

MINI MINERS MONTHLY

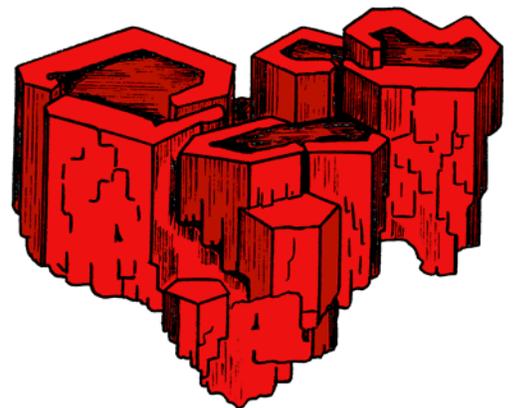
Back to the Basics: How to Build a Mineral Collection

This issue of *Mini Miners Monthly* did not turn out anything like we originally planned. This is mostly because we received a wonderful contribution from the Pikes Peak Pebble Pups. Under the inspiring leadership of Dr. Steven Veatch, a small group of hard working, creative and mature young people (all in Jr. High and High School) have been involved in creative writing, research, publishing scientific articles about aspects of geology and giving lectures to college students and the Geological Society of America (GSA). Yes, you read that right. Dr. Steve's "Pebble Pups" are writing papers that are good enough to be published in professional geological publications *and* they are lecturing college students and professionals! And they are in High School!!

Some of their poetry, creative writing and artwork is included in this issue. If you really like what you see, you can order their book (yes! they have even published a book). To get a copy, contact Steve at Veatch GeoScience, L.L.C., 1823 South Mountain Estates Road, Florissant, CO 80816. They have practically sold out all the copies of this, their first book. A second book is being prepared and will be published soon. These books are called "Poetry Chapbooks." A "chapbook" is "a pocket-sized booklet. The term is derived from "chapmen," chap coming from the Old English *céap* meaning "deal, barter, business", a variety of peddler, who circulated such literature as part of their stock. The term is also in use for present-day publications, usually poetry, of up to about 40 pages, ranging from low-cost productions to expensive, finely produced editions." (Quote from Wikipedia.)

We are also very pleased to present an extended interview by our regular contributor and contributing editor, Emma Fajcz. Her title: *Gem, Jewelry and Mineral Show Interview with Eddie and Patricia Cox and Floyd Gressel*. (By the way, we hope you have carefully followed Emma's articles. She consistently interviews some of the most important people in the mineral collecting hobby today, the Cox's and Mr. Gressel being among them.)

Originally, we planned to write about steps needed to build a good mineral collection - numbers, labels, cabinets. Then something in our memories said, "Wait! We did that already this year!" We did, back in January! So, this issue will focus on choosing what minerals you might want to collect and some thoughts on how to buy and trade specimens. We also included 4 word search puzzles for your brain and eyes.



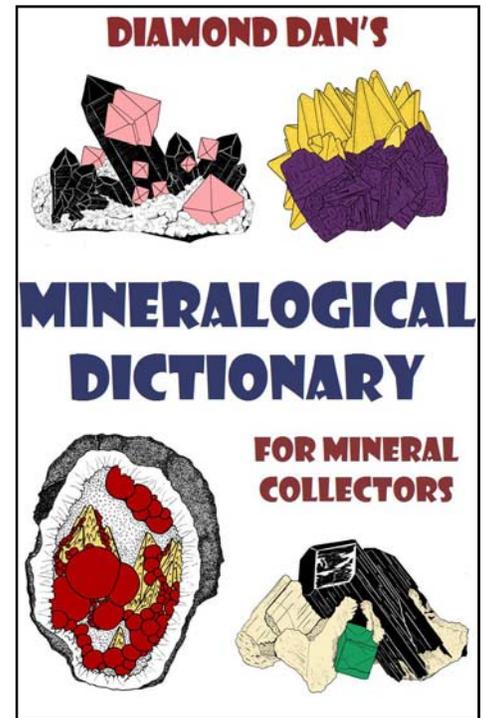
Vol. 7 No. 11
November 2013

Dear Faithful Friends and Customers,

We are pleased to announce the publication of our latest publication, *Diamond Dan's Mineralogical Dictionary for Mineral Collectors*.

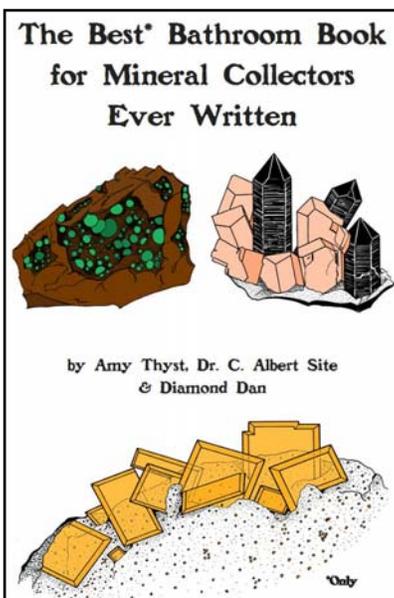
This fun and useful resource is a great value. Printed on quality paper (in the USA, I would add), this full-color, 48-page, soft cover book is the first of its kind directed specifically at mineral collectors. So in addition to the usual words and terms that we need to know (like acicular, phantom and prismatic) there are many terms specific to the mineral hobby (like tail gate, world-class, pebble pup and keystone, to name a few).

Cost is VERY reasonable: Only \$4/copy, postage included. The wholesale cost is \$2/copy plus postage (USPS Media Mail rate) for orders of 10 copies or more.



The books arrived from the printer and by supper time the very same day, our first customer purchased 100 copies to sell at their annual show. **This book is a low-cost, high profit fundraiser!!**

AND..... 10 cents of every copy sold will be donated to the American Federation of Mineralogical Societies' Juniors programs.



AND....our very popular book, The Best Bathroom Book for Mineral Collectors Ever Written is now in its second printing. Purchase this book for \$11.95 (postage paid) and you will receive - FREE OF CHARGE - our new *Mineralogical Dictionary for Mineral Collectors*.

Happy Holidays and many blessings to one and all!

Peace
Darryl
aka Diamond Dan

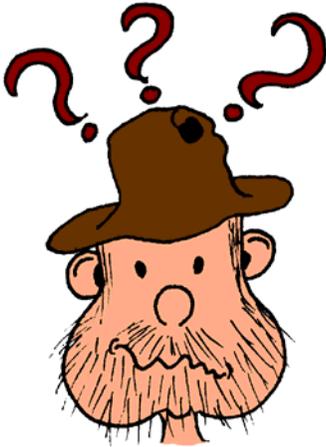


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Building a Mineral Collection: What Minerals Should I Collect?

by Darryl Powell

"Collecting rocks and minerals often starts with picking up a few pretty crystals, or brightly colored rocks. They might sit on a coffee table or window sill and add an accent to your decor. Then you get interested in what they are and want to attach a name to them. Now you are turning into a rockhound. " --Kreigh Tomaszewski



What is a "mineral collection" and how do I make one?

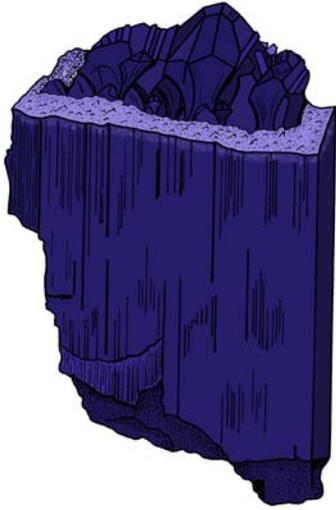
Having a bunch of pretty crystals and mineral specimens and lining them up on your desk or shelf could be called "a collection," but it is only the beginning! By definition, a collection is, "a group of things gathered together." So, a pile of crystals on your desk is, by definition, a collection.

