

START SPREADIN' THE NEWS, ANA'S NEW YORK SHOW WAS GREAT!

The American Numismatic Association's (ANA) World's Fair of Money® 2002 in New York City was some kind of wonderful.

More than 11,600 people came through the doors of the Marriott Marquis Hotel in Times Square between July 31 and August 4. Hundreds of 25- and 50-year members in the area received special invitations, and more than 200 new members signed up at the convention. The ANA sold nearly 700 of its World Mints Passports, which offered attendees the opportunity to collect coins from 17 countries represented at the show.

Dealers were active throughout the convention, as people bought and sold coins, paper money, tokens and medals. ANA Library and Museum Services staffs were busy with author signings, reference help and valuation services.

An extensive newspaper, television and radio advertising and publicity campaign, orchestrated by the ANA and ITQ/ Minkus & Dunne Communications of Chicago, drew tremendous attention from the media. News stories appeared on ABC, CBS, CNN, Fox and NBC network television and affiliate stations. Several radio interviews aired, including one on National Public Radio. Numerous stories about the ANA show were published in Long Island Newsday, New York Daily News, New York Post, New York Sun, The New York Times and The Wall Street Journal, and a story was released by the Associated Press news wire service.

The United States Bureau of Engraving and Printing's (BEP) \$1 Billion Exhibit, which featured \$100,000 bills, and the U.S. Mint's booth literally took center stage on one of three floors of the 47-floor Marriott Marquis Hotel. Mint Director Henrietta Holsman Fore helped open the show, conducted a forum to gather collector and dealer input, and spent hours signing souvenir cards for visitors. U.S. Treasurer Rosario Marin, who took office a year ago, made her first visit to an ANA convention and spoke along with BEP Director Thomas Ferguson about the coming changes to the nation's paper money.

At the opening ceremonies on Wednesday, July 31, convention General Chairman and ANA past President Anthony Swiatek received the Good Fellowship Award, and Julius Turoff was recognized as honorary general chairman. The show was co-hosted by the Currency Club of Long Island and Massapequa Coin Club, which were made life members of the Association.

ANA Executive Director Edward C. Rochette was joined at the opening ceremonies by Fore, Swiatek, ANA President John W. Wilson and special guest Princess Maria-Luisa of Bulgaria, whose uncle was Italy's last monarch, King Victor Emmanuel III - a noted numismatist and member of the American Numismatic Association. Before cutting the ribbon, Wilson introduced Christopher Cipoletti, ANA's general counsel, as the next executive director of the Association. Rochette intends to retire next July after working with Cipoletti, who will assume his new duties early next year.

Twenty-three sponsors and nearly 180 patrons contributed nearly \$100,000 to support the ANA convention. The four Title Sponsors - Heritage Numismatic Auctions, Krause Publications, Numismatic Guaranty Corporation (NGC) and Yahoo! Auctions - each donated \$10,000. Contributions of \$650 to \$6,000 came from 19 Secondary Sponsors: Anthony Terranova, Inc.; Tangible Asset Galleries; National Gold Exchange; Coinland.com; Heritage Rare Coin Galleries; Catherine Bullowa-Moore; U.S. Coins; Kevin Lipton Rare Coins; Spectrum Numismatics; American Heritage Minting, Inc.; Austrian Mint; Main Line Coin & Stamp, Inc.; Lee Minshull Rare Coins, Inc.; Marsh Affinity Group; J.J. Teaparty; Texas Numismatic Investments, Inc.; Scott Travers Rare Coin Galleries; Fred Weinberg & Co., Inc.; and Stack's.

Superior Galleries of Beverly Hills, California, conducted the five-session ANA auction, which realized nearly \$8 million. Among the nearly 2,660 lots offered, a unique 1878 pattern \$5 gold piece, graded Proof-65 by the Professional Coin Grading Service (PCGS), sold for nearly \$190,000; an 1839 "no drapery" half dollar, graded Proof-63 by PCGS, brought \$115,000; and an 1833 \$2.50 gold coin, graded Mint State-67 by NGC, realized \$125,000.

