

2021-23 ANA BOARD CANDIDATE Q&A

The candidates were invited to answer five questions related to issues facing the American Numismatic Association. Their responses are noted below in alphabetical order by office.*

1 What specifically has motivated you to run for the 2021-23 Board of Governors, and how do you plan to address your platform during this term?

Dr. Donald H. Kagin: After serving eight years on the ANA Board including as vice president, I have an excellent grasp on what it takes to lead our Association forward in an efficient and effective way. I am excited about how I can not only share with the Board and membership my best practice experiences over 60 years as a collector, 50 years as a dealer and 53 years of ANA membership, but also how to get these initiatives executed. As a consensus builder, I know how to get things done and will use my leadership skills to implement scores of ideas and innovations offered to me over the years (see my website kagin4ana-president.com).

Today, it's not enough to just be a manager and "carry on" traditional policies; we must be far more visionary and inventive. Indeed, we need to think "outside the box" to transform the way numismatics is communicated in a digital and social-networking world. Doing so will enhance our branding and thereby instill engagement and excitement in the membership and beyond.

Dr. Ralph W. Ross: The ANA faces multiple challenges that impact its economic success, financial stability and moral standing in the numismatic community. The ANA needs a president who will lead boldly to manage change and growth in a complex world! I bring to the table honesty, integrity and 65 years of passion for coin collecting. My strong background in education, scientific technology and business management will expand our numismatic membership base, work creatively to greatly improve the ANA's financial footing, and solidify and strengthen the management team. I am an honest, passionate and experienced leader who will work collabora-

tively, communicate clearly, create flexible plans and make the tough decisions necessary to maximize ANA success in the near and long-term future. I have reached many pinnacles in life, and for a long time, I have been enjoying the happiness and rewards of finding coins and assembling collections. I am a strong and committed leader. Leadership is not just one skill but rather a combination of several different skills working together. I will increase engagement, support a positive environment and help remove obstacles for our team. Since the introduction of COVID-19, the world has changed. The way we meet and greet, touch and hold, and teach and learn has changed our hobby tremendously. The way we serve our numismatic community will continue to shift in this ever-changing and challenging new normal.

Joseph E. Boling: For my motivation, see the accompanying "platform" statement that I submitted when accepting my nomination. I am proud to say that in the short time between my decision to run and the close of nominations, I was able to attract about 125 supporters (whom I thank). I do not bring a specific "platform." My objective is to serve the ANA and its members.

Mike Ellis: The 2019-21 term, my third term, was likely the most challenging in ANA history, mostly due to the COVID-19 pandemic. Your Board worked extremely hard to keep the Association not only afloat but doing very well while improving our educational programs, sans two Summer Seminars. Two of our primary events, one World's Fair of Money® and one National Money Show®, were canceled—decisions harder to make than most may imagine. Budgetary constraints, for the sake of savings, forced us to let go of some of our talented staff, and that was like saying goodbye to family. Many of our members, including myself, experienced rough times at

the hands of the pandemic, including real family members. Despite all the gut-wrenching decision making over the past year and a half, membership has increased! I see us as strong as ever. I want to remain a major cog in that growth!

Muriel Eymery: I was so grateful to have served as governor during this last term. I was, however, not expecting it to turn more into crisis management and so many Zoom calls...but ultimately very proud to have played a part in helping our Association weather this pandemic safely and sustainably. I look forward to resuming outreaching to a wider community, supporting the growth of international district representative ambassadors, and innovative revenue-generating projects. Chairing the Membership Committee and serving on the Finance & Budget, Outreach and Conventions Committees, I dedicated my time and talents to these crucial platforms which support the ANA programs.

Widening our membership and educational content, revisiting our convention model and grassroots projects, and attracting younger collectors will broaden our leadership and educational mission. If re-elected, I will offer my international experience and relationships, my financial and marketing expertise to the Board and committees to reach out to a world of numismatics and numismatists!

Mary Lynn Garrett: My first term as an ANA governor was consumed by the impact of COVID-19 on the organization. The last year has been a struggle for the ANA and the world. A lot of difficult decisions had to be made, and I am hopeful that we will all soon have this behind us. The hobby seems to have benefited during lockdown, and many have discovered or rediscovered the hobby of numismatics. Growth of the ANA and a continued focus on numismatic education should be the platform of anyone seeking a term on the ANA Board of Governors.

