

Memorandum

To: Dealer Relations Committee
CC: Charmy Harker, Chair
Kim Kiick, ANA Executive Director
Jeff Garrett, ANA President
From: Rhonda Scurek, Convention Director
Date: March 21, 2016
Re: January Dealer Relations Committee, FUN Show 2016 – Tampa, FL

The Dealer Relations Committee met on January 6, 2016 at the FUN show. In attendance were chair Charmy Harker, ANA President, Jeff Garrett, Julian Leidman, Mark Feld, John Brush, Peter Treglia, Rhonda Scurek, ANA Convention Staff / guests Sam Joseph, Expo Manager, and Jennifer Croak, Convention & Sponsorship Coordinator.

1. Selecting sites for the upcoming ANA shows. This was originally discussed at the November 2015 Dealer Meeting. It was asked that Rhonda reach out to Cindy at FUN and see how their food & beverage service they offer at the various meetings is funded. Per Cindy Wibker, all of the food that is at the individual club meetings is funded by the individual club holding that meeting.
2. Holding NMS at smaller venues turned into a discussion on possibly discontinuing the National Money Show.
 - Jeff reviewed the board's current philosophy of the ANA to shrink or cancel the future NMS. The board still plans on keeping the National Money Show on the ANA show rotation. The ANA still wants to offer collectors exhibits and take pride in presenting the exhibits at each show. Auctions still have an interest in the show and collectors still want to consign to shows.
 - Further discussion included the ANA's commitment to maintain its educational directive via both the National Money Show and World's Fair of Money.
 - In addition, the education discussion also touched on ANA holding educational seminars at larger shows outside of the ANA shows such as FUN, Whitman, etc. Please note that the ANA has been doing this for the last three years offering educational seminars at FUN, Michigan States' November and April show, Houston's December shows and the Georgia Numismatic Association' April shows.

3. Shorten the length of the WFM starting 2018. This was a joint discussion with item #4
4. Discontinuing or shortening the PNG show starting 2018 (ANA/PNG have contract through 2017).
 - Consensus is the show is too long. Market for shows getting smaller. Jeff reviewed his proposed revamp. Sunday and Monday would be education seminars (professional development, E-Bay selling, etc.). Security opens Sunday. Monday from 9am-6pm would be a preshow preview (wholesale only), no public. Set up for WFM would be Tuesday AM with Ribbon Cutting on Tuesday at 1:00pm. Show would end on Saturday at 4:00pm. Committee consensus was in favor of outline.
5. Other ideas for overall improving of WFM & NMS shows, ways to take them to the next level.
 - More attractive booths (less messy) booths to take them to the next level.
 - Enhance the experience for the customer
 - Offer a menu of services based on three perceived business plans. Section this off as an upgrade.
 - Security approved upgraded booth number signage offered by the ANA behind the table that would hang from the 8' bar for an additional price. Rhonda met with Kenny Mullins from PPI following the meeting and he approved a banner that drops down 24 inches from the top of bar. Example is included. It would include dealer logo in color, city, state, web site and table number in addition if a sponsor that would be included as well as an ICTA logo if a member. This would be on 1/4 inch foam core. We are currently collecting prices bids and hope to begin selling at the Whitman Spring Show. Any dealers with an existing banner larger than the 24" x 48" would need to speak with PPI (ANA's approved security firm through 2017) directly for permission to hang behind the table from the 8' bar provided by the decorator.
 - Create an "office" booth experience in a package to include a second booth purchase.
 - More professional attire at ANA shows
 - It was agreed this is a generational issue & hard to address
 - Computer services/Wi-Fi
 - Rhonda reviewed the high prices we are running into for Wi-Fi services and lack of interest from potential sponsors in this package.