hours a week of your time. (Board meetings, teleconferences and ANA conventions are not included in this estimation of time commitment.) Your role is not to advise the staff or other board members, but to help in setting policy, approving budgets and working on the future plans and vision for the Association. However, these tasks are secondary to you giving the majority of your time working with volunteers and our donor base to helping raise funds for the programs and projects that require additional funding to accomplish the goals of the ANA. Your best and most valuable contributions to the ANA will be made when you are out of your chair and outside of board meetings.

2. Meeting and Events Attendance:

You will need to plan on attending all board meetings and conventions—and doing so at your own expense. In addition, you will need to attend and support all social, award and volunteer events at the conventions as much as possible; this should also be at your own expense. Reimbursement for travel may be allowed under special circumstances or when absolutely needed; however it is highly discouraged. All reimbursements to board members are made public on our website as our goal is to be as transparent as possible.

3. Investment in the Association:

You are expected to lead by example by being a major donor to the ANA by making a personal gift of \$1,000 each year you serve on the board. Additionally, it is your responsibility to assist and encourage other board members, past board members, volunteers, and dealers and other members to participate as donors. You will also need to assist in identifying prospective donors. Board members will need to coordinate with the Executive Director (ED) and the Development Manager in making contacts, developing future donors, and helping with donor recognition and stewardship. You are personally responsible to review and make suggestions in order to keep the ANA Fundraising Policy and the ANA Gift Acceptance Policy current.

4. Other Organization Memberships:

While you are serving as a board member, it is recommended that you not belong to more than two other organizations (school, church, coin clubs, service organizations, etc.) that will require much of your time. Your ability to manage your time is important for the position.

5. Committee Assignments:

You may be asked to serve as Chair of one committee and board liaison on other committees to which you can lend your expertise and skills. As Chair of a committee, you are responsible to prepare the agenda and hold a minimum of two committee meetings annually. These can be conducted in person or on a conference call. For the committee you chair, you may be asked to suggest a board member to serve with you. They should also be committed to giving their time, treasure, and talent. You will need to prepare a brief report of your committee's progress to provide to the board. On special projects, the President may ask you to coordinate with the ED, but you may not work directly with individual staff members unless given permission by the ED.

6. Staff Coordination:

As permitted by the ED, you may work closely with ANA staff on the committee that you chair to insure that the committee's objectives fit within the Strategic Plan of the ANA. It is very important that you recognize that staff hours are a scarce and an expensive commodity to be used sparingly.

7. Board Member Development:

In addition to attending board meetings, you will also attend board training sessions (including 2 1/2 days at HQ normally held in late October), most of which will require learning about various subjects pertaining to Associations. As a board member, you should be able to say in your own words what the mission, vision and current priorities are for the ANA and be able to give five reasons to belong to the ANA.

8. Skill Sets:

Basic computer literacy is a must—as is your ability to use Word and Excel. You should also be able to read a basic financial statement in order to effectively understand and express your vision on how the ANA uses its budget of over \$5 million. Some business background with marketing, finance, human resources and management skills are a plus. Public speaking and teaching abilities would also be a plus. Experience in serving on other volunteer boards would be highly desirable, especially those which have required fundraising.

9. Being a Volunteer:

Remember that you are a volunteer, and a temporary one at that.