**The ANA has learned that candidate Barry Stuppler is term-limited and not eligible for election. His name will not appear on the 2021 election ballot. The ANA regrets the late discovery of this information and honors Stuppler's enduring commitment to the organization.*

Mark Lighterman: Serving as a special officer for the ANA for the last eight years and being required to attend every meeting of the Board, I have observed the actions of the Board, and though I had some input on the policies being brought forth within the meetings, my position kept me silent unless I was directly asked. During the same time period, I was contacted by members of the Association with their concerns and suggestions that I could only pass on to the other Board members with little or no follow through on my part. By running for the Board, I will have a voice for the membership and a vote on the Board. I will then be able to follow up with the members as to where their suggestions stand.

Clifford Mishler: To help judiciously manage the ANA's assets in service to the diverse hobby community that it undertakes to serve in response to the varied perspectives embodied by the engaged collectors and dealers that are its lifeblood.

Charles Morgan: What motivates me to run for this position of trust is the belief that the mission of the ANA can only be achieved when the national organization strengthens its collaboration with regional and local partners. If I am elected governor, I intend to work directly with these important stakeholders to revitalize coin clubs across America. We can do this by developing programs that couple the ANA's trusted position as a hobby leader with impactful learning tools and resources that clubs can utilize to improve the collecting experience of their members. Of course, this program will take time, talent and vision to implement and cannot be fully realized without a long-term commitment on the part of the Board and its member clubs and organizations. I intend to make a forceful case for strategic change at the ANA if given the opportunity.

Rob Oberth: I feel that members of this Board, staff and committees have made tremendous progress despite many obstacles that have been put before us. If the ANA should have a singular mandate, it should be education. This is something that I fully understand and will always keep at the forefront of my thinking as I am making decisions for our members. I will continue to inspire the Board and the

staff to push the eLearning program forward and to consolidate all of our educational programs into a singular cohesive Graduate Numismatist program.

Shanna Schmidt: First, let me say that my last term was difficult, as I'm sure it was for other Board members, because of the anxiety and stress caused by the pandemic. I considered not running again for various reasons but was compelled to because of my desire to see the core principles of the ANA enforced. The ANA is first and foremost a not-for-profit (501c3) organization. Some Board members from the past have mistakenly viewed it as a way to enhance their own businesses. It isn't a secret that this has created some ill will toward the organization and followed by a lack of faith by many in the motives of the ANA. I want to get back to what the ANA should mean for people, both collectors and the trade. I would like to see fiduciary responsibility in the managing of our budget but also, I want to use funds that have been generously donated to the ANA when the organization needs it in order to survive. This pandemic has shown me that this was not happening. I want the Board of Governors to do better, and this is why I decided to run again.

2 How should the ANA measure its success? By the number of members it has? By the opportunities for engagement and learning it offers collectors? What does success look like to you?

Kagin: I have always believed that success should be measured by how well the ANA is fulfilling our mission of providing and expanding numismatic educational opportunities. This would include programs, projects, seminars, magazines and newsletters, social media promotions, Museum exhibits, and other outreach programs both physically and digitally (virtually). If we do that, we will not only grow membership but also increase their level of engagement, which is what success should look like.

Ross: The ANA should measure its success quantitatively and substantially. Success is fluid, defined in a myriad of ways and is complex. My vision of success starts and ends with cohesive goals and objectives—implemented by smart leaders—to optimally increase member-

ship and numismatic engagement in a supportive, financially strong environment to enrich all branches of the world of numismatics, including the dealer, investor, collector, exhibitor (DICE) and the general public. All these branches make the hobby of numismatics robust and dynamic. A strong, solid membership base, led by dynamic, competent and intelligent leaders is critical to the financial stability and strength of the ANA. The hobby is constantly changing and evolving, and it is imperative that the ANA provides education resources to its members and the general public to expand the hobby. Success looks like a large, cohesive, financially strong group of hobbyists from all walks of life around the world...enjoying themselves, relaxing, learning and sharing the joy of numismatics.