At a special ceremony at the ANA Membership Reception on Friday, August 2, noted rare coin collector and sports agent Dwight N. Manley of Newport Beach, California, and his wife, Sahar, contributed a check in the amount of \$250,000 to the ANA Headquarters Renovation Fund. The Association's Library in Colorado Springs, Colorado, has been named in his honor.

The Royal Spanish Mint, assisted by California rare-coin dealer Ronald J. Gillio, also made a contribution to the ANA Renovation Fund. After the Mint premiered a proof set of gold and silver coins commemorating the 150th anniversary of the birth of Spanish architect and designer Antonio Gaudi, Gillio conducted an Internet auction on e-Bay during the convention. The donated set, which includes a 400-euro gold coin - the highest coin denomination thus far issued by any of the 12 nations using the euro, raised \$910 for the Association.

Also at the Membership Reception, Clifford Mishler, former chairman of the board of Krause Publications, was honored as the 2002 Numismatist of the Year.

At the Awards Banquet on Saturday, Swiatek was presented the Farran Zerbe Memorial Award for Distinguished Service, the Association's highest honor. Also at the banquet, noted Civil War token specialist George Fuld received the ANA's Lifetime Achievement Award; U.S. Mint sculptor/engraver T. James Ferrell received the Numismatic Art Award for Excellence in Medallion Sculpture; researcher and author R.W. Julian received the Burnett Anderson Award for Excellence in Numismatic Writing; and the Boston Numismatic Society, Chicago Coin Club, New York (City) Numismatic Club and Rochester (New York) Numismatic Association were recognized for 90 years of membership in the ANA. The banquet also featured the induction of five numismatists into the Numismatic Hall of Fame: Amon G. Carter Jr. (1919-82), William Ewing DuBois (1810-81), Bill Fivaz (1934-), James Ross Snowden (1809-78) and Adna G. Wilde Jr. (1920-).

The ANA Education Department presented more than 50 hours of free programming during the show and a three-day United States coin grading seminar before the convention opened. More than 250 young collectors, age 6-18, participated in the popular "Treasure Trivia Game," with each player receiving a "goodie bag" containing various numismatic collectibles, including a Buffalo nickel, Indian Head cent, a State quarter in an NGC holder and a copy of A Guide Book of United States Coins (known as the "Red Book"). Winner of the grand prize in the Treasure Trivia drawing, a Spanish silver pillar dollar, was Richard Gaynor of New York City. Dale Brower of Glen Rock, New Jersey, was the winner of a

1/10th-ounce American Eagle gold bullion coin given away in a drawing among ANA members living in the area who returned a post card sent to them before the show.

A team of Francis Musella of Boynton Beach, Florida, and Justin Barden of Briarcliff Manor, New York, won the ANA World Series of Numismatics for Young Collectors on Thursday, August 1. On Saturday, August 3, the Professional Numismatists Guild (PNG) sponsored the Abe Kosoff/PNG Young Numismatists Awards Breakfast, with Coinland.com sponsoring the YN auction, and more than 125 Boy and Girl Scouts participated in a collecting badge clinic co sponsored by Lee Minshull Rare Coin and U.S. Coins.

The ANA presented 54 competitive exhibit awards to individuals of all ages and experience levels, who mounted 70 displays at the convention. The Charles H. Wolfe Sr. Award for YN Best-in-Show Exhibit was presented to Steven Caywood for his exhibit "David R. Cervin Ancient Coin Project." Recognized at the Awards Banquet as the "World Champion Numismatic Exhibitor" and winner of the Howland Wood Memorial Award for Best-in-Show Exhibit was Sam Deep for "The Exonomia of Higher Education." The Rodger E. Hershey Memorial People's Choice Exhibit Award, selected by those attending the show, was given to collector John Whitney for "The Broad Diversity of Collecting United States Federal Currency."

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.