But do you want to be a serious mineral collector?

Then you need to get ready to work hard and turn that pile of minerals into something truly special. Let me give you a **better definition** for a **mineral collection**:

A "mineral collection" is a carefully gathered group of mineral specimens that have been carefully stored, carefully displayed, carefully labeled and carefully recorded for the sake of future enjoyment and study.

You learned in the January 2013 issue what you need to do to build and maintain a really good collection: number the specimens, keep a record of information about each specimen, carefully and properly store your specimens. But this assumes you have decided exactly what in the field of minerals you want to collect. So, this month, let's answer another really good question:



What Minerals Should I Collect?

The Easy Answer: Whatever you like!!!

This sounds like a really bad answer, but it is actually the best answer to a great question. It is best for you to collect the minerals that you like. But the field of mineralogy has so many choices and so many directions that you could go! What does a mineral collector focus on?

To get started, we've created a list of some (yes, only *some*) of the specialties different mineral collectors specialize in. Check these out . . .

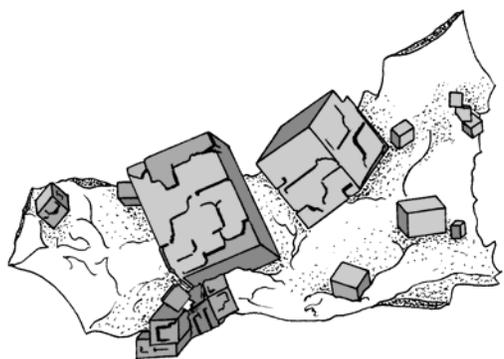
- Native elements** like silver, copper, sulfur, gold, platinum, diamond, carbon...
- Minerals from a specific chemical group** like sulfides (pyrite, galena, sphalerite, etc.), silicates (quartz, tourmaline, micas, etc.),
- Minerals from a specific crystal system** (cubic, hexagonal, etc.)
- Minerals from a specific mine or locality** (ex. specimens from the Mapimi mine in Durango, Mexico, or specimens from the Sweet Home mine near Alma, Colorado.)
- Minerals from a specific state or country** (like Pennsylvania, Arizona, New York or a country like England, Mexico, Peru, etc.)
- Twinned crystals** - some collectors specialize in twinned crystals only.
- Single crystals** - some collectors collect only perfect or near-perfect samples of single crystals.
- Minerals that were owned by other collectors** - some collectors like the history of specimens that were once owned by another collector, especially if that collector was famous and if the specimen has old labels with it! These are called "minerals with a pedigree."
- Minerals named after people.** (There is at least one collector who collects specimens named after people and autographs and signatures of those people!)
 - Minerals named after places.**
 - Rare minerals.**
- Micromount specimens** (that is, specimens that are so small they have to be viewed through a binocular microscope).
 - Gemstones** (like tourmaline, topaz, garnet, amethyst, etc.)
- Specific mineral species.** (For example, some specialize in quartz, others in calcite, others in barite, etc.)
 - Minerals collected by digging or purchase during **family trips.**
 - High-quality display specimens.**
- "Sleepers."** A "sleeper" is a specimen that is very under-priced. You end up paying a very low price for something worth much, much more.
 - One specimen of each mineral species.** These collectors are called "species collectors."

Do you get the idea? This list could go on and on and on.

Over time, figure out what branch of mineral collecting is most interesting and rewarding to YOU! Remember, this is YOUR mineral collection and it will be its best when it reflects your interests and personality.

A word of wisdom for you . . . take your time and grow into a special branch of mineral collecting.

If you are just beginning in the mineral collecting hobby, it would be best to collect the specimens that grab your attention. Don't worry about "does this specimen fit into my theme of _____?!" This is exactly what I did when I was young. At one show a galena on dolomite matrix grabbed my attention (I still have it 30 years later and still love it!



A drawing of it is pictured here.) At another event, I discovered and purchased a small calcite crystal.

Through a mail order dealer I purchased a specimen once owned by Frederick Kunz. After 20 years of collecting, different patterns started to pop out at me.

Today, I focus on minerals once owned by important mineral collectors that have their old labels, specimens from the Mapimi mine in Durango, Mexico, and calcites.

I also lean toward specimens that simply look good -

mostly to me, but hopefully to others as well.

Take your time. You will figure out, probably sooner than later, what minerals really make you happy. And remember, after a long time of having a special focus in mineral collecting, you can always have new interests and start collecting specimens from a different facet (get it?!) of minerals.

At all times: Have Fun Collecting Minerals

"High-Grading"

"High-Grading" is the process of picking out the best specimens a person has and removing those of lesser value. After many years of collecting you will find that you have many specimens that either are lower quality or they are less valuable to you personally. Many collectors carefully remove the specimens that they wish to sell or trade for better specimens. In the end you will have a mineral collection that is higher in quality and will be worth more.

Building a Mineral Collection

So you want to have a nice mineral collection? There are some things you need to do to be successful. In this activity, you will learn about buying and trading minerals. This is an activity that was originally created to be used in a mineral club. Please feel free to change it around if you need to so you can use the ideas at school, in scouts, or with your mineral collecting friends.

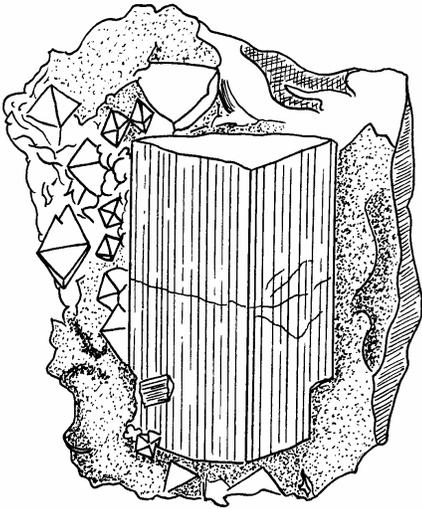
Activity 1: Trading Specimens

Trading mineral specimens can be a lot of fun!
We like to think that the goal of trading minerals is . . .

Be Fair & Respect Each Other

What is a fair trade? A "fair trade" is when you give a specimen to another collector and the collector gives one to you, and you both feel good about the mineral you received.

Your club leader will give you each 5 specimens to add to your collection. These specimens were given by adult members of the club.



Step 1:

Pair up with another club member and look over each other's 5 mineral specimens. Make one trade with your friend. Take about 5 minutes to do this.

Here are the steps to trading:

1. Look over your minerals and decide which ones you want to keep.
Put them aside in a safe place.
2. Put the specimens you are willing to trade in a special box.
3. Compare your trading specimens with a friend's trading specimens.
4. Talk with your friend and decide which of his or hers you would like to have.
5. Ask which specimens of yours your friend would like to have.
6. Then decide which specimen is a fair trade for the one you want.
7. If you agree, then exchange specimens and shake hands with a "Thank You."

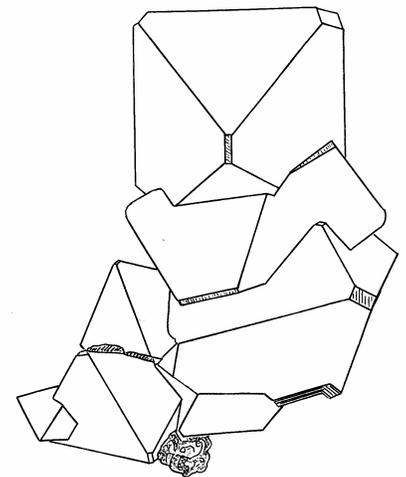
If you can't agree, it is ok to **not** make a trade. Still, shake hands and say "Thank You."

Step 2:

Visit with another friend in club. Repeat Step 1 and decide if you want to make a trade. Follow the steps above. Take 5 minutes to do this with this friend.