Boling: Success looks like an organization that presents programs and services in which its members desire to participate. Both membership and participation have been climbing steadily under the past few administrations. Our objective should be to continue devising ways for members to participate, and to publicize those satisfying results so that more collectors decide to join in. I heard some grumbling when I was soliciting nominations; I would like to bring those grumblers home.

Ellis: All the above are strong measurements of the ANA's success. They all look like success. But the true measurement of success looks like a strong work ethic under the leadership of the organization combined with all of these. Knowing our work ethic during the ending term while receiving nearly zero of the benefits we enjoy so much (creating events where we can be in the presence of our great hobby friends and family) was something to behold. It was not easy. In fact, it was extremely difficult. But now that the pandemic is approaching its end, I want to see the intended improvement in our awesome travel events.

Eymery: The success of the ANA is its diversity gathering to a wide base of collectors, professionals or institutions, across numismatic interests, cultures, age groups and the public. There is not one single definition of success but various goals in terms of broader mem-

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bership inclusiveness and educational outreach. Enriching the organization with younger members, transforming our social media following and spreading outside of our numismatics networks are essential targets for its future. Widening our learning programs to a world of numismatics must be pursued, adding on relevant content for everybody online, at conventions and in *The Numismatist*. Let's concentrate on our "active members" who support the ANA thanks to their contribution. These members are our first "success" as our funding source. We owe them valuable benefits and help them in their grassroots efforts within clubs or at regional shows. I highly support better funding of our district representative program.

Garrett: If the success of the ANA is measured by the number of members, then the last 18 months have been hugely successful! ANA membership has risen nearly 20 percent since 2019 to nearly 30,000 members. The opportunities for numismatic education has sky-rocketed because of the recently launched online classes. More classes are created every month, and they have been extremely well-attended. I believe over 2,000 individuals participated last month alone. Once the COVID-19 crisis has passed, the ANA will again be able to host coin shows and seminars. Assuming the August World's Fair of Money® takes place, it may be the first major coin show since COVID-19 began. The pent-up demand should make the show one of the most anticipated in years. Coin collecting has increased during the COVID-19 crisis, and the ANA is poised for success going forward.

Lighterman: I measure the success of any organization by what benefits the organization provides to its members. If there are sufficient benefits provided to the membership base, the membership will grow, thus growing the organization. Most organizations begin directing benefits to only part of their membership while cutting back or eliminating other benefits that have existed and were popular with other parts of the member-

ship base. This disenfranchises groups of members, and they eventually leave the organization. Those members rarely return, even if those benefits that drew them into the membership ranks are restored, because they never know when they will be withdrawn again.

Mishler: The ANA must meld membership numbers and the learning engagements it offers in seeking to measure its success. Success will have been achieved if membership numbers are stable to growing and actively engaged in the varied programs on offer.

Morgan: The ANA can best measure its success by assessing the health of coin clubbing across the country. The numismatic hobby can survive without a coin-club scene, but the hobby benefits dramatically when it has a strong social scene. Right now, too many collectors feel disconnected from the national Association. A variety of factors contribute to this; some are out of the ANA's control. But we should not accept a path forward that does not envision the ANA having an essential role in the local or regional coin scene. Expecting a big influx of new members given the current model would be unrealistic. We have to think bigger. We need to demonstrate to collectors that they should join and attend coin clubs in their communities, and that belonging to the ANA and using materials the ANA provides to their clubs contributes in meaningful ways to that experience.

Oberth: Very simple: none of these. I measure the success of our organization not by the quantity of paying members we have but by the impact we have made on the hobby during any given term—not by the opportunities for engagement but by the engagement metrics themselves. We may be able to implement a program, and it may have great results initially, but unless we continue to improve those programs on a daily basis, we will lose all the efforts that we put into building them. I feel we are doing that. Our Board, working with our committees and staff, should always

be pushing the needle forward, never resting. Once we have built a program, we should continue to improve that program and show our members that we are doing the job they positioned us to do. I am thankful to have the opportunity to work with the current staff that is made up of some of the very best people in our hobby.

