

Memorandum

To: Dealer Relations Committee
CC: Charmy Harker, Chair
Kim Kiick, ANA Executive Director
Jeff Garrett, ANA President
From: Rhonda Scurek, Convention Director
Date: December 7, 2015
Re: November Dealer Relations Committee, Whitman Show November 2015 - Baltimore

The Dealer Relations Committee met on November 6 at the November 2015 Whitman show. In attendance were chair Charmy Harker, ANA Board Representative Gary Adkins, Julian Leidman, Christine Karstedt, Mark Feld, John Brush, Peter Treglia, Scott Loos, Rhonda Scurek, ANA Representative and guests from the ANA Board of Governors Tum Mulvaney, Steve Ellsworth and Kim Kiick, ANA Executive Director.

The committee entered into discussions on how the coin market is changing, particularly that coin shows are becoming less necessary and less attended because of the increasing sophistication & wide-spread use of the internet to purchase coins. Even auction companies are seeing that auctions are being less attended in person with more & more customers bidding online. The committee then began a discussion on the issues listed in the agenda. Not all were touched upon.

1. Selecting sites for the upcoming ANA shows. Rhonda reviewed the pitfalls that the ANA is facing due to the fact that the ANA does not have enough hotel rooms with the contracted hotel room block and planned food & beverage events such as dinners and lunches paid for by the ANA that cities look at when measuring profitability.
 - It was suggested that Rhonda reach out to Cindy at FUN and see how their food & beverage service they offer at the various meetings is funded.
2. Holding NMS at smaller venues turned into a discussion on possibly discontinuing the National Money Show.
 - Ideas surfaced to offer the education programs at other national shows such as FUN and/or Whitman.
3. Shorten the length of the WFM starting 2018 and discontinuing or shortening the PNG preshow starting in 2018.
 - Preshow – Jeff reviewed the philosophy behind the original pre show concept

December 7, 2015

- Christine pointed out that the business has changed dramatically.
 - Many committee members agreed that both shows can be condensed with shorter days on both sides.
 - Suggestion that Monday or Tuesday morning could be wholesale day to all table holder dealers with Early Birds at 12:00 pm.
4. Last item discussed was the discounting of tables at ANA shows. Several ideas were offered but it was agreed that there needed to be more disclosure and better communication on available tables prior to the show including offering discounted table to those who have already purchased tables.

UPCOMING MEETINGS

Next meeting will be at the Annual FUN show. Wednesday, January 6 from 8:30am – 10:00 am in room 5 at the Tampa Convention Center.

Wednesday, March 2 at 1:30 pm at the NMS. Kay Bailey Hutchison Convention Center Dallas; room A3.