Step 3:

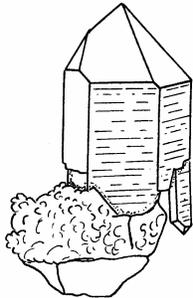
Repeat Step 1 until you have practiced trading with all your club friends, or until you don't want to trade anymore of your specimens.



Activity 2: Buying Minerals

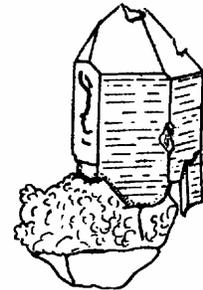
Here's a question: How do you know what to buy when you are at a mineral shop or at a show? Here are some rules to help you make a good purchase:

1. What can you afford? There is always a more expensive mineral. Buy the one in your price range. If you have \$5, choose from the \$5 or less group. (If you have \$5,000, you can choose from the more expensive section!)
2. Is the mineral damaged? It is always better to purchase a specimen that is not damaged. What is "damage"? Look for chips and places where the mineral has been banged up.



◀really good specimen

The same specimen with damage▶



3. Buy the specimen that looks good to you. This is your collection. Collect the minerals that you enjoy. What looks great to you may not look great to another collector. That doesn't matter. What matters is that you are happy with your choice.

Decide what you like best, and focus on that. A dealer may have 100 GREAT fluorite specimens. But if you like galena, then you can pass by the fluorites.

The minerals I like best: _____

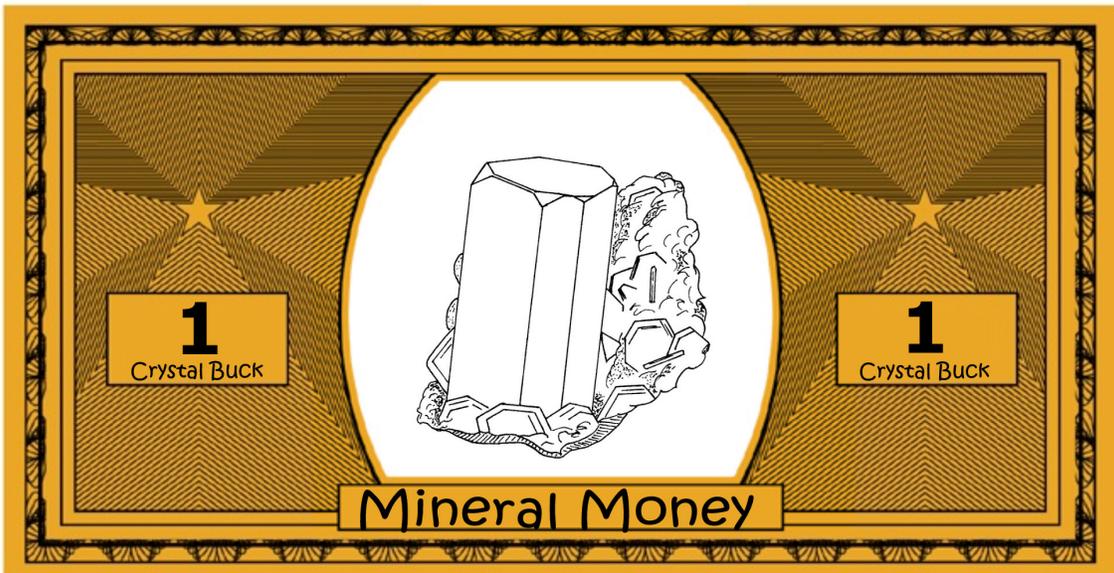
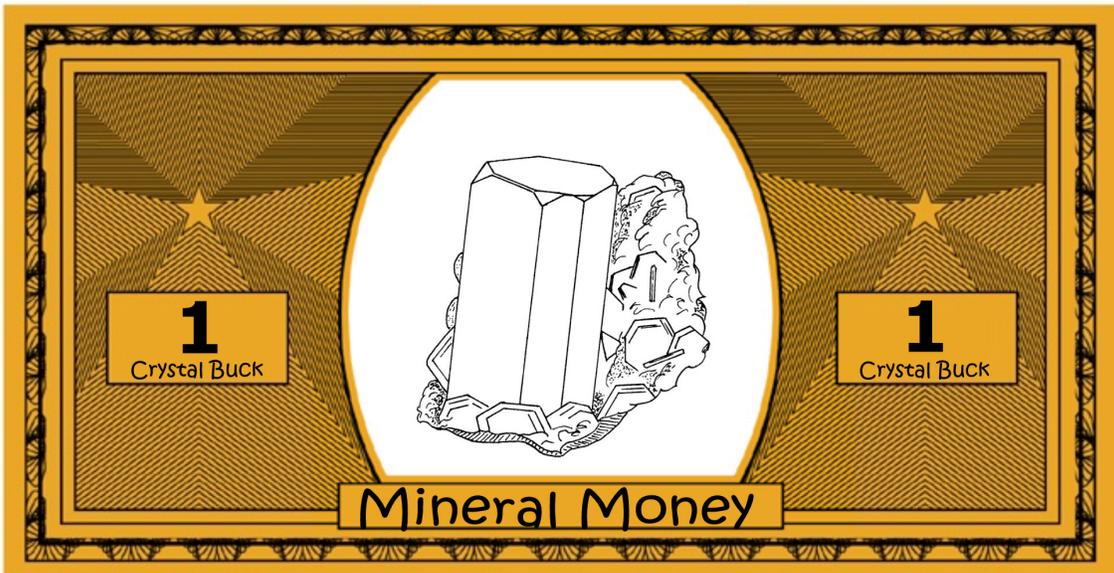
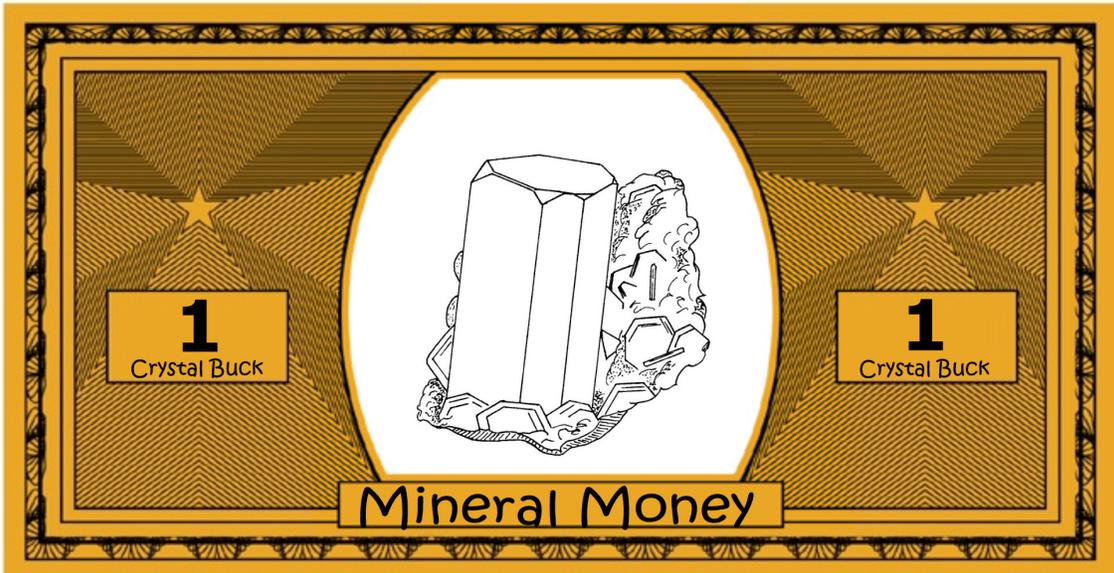
Step 1:

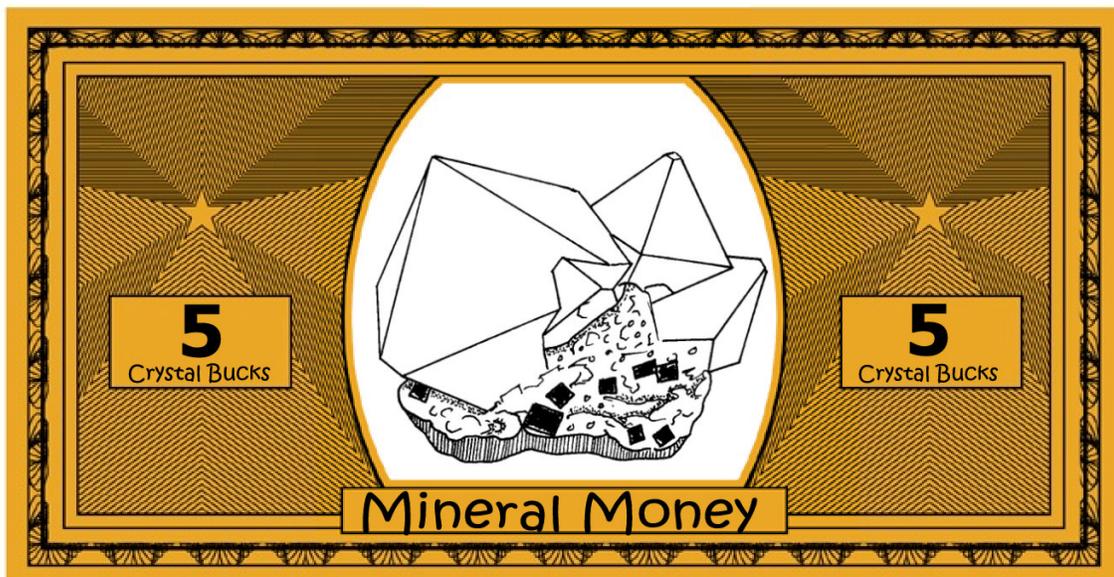
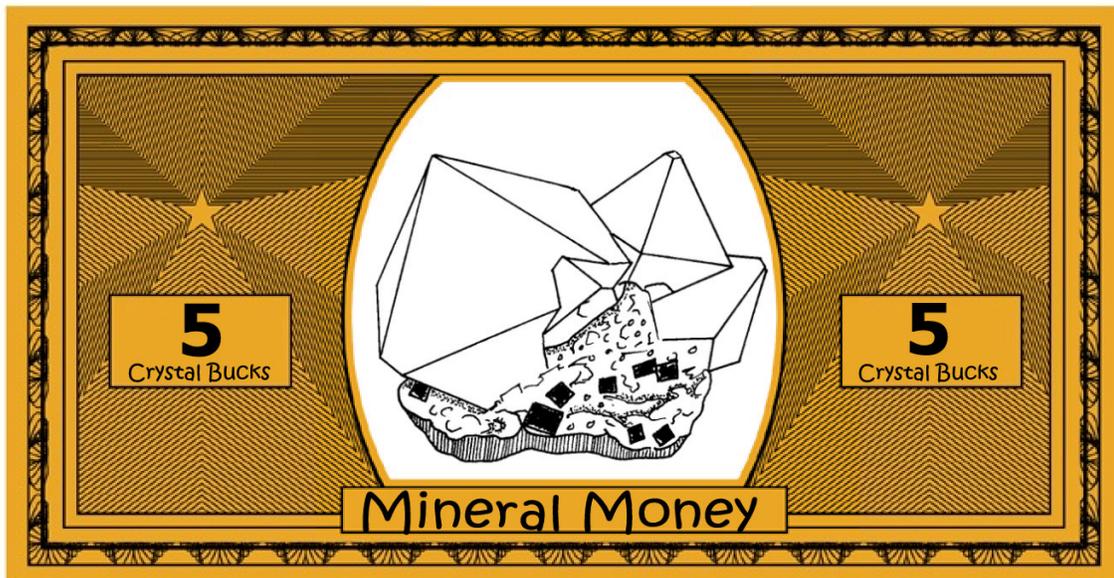
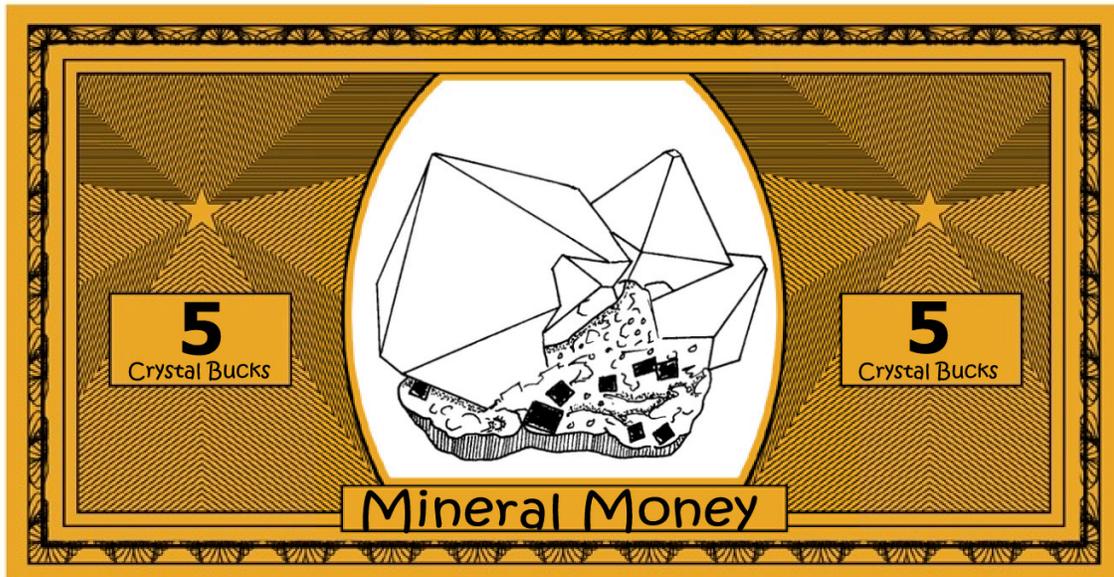
Included in this issue are three pages of "Mineral Money" (\$1, \$5, \$10). This is yours to "spend" any way you want at the club "Mineral Store." Using the guide above, decide which minerals are best for your collection. You can purchase these with your "Mineral Money" and take them home for your own collection.