Schmidt: Success can obviously be measured in many ways. I see success by what my eyes and ears portray to me. I would like to see the ANA be the go-to place for collectors to learn about numismatics—a place where they can attend virtual (or in-person) lectures, view our extraordinary Museum holdings (again both virtually or in person) listen to entertaining podcasts, check out difficult-to-find books from our world-class library, find out where they can locate relevant and competent dealers who might be able to help them find coins or other forms of numismatics, etc. I also want to provide top-notch conventions as a depot for learning, meeting with like-minded folks, and also buying if that is important. Success for me is not based on dollars and cents. I've been around long enough to know that if you provide a helpful and relevant service for people then monetary success is certain to follow. Just following the money is not the way to do it.

3 To provide the services and educational programs that members have come to expect, the Association continuously works to balance revenues and expenses in a fiscally responsible way. How will you assist in generating funding and revenue for the Association?

Kagin: I'm convinced we can balance our operating budget while expanding numismatic benefits and programs through a number of partnerships and sponsorship opportunities if we are creative enough to provide win-win propositions. Furthermore, we can establish long-term fiscal stability by emphasizing the benefits of including the ANA in member estate planning. But not by the traditional way of constantly badgering



the membership for cash donations (although annual capital campaigns are helpful), but by offering an opportunity to all our collecting fraternity to share their numismatic stories by giving their collections to the ANA where they can be displayed or auctioned. Members can thereby enhance their legacy, derive a tax benefit, and contribute to a constant source of funds for the Association. These donations can become ANA auction consignments and be an incentive for auction houses who bid for ANA auction rights.

Ross: With an eye on growth, the ANA is obligated to provide state-of-the-art programs and services for its members. It is the responsibility of the Board to create ideas and ways to find donors and philanthropists to help fund services for the short- and long-term growth and development of the ANA. Most organizations are facing sharp reductions in funding and revenues during the pandemic, so it is incumbent on the ANA leadership to employ creativity to generate funding and revenue. I am willing to exhaust all efforts to help with these endeavors.

Boling: By demonstrating that the Association's offerings are worthy of support from both individual and institutional participants.

Ellis: I am not a wealthy man by any stretch of the imagination, so I can only give what little treasure I have. However, I have a lot of time and talent to contribute and have been doing so for 30 years after already having been a member and learning my way around for 10 years prior to that. I have been a teacher at Summer Seminar most years since 1996 as well as teaching on the road for the ANA. I have done a fair amount of physical labor over the years, even with my body pains. I have come up with money-making plans in the past and have and continue to serve on committees involved in raising money as well as paying for events. I truly enjoy donating in-kind to raise money, especially for the Education Department and the Young Numismatist program.

Eymery: Participating in the Finance & Budget Committee enabled me to gain a better understanding of our challenges. My financial background and professional experience managing sizable budgets came in handy. I hope to continue offering this to the ANA. My role as a governor is to support revenue-generating solutions and funding sources, while not jeopardizing programs that are essential to our mission. Ensuring that money is spent efficiently and with accountability is key. I also committed to pledging personal funds, actively raising awareness to the ANA's fund development, and seeking donations. As chair of the Membership Committee, I am proud of a project, which I initiated, to auction on eBay the deaccessioned non-core Museum collection of collectibles for the benefit of our educational projects and Museum activities. This will provide revenue streams for years, give more online visibility to the ANA, engage members, and offer low-value materials for young numismatists to widen their interests.

Garrett: During my first term as ANA governor, I have chaired the Development Committee. The long-term financial health of the ANA has been my biggest concern since day one. The Development Committee has made great strides in the past 18 months. The number and size of donations have increased across the board. We have also worked to promote planned giving. To lead by example, my family has named the ANA in our wills, which I encourage everyone to consider. The ANA is blessed with a healthy endowment, but to continue to provide the services currently offered, fundraising will have to become a much bigger part of the annual budget. I hope to continue this important work if re-elected.

Lighterman: I will admit that this is not the strongest attribute I bring to the table. I fully understand what is required of a Board member in this area and have watched the foundation built by those currently working on fundraising. I have learned a lot from them, and if elected I will take instructions from those in the lead positions and add to my knowledge of how to strengthen these skills.

Mishler: The Board must judiciously manage the fiscal and volunteer assets of the ANA by critically assessing the demands of its existing and proposed programs focused on membership maintenance and growth.

