

IT'S EASY TO ENGAGE
POTENTIAL HOBBYISTS AT

YOUR LOCAL LIBRARY!

A message from Bob Mellor

When I first became an ANA District Representative, I thought about ways to engage my local community beyond coin clubs. I wanted to reach the general public in an informal setting to talk about numismatics, so I held a regular outreach session at my local library to gauge the response.

Where I live, there are 17 branch libraries and 345 library employees. I approached the library's senior management and offered to provide a service to the community by furthering numismatic education in my role as a District Representative of the American Numismatic Association. Unsurprisingly, they had no idea what numismatics even meant, so the education began immediately! Fortunately, they welcomed my idea and allocated a monthly recurring time slot at the library for me to test it. The library provided support by posting the CoinTalk meeting on their online calendar, which appears on a wide screen TV at the circulation desk of every library in the county. **The library provided me with a full size conference room for the meeting and charged me NOTHING!**

I have had a great response from folks in my community, many of whom have joined local coin clubs, national clubs and the ANA due to my outreach. I ordered Show Kits from the ANA and used the materials to engage my audience. People are surprised to learn of these educational opportunities!

COVID put our monthly meetings on hold, but I am happy to report that CoinTalk resumed in November 2021. We hold a 2.5 hour session on the 4th Tuesday of each month to engage anyone and everyone who wants to come and talk, learn and commune about numismatics. I would grade it a success.