

## **Dealer Activity Strong at ANA National Money Show**

The American Numismatic Association's (ANA) National Money Show<sup>SM</sup> in Jacksonville, Florida, saw strong dealer activity.

More than 4,100 people came through the doors of the Prime Osborn Convention Center from March 7 to 9 to trade with over 700 of the nation's top dealers of rare coins and paper money on the nearly sold-out bourse; see outstanding exhibits, including Florida's earliest paper money; attend lively educational presentations; participate in a two-session auction; play the ANA's Treasure Trivia Game; and obtain autographs from United States Mint Director Henrietta Holsman Fore.

"I want to sincerely thank everyone - the dealers, exhibitors, convention General Chairman Doug Riley and his great committee, the Greater Jacksonville Coin Club, the ANA staff, volunteers and Board of Governors - for all their hard work at this show," says ANA President John Wilson. "A hearty congratulations goes to all those who did such a super job."

Dealer Tom DeLorey of Harlan J. Berke, Ltd., reported that he had "a very good wholesale show and a better than average, though still not large, retail show. There were lots of kids, especially Boy Scouts, on the (bourse) floor Saturday. All in all, better than most ANA spring shows."

Thirteen sponsors, including three title sponsors (Delaware Valley Rare Coin Co., Numismatic Guaranty Corporation and Yahoo! Auctions), contributed nearly \$40,000 to the show's support.

To promote the event, the ANA placed three, 1914-D Lincoln cents, into circulation in the area. Rewards of \$100 each were offered for their return. None of the three was found. However, Keith Mullis, 15, of Jacksonville Beach found another 1914-D cent while working at a local grocery store. Already a collector of the U.S. Mint's State quarters, Mullis was rewarded with \$100 and a Junior membership in the ANA for his keen eye in finding the numismatic treasure.

The "coin drop," part of an extensive newspaper, television and radio advertising campaign and accompanying media coverage, was orchestrated by the ANA Public Relations Department and ITQ/Minkus & Dunne Communications of Chicago. Four television news crews were on the convention floor on Thursday, March 7, giving the cent the event considerable exposure. Newspaper stories and radio news reports appeared and aired before, during and after the three-day show.

Morning news reporter Lindsay Czarniat from WAWS-TV broadcasted live from the show floor on opening day, March 7, and WJXT-TV weatherman John Gaughan spent two hours on the bourse Friday morning, March 8. Both broadcasts focused on the show's many highlights, including the ANA's \$100,000 bill display, early Florida paper money on exhibit, the new euros and the "coin drop."

ANA's official auctioneer, Stack's, reported total gross sales of \$1.4 million from the two auction sessions, which comprised more than 1,870 lots, including a brilliant proof 1884 Trade dollar that realized \$126,500 and an 1876-CC 20-cent piece in choice brilliant uncirculated condition that brought \$115,000. "The auction was very successful and had good participation," says auctioneer Harvey Stack.

The ANA YN Treasure Trivia Game, in which school-age children scour the bourse floor seeking answers to questions provided by the ANA Education Department while collecting free coins and other numismatic items, drew a great number of participants. In a drawing held for those completing the trivia quiz, Patrick Davis of Orange Park, Florida, won a Spanish 8-real coin.

ANA member Andrew Tuttle of Flagler Beach, Florida, received a 1/10th-ounce American Eagle gold bullion coin in a random drawing of notices sent by the Convention Department to ANA members in northern Florida and southern Georgia who returned them to the show.

The United States Mint held its first Business Forum at the show, with Director Fore and Deputy Director David Pickens answering questions and seeking suggestions on ways the Mint can work more closely with the numismatic community. The ANA Board of Governors held a Town Hall Meeting giving members the opportunity to voice their opinions and ask questions. On the last day of the show, Saturday, March 9, a Scout coin collecting badge workshop, led by Jeffrey Swindling, was conducted. Afterward, the 150 participants visited the bourse floor until the close of the show.

The ANA National Money Show also featured more than 20 hours of free educational programming that covered a wide range of topics, from Florida money to collecting credit cards.

Ronald J. Benice of Sarasota, Florida, received the Best-in-Show Exhibit Award for his display entitled "The Green Cross Republic: Amelia Island, Florida, 1817." In recognition of his efforts, Benice received a Saint-Gaudens \$20 gold piece donated by Richard Nachbar Rare Coins of Williamsville, New York. The first runner-up award was presented to Robert M. Hawes of South Daytona, Florida, for his exhibit "A Voice from the Past." Hawes also received the second runner-up award for his exhibit "The Lion Dollar." He received a plaque for each of these accomplishments.

The People's Choice Award was presented to Captain (USN, Ret.) William J. Rodriguez of Jacksonville, Florida, for his exhibit "The American Bald Eagle on U.S. Coins." For his efforts, Rodriguez also received a plaque.

The ANA National Coin Week Exhibit Award was presented to Orion A. Deer of Doraville, Georgia, for his exhibit "The Faces of Different Money." He received a plaque and will receive a scholarship to a future ANA Summer Seminar in Colorado Springs, Colorado. At the opening ceremonies on Thursday, March 7, show general chairman Riley received the Goodfellow Award, and the Louis S. Werner Host Club Award was presented to Pete LaComb, president of the Greater Jacksonville Coin Club.

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The American Numismatic Association is a congressionally chartered nonprofit educational organization dedicated to encouraging people to study and collect money and related items. The ANA helps its 28,000 members and the public discover and explore the world of money through its vast array of education and outreach programs, as well as its museum,

library, publications, conventions and seminars. For more information, call 719-632-2646 or go to [www.money.org](http://www.money.org).