Morgan: The ANA already spends a tremendous amount of money to support its existing programs. If elected governor, I intend to ensure that the Board has a clear-eyed understanding of the cost allocation for our current programs and an accurate analysis of the deliverables. Questions I will seek immediate answers for are as follows: Are our current programs successful and popular with members? How many members use these programs? What that we are not doing already do our members want us to do? What can the ANA do to provide a better product so that members find the cost of being an ANA member is a great value? To make the best use of our existing funds, we need to know what is working and what isn't. I will not defend the sacred cow if the data demonstrates that our funds would be better spent elsewhere. I firmly believe that the ANA belongs to its members and that it's the duty of the Board to represent their interests above all others. As it pertains to fund generating, our ability to raise funds will dramatically improve when our programs succeed and we demonstrate good fiscal governance.

Oberth: Our educational programs are at the core of what the ANA was founded to do. We can task the governors to raise funds, and I am happy to do that. Just to put things in perspective, I personally contributed and helped raise over \$15,000 for the ANA. A sizable sum, but frankly, it barely contributes to our overhead. I personally encouraged and promoted prospective members to join using social media as my venue. I made some very tough choices during my term that contributed to cutting some of our expenses. I will continue to help raise funds and creatively cut costs, but our real mission should be to invest the funds that we have available to us to promote our hobby at large. This is not

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about the ANA's budget, so much as it is about growing our hobby. We have built a foundation to do that, and we cannot slow this momentum that we have built over the last two years.

Schmidt: I think we need to look to other successful nonprofits to see how they manage their budgets. The American Numismatic Society has done an exemplary job during the pandemic of taking their programs 100-percent virtual. They have a weekly discussion group for members to attend called Long Table. In addition, there are symposiums and seminars that draw in new members and thus increase donations. I think if you provide high-class services, interest in donating will expand.

4 Are you an owner or employee of a company or a member of an organization whose focus or purpose might be considered a conflict of interest if you are elected to the Board? Some ANA Board members are professional numismatists or otherwise actively involved in the numismatic industry. Are you willing to excuse yourself from Board discussions and votes on matters where there may be a perceived conflict of interest?

Kagin: I believe my half century as a professional businessman in the coin industry gives the Association an important real-life perspective beyond my lifelong passion for numismatics. While my company will not be an ANA auctioneer over the next two years, my previous experiences as an official auctioneer for the ANA has allowed me to deal first-hand with many issues confronting the Association's auctions and shows, which have been an important revenue stream for the ANA. I have served on many academic, nonprofit and numismatic boards and have appropriately recused myself where there may have been a perceived conflict of interest.

Ross: I am not an owner or employee of a company or a member of an organization whose focus or purpose might be considered a conflict of interest.

I have heard complaints in the numismatic community about too many dealers sitting on the Board having "skin in the game." I believe the ANA Board should take all necessary steps to protect the integrity of the Board. Dealers are important to the ANA, but we must ensure that Board members who are full-time business owners that have conflicts should excuse themselves from Board discussions and votes on matters where there is a conflict of interest. The sense of neutrality and fairness should be protected at all times.

Boling: To answer the last question first, certainly from votes but certainly not from discussions. That being said, I am an occasional consultant on matters of paper-money authenticity. I do not make my living as a numismatist. I foresee no circumstance where my personal interests would conflict with my service as an ANA officer.

Ellis: I am retired. I no longer work for any numismatic firm or own any company. It would be difficult—miraculous even—for me to put myself in a position considered a conflict of interest if re-elected to the Board. I prefer it that way and certainly desire more members not serving as professional numismatists in any way to look closer at being a member of the Board. I fully appreciate small-time dealers who give freely of their time on the Board, but it is very difficult for large dealers to serve on the Board without breaching the line to committing conflicts of interest. Far too many have, and I am sure too many will in the future. Please vote very carefully in this regard.

Eymery: Obviously, I would excuse myself, and I commit to serving the Association while maintaining a high degree of integrity. Being a professional numismatist can also nonetheless be an asset. For the past 18 years, I worked at the French Mint, at PCGS and within an auction house, Spink, before creating my company advising collectors. Many of my peer candidates have experienced one area of our numismatic world. I strongly feel that my broader experience is an

advantage, as I got to interact with not only the modern mint market but also with the bullion, secondary U.S. and vintage numismatic markets, and grading services. I learned from different numismatic passions and what is needed to support these markets, to stay on top of trends, and from initiatives in Europe, Japan and Asia/China. I am thus thrilled to seek your votes to share my integrity, contacts and experience.