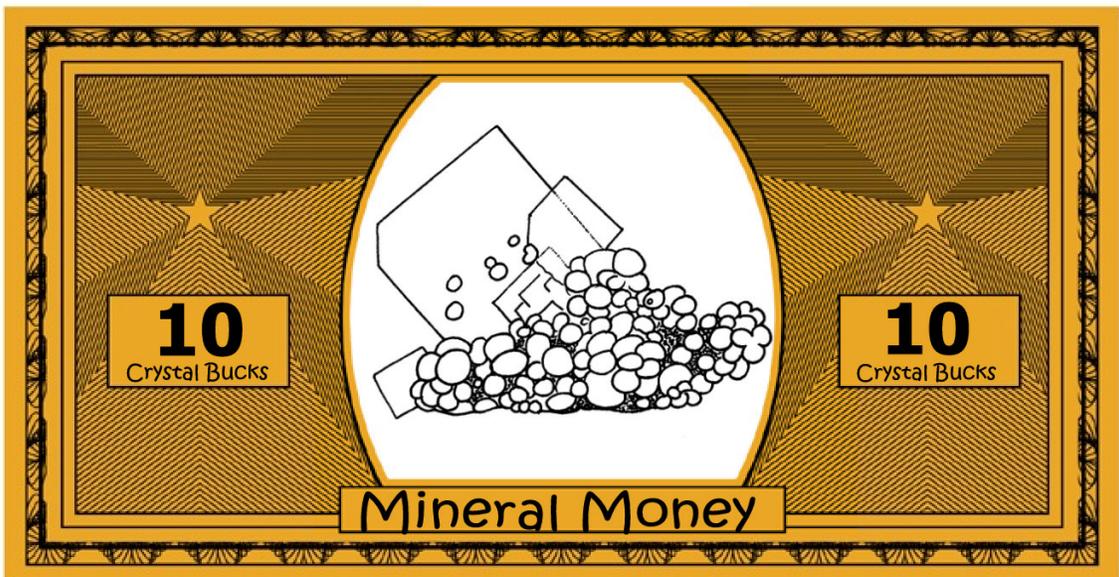
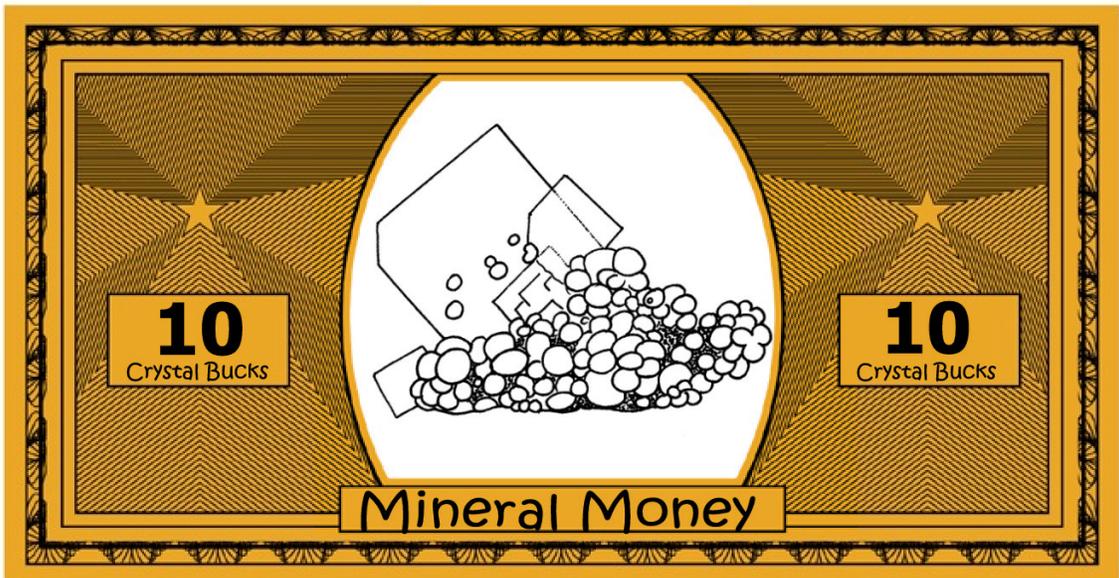
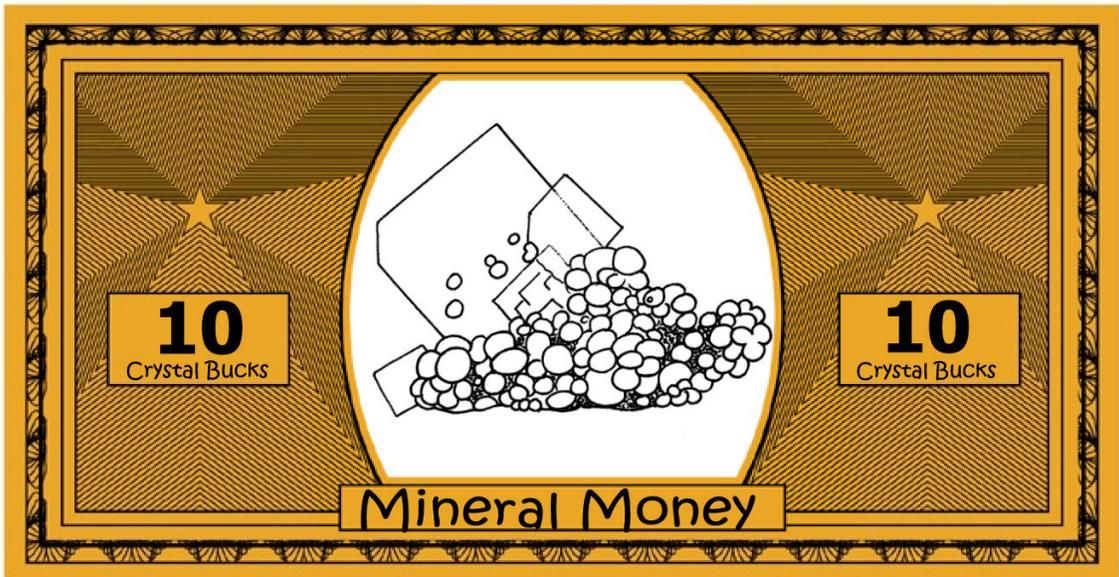
Step 2:

Show one of your new minerals to the club and explain why you bought that specimen. What made it better than the others at the "Mineral Store"?

Be creative! Print out the mineral money and, with a friend, pretend to "buy" some mineral specimens. Why did you want to buy what you did? What did you like about the specimens? Would you think the same way if you go to a real mineral store?









*Pikes Peak Pebble Pups
and Earth Science
Scholars Poetry*

Volume 1

Gold Rush

By Ciena Higginbotham,
Lake George Gem and Mineral Club

There was once a fellow from the days of old
Who stumbled upon a chunk of gold.
He tried to keep quiet but rumor got out
Everyone knew there was gold, no doubt.

People everywhere, came from all around
Hoping to find their own sparkling mound.
They knelt in the stream and sifted away
Through rock and sand—searching everyday.

They searched and searched and searched for gold
Hoping to find some before they are old.
They persevered and never gave up
And soon they had gold in their cup.

It all started when a fellow found gold,
And this is how the story is told.



Extinction

By Zachary Sepulveda
Colorado Springs Mineralogical Society

As one dies another entity emerges;
new and young and strong.

It struggles at first, then comes into its own—
peerless to all around.

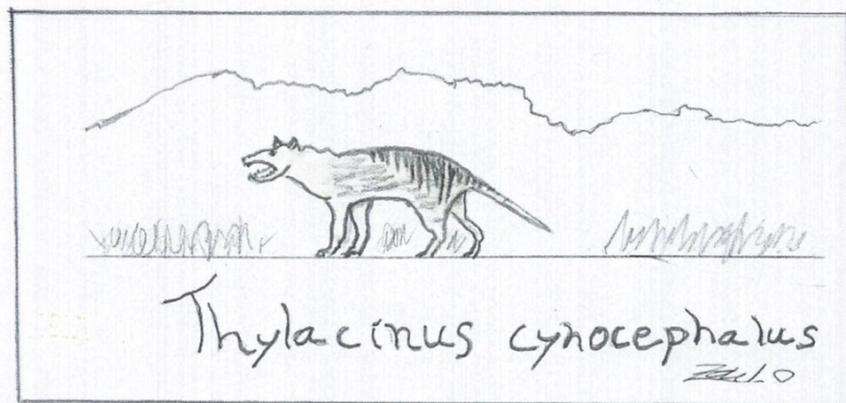
It lives and thrives, longs and strives
to be the best that it can be.

All of its potential, bursting at the seams—
it's finally reached its peak, hopes soaring to the sky.
Little does it know, it too will die.

Something else arises.

Something bigger, faster, stronger,
better than our thing could ever be;
our entity's life and vigor, slowly receding,
gradually outcompeted, vying for its title;
But always bested.

It screams unto the heavens,
"Why, why must it be I who goes?"
And the heavens reply,
"You have had your time;
you must go extinct for others to survive."



Thylacinus cynocephalus was the largest known carnivorous marsupial of the Holocene. It is commonly known as the Tasmanian tiger (because of its striped back) and was native to Australia, Tasmania and New Guinea, it became extinct in the 20th century and was the last living member of its family, Thylacinae. Artwork © by Zach Sepulveda, 2012

AN ODE TO A ROCK

By Kurt Lahmers
Colorado Springs Mineralogical Society

From a presidential mountain face,
to the far reaches of outer space;
lays boundless, amazing discoveries,
as rocks yield their secrets in all countries.

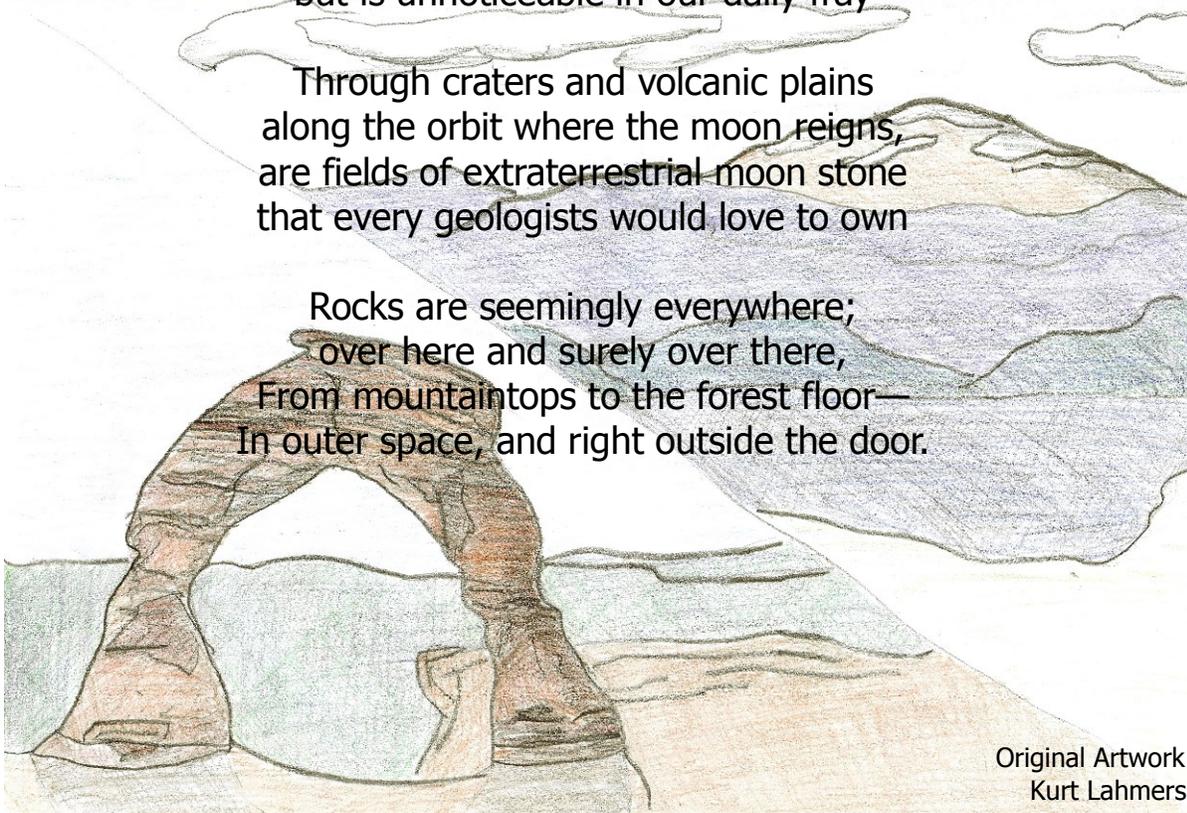
Some rocks can reach massive sizes,
while others fit through needle eyes;
some are shiny, and others are not.
But all are remarkable, when put to thought

The sandstone arches in the Utah sun
is a rock landscape that can't be outdone.
The relentless, ever-changing weather
brings rain, snow and ice altogether.

The granite peaks through Colorado
Create a large elongated shadow show
While they slowly erode, silently away—
but is unnoticeable in our daily fray

Through craters and volcanic plains
along the orbit where the moon reigns,
are fields of extraterrestrial moon stone
that every geologists would love to own

Rocks are seemingly everywhere;
over here and surely over there,
From mountaintops to the forest floor—
In outer space, and right outside the door.



Original Artwork by
Kurt Lahmers

The Age of Fishes

By Teddy Reeves
Colorado Springs Mineralogical Society

In the age of fishes
The period was blazing,
The cooling plants were few,
The creatures were amazing.

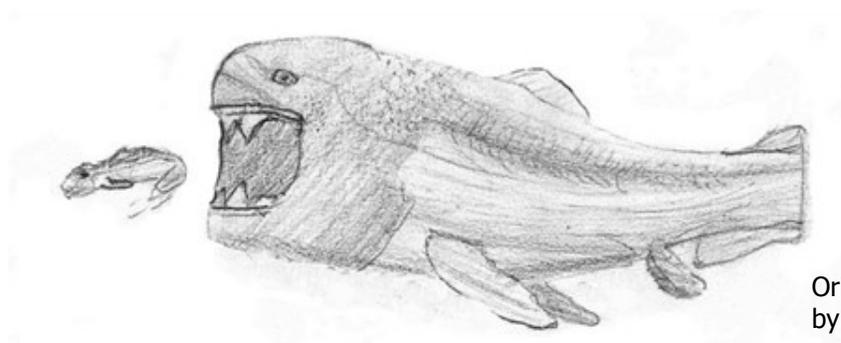
On the land above
The air was thinner than today,
The mammals were none—
Much to my dismay.

The biggest underwater
Could not be beat,
Larger than three elephants,
Length: more than thirty feet!

The greatest jaws of old,
A mouth that could crush steel.
Delicacies of bone
Made for a great meal.

Dunkleosteus

If you had come upon one,
You should've started a will,
For your time left was none.



Original Artwork
by Teddy Reeves

Fossils

By Reed Noller
Colorado Springs Mineralogical Society

Fossils are hidden
Ensnared by water or sand
And they lie waiting...



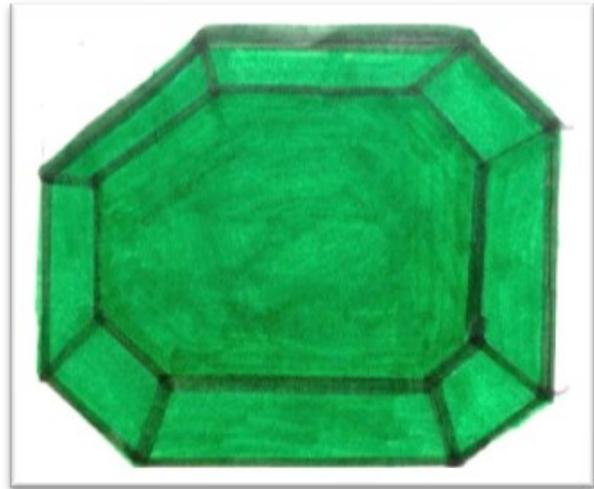
Photo © Reed Noller

Emerald & Fossil

HAIKU

By Gavin Noller
Colorado Springs Mineralogical Society

Under the gray ground
Emeralds on a blue field
Waiting to be found



Original Artwork © by Gavin Noller



Microsoft Clipart

In an age long past
Giant creatures roamed abroad
Whose bones turned to stone

Cretaceous Petrified Wood

By Blake Reher
Colorado Springs Mineralogical Society

It is hard to believe this ancient rock was once a living thing
That grew in the ground of the Cretaceous from a tiny seed.
Who knows, maybe a mammal ran up it one night searching for food?
Not knowing of its future wonder.
Triceratops may have fought for mating rights near this magnificent tree—
But, of course, we will never know—
For the secrets of the past are forever a secret.