Garrett: I have worked in the industry for over 25 years in a support role. Every Board member signs a "conflict of interest" disclosure form, and of course I would recuse myself if a conflict were to arise. In my opinion, those whose lives are devoted to the hobby are very motivated to grow numismatics and the ANA. Every Board member I have worked with during my first term has the best interest of the ANA front and center.

Lighterman: I sit on the board of numerous national numismatic clubs that are members of the ANA and have for many years. In many of these organizations, I am still an officer and/or held one for multiple years. As the parliamentarian of the ANA, one of my duties is to identify conflict-of-interest concerns as they might arise during a Board meeting as they are addressed in the bylaws. If anything would come to the table, I would surely excuse myself from any Board discussions and/or votes on those matters where there may be even a perceived conflict of interest. I will also add that I will always maintain that any and all confidential matters will be kept confidential and will not be shared with anyone outside of the ANA Board.

Mishler: Yes, I have and do serve a variety of organizations in our hobby community but do not believe any of those exposures presently constitute, or might constitute, a potentially serious conflict-of-interest exposure. Yes, I am willing, and have in the past, excused myself from conflict-of-interest discussions and votes where conflicts of interest might be perceived. Most recently, I did so where explorations for renaming the

Farran Zerbe Memorial Award for Distinguished Service were concerned.

Morgan: I am a partner with an ownership position in *coinweek.com*. I am also the editor of the publication and intend to continue to fill this role while serving as governor, if elected. If I am seated on the Board, I will closely follow the ANA's by-laws as well as *CoinWeek's* ethics policies to avoid any conflict of interest. I am willing to excuse myself from Board discussions, committee assignments and votes where I feel that my involvement may pose a conflict. But know, as the publisher of a successful hobby website, that I would come to this position with active ongoing relationships both professional and personal with many individuals who have an interest in outcomes at the ANA. I will do my best to serve the ANA and my publication with honor and integrity.

Oberth: I am the founder of RoundTable Trading and own a coin shop in Georgia. I do not consider my organizations in conflict with the ANA. In fact, I believe that organizations like mine are a necessary function to grow our hobby and work in support of the ANA. If there are ever individual decisions that need to be made that could be considered in conflict, I am happy to recuse myself from those decisions. More importantly, I think the ANA should expand our coordination with organizations and clubs to grow the hobby. There is little reason, for the most part, that we should enter exclusive arrangements that beholden us to have alliances with one organization or another. That is where the true conflicts lie. When my organization initiated the Great American Coin Hunt, it showed how passionate our hobby was to encourage a new generation of collectors to join the hobby. Thousands of hobbyists and organizations, including the ANA and the U.S. Mint, eagerly and selflessly participated in this campaign to distribute numismatic treasures into circulation. It's a program launched in 2019 that continues to benefit the hobby today. These are the types of programs and progressive ideas that our hobby so desperately needs.

Schmidt: I am an owner of a small numismatic business and work within the trade as an auction representative. If something were to be a conflict of interest, I would recuse myself. That said, I believe that my position has also put me in a special position of being able to extol the virtues of the ANA to prospective members. I send a weekly newsletter to my customers (at the moment, it is about 700 people) in which I continually talk about the ANA, becoming a member and donating.

5 For more than a century, the ANA has been a trailblazer in the numismatic community, from influencing coinage legislation and developing the first authentication service to designing an industry-wide grading system and providing innovative numismatic education. What is the next big idea that will help the ANA maintain its leadership position in the hobby?

Kagin: With the advent of the Internet, we are living in a world where information including education is communicated through virtual and social media. Young people especially are using their computers, laptops and smartphones to access virtual platforms to obtain the latest information and entertainment. It is imperative that that is where our industry in general, and the ANA in particular, needs to be. We must develop online numismatic educational curricula and "gamification," not just on a schedule but available at one's fingertips anytime, 24/7.

Ross: One of the next big ideas continuously expanding in the world today is the use of eLearning. Many of us are currently conducting business virtually via Zoom and other platforms during the pandemic, and we can appreciate remote learning that is attracting large audiences in many fields, particularly in K-12 schools, colleges and universities, etc. Technology has changed the way we live and learn and is here to stay. Expanding the ANA's eLearning programs to create long-term projects, such as the Adopt-A-School Program and

Coins in the Classroom, will plant seeds into fertile ground that will blossom into (young) numismatists and continue the ANA's strong legacy.