Petrified wood from the Cretaceous Period. From the collection of
Blake Reher. Photo © by Blake Reher.

Minerals Named After People

Hidden in this puzzle are many names of minerals that are named after a person. The words can go left to right, right to left, top to bottom, bottom to top, or diagonally. After you are done, go to the internet and search for a picture of each person. Print the picture and write a biography of that person. This could make for an interesting display at a mineral show or school.

W	E	S	L	E	T	I	R	E	B	U	A	L	G	S
E	O	H	U	B	N	E	R	I	T	E	B	O	A	M
R	M	L	F	O	R	S	T	E	R	I	T	E	H	I
N	S	I	L	L	I	M	A	N	I	T	E	X	N	T
E	C	B	R	A	G	G	I	T	E	H	O	L	I	H
R	H	E	T	I	S	H	C	U	F	N	O	Y	T	S
I	E	Z	A	P	A	T	A	L	I	T	E	V	E	O
T	E	A	C	T	O	D	O	H	I	D	W	E	T	N
E	L	K	U	I	A	P	L	N	L	E	N	D	I	I
T	I	F	R	M	W	O	W	I	I	M	O	M	E	T
I	T	V	I	B	K	A	N	E	I	T	E	J	P	E
X	E	T	T	Z	O	I	S	I	T	E	E	W	P	T
E	E	C	E	E	T	I	R	E	L	L	I	M	I	W
L	C	O	L	E	M	A	N	I	T	E	C	T	Z	W
U	A	A	R	O	N	E	T	I	D	A	R	D	N	A

Adamite, Andradite, Braggite, Colemanite, Curite, Forsterite, Fuchsite, Gahnite, Glauberite, Hubnerite, Kaneite, Millerite, Scheelite, Sillimanite, Smithsonite, Ulexite, Wernerite, Wollastonite, Yedlinite, Zapatalite, Zippeite, Zoisite

Interesting Mineral Names

Here are some mineral names that are just fun. They sound fun. After you find them, look them up in a book or on the internet and find a picture of each one. The words go left to right, right to left, top to bottom, bottom to top or diagonally. Good luck!

L	A	B	R	A	D	O	R	I	T	E	W	O	W	Z
A	R	C	L	I	N	O	Z	O	I	S	I	T	E	A
R	M	J	C	A	V	A	N	S	I	T	E	N	O	N
F	A	G	E	E	D	N	E	L	B	N	R	O	H	A
V	L	U	P	R	B	I	X	B	Y	I	T	E	W	Z
E	C	M	I	H	E	L	I	O	T	R	O	P	E	Z
D	O	M	D	T	Y	M	K	H	A	N	N	Y	E	I
S	L	I	O	M	O	M	E	U	D	A	D	R	T	I
O	I	Y	T	A	G	A	T	J	N	Z	Q	O	I	T
N	T	E	E	P	E	O	P	L	E	Z	U	P	O	E
I	E	M	A	S	S	I	C	O	T	V	I	E	W	U
T	A	G	A	T	E	G	A	L	A	X	I	T	E	T
E	R	W	S	D	L	I	Z	A	R	D	I	T	E	B
D	E	S	C	L	O	I	Z	I	T	E	X	Y	E	D
E	T	I	D	L	A	W	N	N	I	Z	T	N	T	D

Agate, Arfvedsonite, Armalcolite, Bixbyite, Cavansite, Clinozoisite, Descloizite, Epidote, Galaxite, Gummite, Heliotrope, Hornblende, Jeremejevite, Kunzite, Labradorite, Lizardite, Massicot, Pyrope, Zanazziite, Zinnwaldite

Mineral Collecting Specialties

Some mineral collectors collect anything that grabs their attention. Some, however, specialize in a particular area of mineral interest. Look for the words that are underlined in the list below. The words can go left to right, right to left, top to bottom, bottom to top or diagonally.

R	N	E	W	X	S	E	T	A	T	S	H	A	N	N
C	A	C	D	I	S	C	O	V	E	R	I	E	S	L
H	W	R	G	R	E	A	T	C	R	Y	S	T	A	L
E	S	Y	E	W	O	W	A	H	E	L	P	M	E	P
M	C	S	M	S	D	L	O	C	A	L	I	T	Y	S
I	I	T	S	A	P	E	D	I	G	R	E	E	C	S
C	S	A	T	C	E	E	P	L	K	S	K	O	O	B
A	S	L	O	S	O	F	C	O	L	O	R	F	U	L
L	A	S	N	G	P	E	N	I	M	H	O	W	N	V
G	L	Y	E	Q	L	E	K	J	E	U	T	Y	T	K
R	C	S	S	B	E	N	C	J	E	S	T	E	R	H
O	D	T	W	I	N	S	R	I	G	H	T	J	Y	M
U	P	E	R	F	E	C	T	W	E	A	R	E	N	O
P	I	M	A	G	A	Z	I	N	E	S	J	U	S	T
S	I	N	G	L	E	C	R	Y	S	T	A	L	S	X

Locality, People, Places, Species, Colorful minerals, Crystal System, Country, Named after a Mine, Twins, Minerals with a Pedigree, Minerals in a Chemical Group, Perfect crystals, Single crystals, Rare Species, Specimens pictured in Books or Magazines, Minerals from a State, New Discoveries, Old Classics, Gemstones

Things Needed to Build a Mineral Collection

You can build a nice mineral collection with very few items. OR . . . you can gather a lot of special items to make your collection bigger and more interesting. Here are a number of items you might need as you build YOUR mineral collection. The hidden words go left to right, right to left, top to bottom, bottom to top or diagonally. Good luck!

M	O	N	E	Y	B	G	O	O	D	I	D	E	A	S
A	V	S	W	O	H	S	M	X	E	M	I	T	Q	U
G	U	S	T	I	N	T	E	R	N	E	T	R	O	Y
A	D	T	I	S	T	E	N	I	B	A	C	A	C	H
Z	G	L	O	V	E	S	T	R	I	E	D	D	K	S
I	S	P	A	S	S	I	O	N	I	F	T	I	C	R
N	P	D	E	A	L	E	R	S	A	L	G	N	O	E
E	A	S	P	E	C	I	M	E	N	S	O	G	M	B
S	C	E	T	A	H	D	R	A	H	O	G	P	P	M
L	E	B	M	S	T	A	N	D	S	Y	G	R	U	U
E	R	O	C	K	P	I	C	K	H	J	L	I	T	N
S	I	X	W	F	R	I	E	N	D	S	E	N	E	Z
I	T	E	W	H	E	N	I	N	T	H	S	T	R	I
H	A	S	L	I	G	H	T	S	C	K	S	E	D	K
C	L	U	B	M	E	M	P	A	P	E	R	R	O	Y

Lights, Space, Club, Shows, Cabinets, Shelves, Labels, Specimens, Numbers, Computer, Glue, Paper, Printer, Patience, Books, Magazines, Mentor, Friends, Rock Pick, Gloves, Boxes, Hard Hat, Goggles, Chisels, Stands, Money, Good Ideas, Internet, Dealers, Trading, Desk, Passion (for collecting!), Time

Gem, Jewelry and Mineral Show

Interview with Eddie and Patricia Cox and Floyd Gressel

By Emma Fajcz



Figures 1 and 2: Eddie and Patricia Cox, organizers of the annual show.

Eddie and Patricia Cox and Floyd Gressel are members of the Golden Isles Gem and Mineral Society in Brunswick, Georgia. I am also a member of this club. I interviewed them about the Golden Isles Gem and Mineral Society's annual gem, mineral, and jewelry show held on Labor Day weekend in Brunswick, Georgia.