Boling: Harnessing the grassroots energy that has been evident during the current pandemic. We have learned that although technology cannot completely replace hands-on learning, it can go a long way in making the ANA's assets (both physical and intellectual) available to members at a distance.

Ellis: The ANA has been the trailblazer set forth above and should continue to do so. Sadly, as I write this in early April, I have no fresh ideas, but we have several existing programs, including new ones created during the pandemic that I intend to work to improve. However, I would like to revive some lost programs to encourage local clubs to be more involved with the ANA while growing the ANA. And, most of all, while not a trailblazing idea, I would very much like to see the ANA incorporate much more consumer-advocacy activity in its curriculum and public outreach.

Eymery: Reach out more to a world of numismatics and numismatists, which puts you and the ANA at the center of it! For me, the next big idea is to secure new memberships and partnerships from international numismatists, professionals and societies, and from a younger community. This inclusiveness will enrich our eLearning programs, conventions and Museum exhibits with their numismatic history and interests. Be a leading source of educational content while offering a proud feeling of belonging. Today, the largest growth of our numismatic arena is in Asia. Europe and Latin America offer great potential too. Many world or ancient numismatists feel left out for lack of relevant communication and content targeting them. Same with a younger crowd. Our priorities should be to expand online and be a wider presence at shows and club meetings to attract more members, mints, bourse participants and sponsorship opportunities, and represent the rich diversity of our hobby.

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Garrett: Because of developing technologies, online numismatic education has increased by leaps and bounds since 2019. Now, thanks to Zoom, we can teach a class to over 500 students at once instead of 25 during Summer Seminar. The cost savings are also huge for students and the organization. The future growth of the ANA is clearly online, and with proper funding, our educational mission can expand exponentially.

Lighterman: Big ideas grow out of small ones. If you only target your efforts at looking for the next “big idea,” most of the time, you will overlook a good idea that can become great. We need to continue to build our member base by adding value to their membership. Every so often, a big idea will fall into your lap, and of course, we will need to direct our energy to act on it before it gets away. Otherwise, we need to continue to foster the small ideas that are working, allowing them to grow into big ones.

Mishler: It is most difficult, if not impossible, to perceive the numismatic future. Going forward, I see the ANA acting to accommodate societal change as it unfolds. A good example is its present efforts to embrace the virtual world that has unfolded as a consequence of

the pandemic. The ANA and many local clubs and specialized organizations are discovering the advantages accorded by the new outreach opportunities that are becoming beneficially available to facilitate growth and impact.

Morgan: The ANA needs a total overhaul of its educational mission. I believe I have a vision to do this. It will take five votes from the Board and an engaged membership. Throughout the history of the ANA, Boards have stepped up with visionary ideas. Now is that time to do it again. Your vote can help me do this.

Oberth: We are the singular entity that is, and should be, synonymous with numismatics. I don't believe that there is a single idea that is going to change the game for our hobby. My thoughts from first taking office have been to push the needle forward at every opportunity that presents itself. COVID-19 has been a difficult time for all of us. My hope is that when we finally come out of this situation, we will come out stronger than we were going into it. I think that we are poised to do that. We desperately needed to change the way we operate, and this has forced us to do just that. I am thankful that our membership understands that the ANA needs fresh ideas and motivated

individuals at the helm. I am very much looking forward to this new Board of Governors, and if I am part of that Board, I will continue to work hard on the things that matter. Our members trust their elected officials to be motivated, creative and progressive. That is how I have approached this position and will continue to do so.

Schmidt: I think the most logical area is in the way of virtual learning. It is a great way to expand the community further than many of us ever imagined. While attending a trade show in person is always better for connections, it is not a secret that many of our members are older and can't necessarily travel with ease. If they can't come to the ANA, then we should bring the ANA to them! We are already doing this, but there is much more that can be done. We should investigate virtual shows or a combination. It is important to recognize advances and embrace them. The advent of the Internet was slowly embraced by the coin community, but once it was, it became life-altering. We need to recognize those advances earlier and take advantage.