1. How did you get interested in rocks and minerals?

F. G. My aunt was collecting rocks and we decided we'd go to North Carolina to the ruby mines, and she said, "Bring some rubies back to me." And I said, "Okay." We went, and got the rubies, but she never got them because I kept them. I guess I would say that she was the one who really introduced us into mineral collecting.

E. C. Patricia and I got started in North Carolina at the ruby mines as well. My Dad and stepmother would visit the mines mostly in North Carolina, and at some point we ventured with them. However, my knowledge about rocks really began with Floyd. I'd always ask Floyd, "What's this?" or "What's that?" That's really how I remembered things and started learning. Coming to the shows is another way I learned things. The dealers can help you so much, it's really something else.

2. When did you join the Brunswick mineral club?

F. G. There were two men, Charlie Wood and Bob McCartney, who both had an interest in rocks. I think they were probably the ones that originated the club. We came into it just a little bit after that.

E. C. I found that Floyd was part of the Gem and Mineral Society. Floyd is one of

the original members of the club. It's been roughly over twenty years for me to be in the club.



Figure 3: Floyd Gressel

3. When did you become in charge of the annual show?

F. G. I didn't and I sure am glad.

E. C. I hadn't been in the club but a year, so it was over twenty years ago when I got involved. Patricia and I have been doing it ever since, but Patricia has really been the backbone of it.

4. Please share some of the history of this show and the Golden Isles Gem and Mineral Society.

F. G. Another situation about Jekyll is nobody wanted to pay six dollars to go over there and then pay to get into the show. Basically the Jekyll Island Authority blocked us out completely. I don't say they did it intentionally, though.

P. C. We even tried giving people a cut [admission] rate if they showed us their parking ticket at the door. But still, you had to pay a high price to park, especially if you were a repeat customer. You didn't want to come to the show two or three days if you had to pay that much in a parking fee plus entry.

E. C. Some of the dealers, if they [the customers] would show their parking ticket, they would redeem...

P. C. They would give them a discount as well.

F. G. I would say, location, location, location.

P. C. Oh, yes, definitely.

E. C. Another thing, when we were at the Holiday Inn [on Jekyll], we had to load up trucks with tables and bring them over. We had to pick them up and bring them back [to the place where the club rented the tables].

P. C. *When we were at the Convention Center we had from twenty to twenty-three vendors. That actually included some of our club members, because we had several that were really into it. We also had a club table display.*

When Eddie took it over [about twenty years ago], Charles [Wood] gave him the list [of vendors] and we would be in contact with them, and then as they sent in their applications we would adjust the show accordingly.

We came to the Stellar Center [where the show is currently held] in 2001.



Figure 4: The Stellar Center sign

5. How has the show changed over time?

F. G. *The show and the club both have changed. When it [the club] started, it was mostly men who did work with rocks [lapidary work]. The Labor Day weekend show came along, and it was mostly rocks, jewelry, and [lapidary] equipment. Somewhere along the line beads and wire-wrapping became very, very popular. So now, the club is a lot of ladies who do this type of work, and it has gone away from minerals and rocks and saws and grinders. This is not bad, it's not good; it's just the change of the club and of the show.*

We used to have the show at the Holiday Inn on Jekyll [Island] and eventually at the Jekyll Island Convention Center.

E. C. *The club has changed from young people in the club to [almost] nothing but seniors in the club. When I started in the club, my family and I were the youngest members of the club at that time. Now, I'm one of the seniors.*

P. C. *When we had the show on Jekyll, nobody wanted to pay the parking fees [to get on Jekyll Island] plus the entrance fees [to get into the show]. Since we couldn't stimulate enough interest and didn't have extra vendors renting rooms at the Holiday Inn, eventually we dropped the wholesale side of our show and kept only the retail side. The wholesale was in separate rooms, and you'd have to show ID to get in. The Holiday Inn was getting a bit small for us anyway, so we moved back to the Jekyll Convention Center. Here, each vendor could have as many tables as he wanted, because space was not as limited.*

F. G. *My guess that the gender of the people coming through our show is 80 percent female.*



Figure 5: Part of the 2013 Show

P. C. *We haven't always had it "Gem, Mineral, and Jewelry Show;" we added "Jewelry" to it later. Some people don't know what "Gem and Mineral" is, but if you add "Jewelry" to it, all the ladies know what it is!*

F. G. *Only those familiar with rock cutting would have any interest in the "Gem and Mineral." But I've handed out a lot of flyers to individuals, and I didn't*

give any to men. I gave them all to ladies because they like jewelry. So if 80 percent of your customers are going to be ladies, you have to have what they're interested in buying.

6. How do you get vendors to come to a show, and what complimentary services do you offer to them?

E. C. *We often rely on word of mouth. When they go to other shows, club members pick up vendors' [business] cards or talk to them. Sometimes vendors recommend other vendors. We also have tables available for club members so they can sell their merchandise.*

P. C. *We provide refreshments as a courtesy. We call it hospitality for our vendors, and, of course, the club members that are working can come back here [to the break room] too. It's something that we thought would be a plus, and it seems to have been. Repeat vendors know that we do this, and it's a help to them. We've had vendors who come by themselves and can't go out to eat or send somebody to get them a lunch since they're by themselves.*

E. C. *If a vendor needs somebody to watch his booth, we can get a club member to watch it for him. A lot of times another vendor will watch his booth for him, too.*

7. What is the most challenging part of organizing and running a successful show each year?

E. C. *The challenge is not necessarily the dealers, but to figure out how many [vendors] we can handle in a limited space. The challenge of having a successful show goes out to every member in our club. They need help to spread the word and help to get more people to attend. Now I consider a successful show by how many people come. Floyd can iterate on some of it [people coming to the show] because*



Figure 6: Roadside advertising

when people come in, he asks how they heard about it, where they got the information, and why they came. He did that for several years, and he can tell you how that happens and what parts are more successful.

F. G. For a long time, I was at the door by myself, and I'd ask, "How did you find out

about the show?" They'd say, "We come every year." I'd say, "We call people like you

'repeat offenders.'" And they thought that was funny, but that's what they are.

P. C. I find that publicity is very challenging for me. However, for the 2014 show, the club has agreed to have year-long advertising. To entice more people to come, we will have a drawing for the winner to spend a week at William Holland [School of Lapidary Arts in Young Harris, Georgia]. Club members will be selling tickets. Each ticket will be two dollars, and you can buy as many as you'd like.

F. G. As a show organizer, it's not good to change your dates. We've been having the show on Labor Day weekend since day one [over twenty years ago], and people come to expect it.

E. C. And that's another thing that hurts our attendance. There are so many other events happening on Labor Day weekend. We used to be that event: people would come from all around Georgia to come to Jekyll [Island] and attend the show. But now there are other things that draw them away.

F. G. The U.S. economy has really played a part in the last four to five shows.

Another challenge is determining the number of vendors to have at the show. If the show is in a heavily populated area, then you can have many vendors. If not, then you should have fewer vendors.

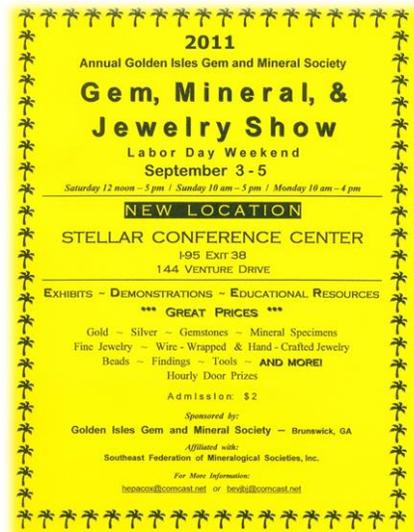


Figure 7: A pamphlet advertising for the 2011 Show

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