

The Diablo Die Break

60th Year Vol. 03 March 2020



Our next meeting: 03/12/20

This month is our club's 60th Anniversary

Important!! The dinner will start at 6PM

For those not attending the dinner, there will be additional tables set up for you. The regular meeting will start at 7PM.

**Concord Museum & Event Center
1928 Clayton Road
Concord, California**

2020 Officers:

Robert E. Luna (President)
Kyle Anderson (Vice President)
Charles Ludvik (Treasurer)
David Davis (Secretary)
Bill Hickman (Board Member)
Janet Kinney (Board Member)
Neil Robertson (Board Member)

Important Notice!!

Due to a conflict with the Museum's schedule, our March Anniversary dinner and meeting will be held on the Second Thursday of March (March 12th).

Mission Statement

The Diablo Numismatic Society of Concord, CA is a non-profit coin collecting club dedicated to serving all its members from beginner to expert – with focus on three priorities: education, fellowship, and fun!

This month the SOCIETY meets on the second Thursday of the month at:

**Concord Museum & Event Center
1928 Clayton Road
Concord, California**

[Our Web site is: www.diablocoinclub.org](http://www.diablocoinclub.org)

Youth Section

Connecting America Through Coins

[Kids' interactive timeline: http://www.usmint.gov/kids/campCoin/timeline/](http://www.usmint.gov/kids/campCoin/timeline/)

United States Mint Education pages:

<http://www.usmint.gov/kids/games/>

Our next auction is scheduled for May.

Diablo Numismatic Society Club Meeting Minutes

Date: 02/20/20

The meeting called to order: 7:03pm

by President: Bob Luna

Total Attendance: 48 New Members/Guests: 6

New Members/Guests:

Vandahek - Collects Netherlands coins

Cricket Haldleton - Inherited coins

Bill Wiegor Sr.

On time prize: SF Reverse Proof set

Won by: Joe DiBattista

Treasurer's Report by Charlie Ludvik

General Account: \$6,000.00+

Coin Show Account: TBA

The following announcements were made:

Dues are payable now.

Tonight's Program: Peace Dollars 1921 - 1935

Speaker: Bob Luna

Show and Tell: 8

Entries: Prize:

50/50 Drawing: \$ 86.00 Total Pot.

Winner:

Membership Drawing Prize: 2019 Silver Eagle

Membership Drawing Winner:

The meeting was adjourned at: 9pm

Respectfully submitted by: Dave Davis

DIABLO NUMISMATIC SOCIETY PROGRAM SCHEDULE

MARCH 12th (second Thursday)

CLUB'S 60TH ANNIVERSARY – CATERING BY TEXAS BACK FORTY

APRIL 16th

DAVE DAVIS—COIN PHOTOGRAPHY

MAY 21st

BRUCE BERMAN – ANNUAL COIN GRADING CLINIC

JUNE 18th

KAREN & GLEN STEPHENSON – 1896 EDUCATIONAL SILVER CERTIFICATE SERIES

JULY 11th (SATURDAY)

ANNUAL CLUB SUMMER BBQ – LOCATION: CONCORD MUSEUM

AUGUST 20th

JAMES LIND – METAL DETECTING

SEPTEMBER 17th

MARK CLARKSON & KYLE ANDERSON –HARD TIMES & CIVIL WAR TOKENS

OCTOBER 15th

BILL HICKMAN – THE NUMISMATIC DIPLOMA

NOVEMBER 19th

JIM KERN from VALLEJO NAVAL MUSEUM – TOPIC to be determined later

DECEMBER 13th (SUNDAY)

ANNUAL CHRISTMAS DINNER – ZIO FRAEDO'S, PLEASANT HILL
(NO REGULAR MEETING)

Upcoming Coin Shows

Mar 13th - 14th, 2020

South Bay / Sunnyvale Coin Show

Sunnyvale, CA 94087

Mar 20th - 21st, 2020

Sacramento Coin Show

McClellan, CA 95652

Mar 22nd, 2020

Verdugo Hills Coin Club Show

Van Nuys, CA 91043

Mar 27th - 29th, 2020

WESTS Token Show and Jamboree

Santa Rosa, CA 95404

Apr 5th, 2020

North County Monthly Coin Show

Anaheim, CA 92806

Apr 18th, 2020

Vacaville Coin Show

Vacaville, CA 95688

May 1st - 2nd, 2020

Sacramento Valley Coin Club Show

Sacramento, CA 95834

May 3rd, 2020

North County Monthly Coin Show

Anaheim, CA 92806

May 3rd, 2020

Vallejo Numismatic Society Coin Show

Vallejo, CA 94590

Diablo Numismatic Society

Presents:

60th Anniversary Banquet

Concord Museum

Thursday, March 12, 2020

Concord, California



ANNIVERSARY BANQUET PROGRAM

SOCIAL TIME 6:00:00 PM

WELCOMING 6:15:00 PM

PLEDGE OF ALLEGIANCE

Led by Kyle Anderson

INSPIRATION by Gene Barry

BUFFET DINNER: 6:30:00 PM

**SMOKED BEEF BRISKET
ROTISSERIE BBQ CHICKEN
HOUSE FIELD GREEN SALAD
GARLIC MASHED POTATOES
TEXAS STYLE BBQ BEANS
ROLLS, COOKIES
SODA, COFFEE, TEA
60th ANNIVERSARY CAKE and
ICE CREAM**

AWARDS PRESENTATION 7:15:00 PM

DRAWING Dave Davis 7:30:00 PM

CLOSING REMARKS 8:00:00 PM

FELLOW of the SOCIETY

PAST RECIPIENTS

2002 *Inaugural Year;*

2002 Michael Fiore

2002 Michael Stanley

2002 Michael Turrini

2003 No award given

2004 No award given

2005 Mark Clarkson

2006 John Russell

2007 James Laird

2008 Gordon Donnell

2009 Bill Green

2010 No award given

2011 Steve McClure

2012 Brad Lee

2013 No award given

2014 Larry Casagrande

2015 Kyle Anderson

2016 No award given

2017 Bill Hickman

2018 No award given

2019 No award given

DONNELL AWARD

PAST RECIPIENTS

2013 *Inaugural Year*;

James Laird, Mike Stanley

2014 Brad Lee, Kyle Anderson

2015 John Russell

2016 Bill Hickman, Jon Marish

2017 Robert E. Luna, Larry Casagrande

2018 Bill Green, Mark Clarkson

2019 Maria Stillwagon

FELLOW of the SOCIETY

This award is the highest within the Diablo Numismatic Society. It is bestowed upon members who have supported the society and the greater numismatic community in a sustained and superior manner over an extended period of time. The recipient must have served in multiple society positions for at least five years, have regularly attended meetings, and have had a record of service to the hobby at large.

DONNELL AWARD

The Gordon R. Donnell Memorial Meritorious Award was instituted in 2012 and is granted through the Northern California Numismatic Association (NCNA).

It is bestowed upon coin club members who have consistently and conscientiously supported, served, and sustained a local coin club in various capacities and positions over several years. Education of and adding to the knowledge of other numismatists in their life goals is also a consideration for this award. Participating coin clubs may nominate a maximum of two members each year who are dedicated to the hobby.

Coin of the month: 2020-W Jefferson Nickel

This special nickel is included as a bonus when the 2020 Clad Proof set is ordered from the mint. Two other special West point mint nickels will be available later in the year: A reverse proof nickel with the Silver Proof set, and a Satin finish nickel in the mint set.



This article originally appeared in "**The Military Trader**" web site. The customer types described here are basically the same as customers at coin shows.

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NOW YOUR CUSTOMERS

[by John Adams-Graf, www.MilitaryTrader.com](http://www.MilitaryTrader.com)

The Spring show season is here. Whether you are going to the Show of Show in Kentucky, the First Florida Fall Rally in Florida, West Springfield Militaria Show in Massachusetts, or the Minneapolis Military Show in Minnesota, there is one thing they all have in common: the customers. And while each show and aspect of our hobby have their own unique characteristics, the people who come to shop at relic and military vehicle shows tend to be the same, the world over. The key to our success as vendors is to recognize the specific customer types and learn how to interact with each.

FIVE BASIC CUSTOMERS

I bet each of you has at least one good customer story. I have tried to categorize my stories into a few specific customer types. This wasn't done scientifically, though. These observations are simply based on my experiences from the dealer side of the tale.

1. SERIOUS BUYER

These are the people we wish were more plentiful at any show. They walk through with the skill of cats looking for prey. You can spot them before they spot you — because their heads are always looking down at tables as they move swiftly through the show.

The serious buyers are the people who are willing to pay for early admission or are in line to enter long before the show opens to the public. They have specific items in mind and are willing to buy. They won't waste your time with a lot of talk, but they are going to push you for a price below what an item is marked.

2. CASUAL BUYER

The casual buyer loves attending shows but isn't willing to pay extra or spend more time in line to guarantee "first eyes" on the tables. That isn't to say they aren't buyers. They will spend money, but they are more relaxed about it. They will generally spend a lot of time talking to you before making a purchase. They do pull out the wallet eventually, however.

3. "I'LL BE BACK"

The "I'll-be-backs" will spend a lot of time at your table talking to you while they fondle one or several items. They tend to tell you why your item is so nice. You may spend a lot of time with the "I'll-be-back" customer only to learn, they aren't buying now, but "will be back" for whatever item it was they liked.

My advice to you is to not get trapped in the "Put this under your table — I'll be back." Do not pull anything off the table or out of sale without a down payment. If they really are serious about coming back for an item, they will put some money down. Heck, why not just pay for it now? Then, it should be no problem to store it for them until they return.

4. TIRE KICKERS

The tire kicker and the know-it-all share the same group. They are probably not serious collectors, but they do like history — and generally know some aspect of it quite intimately.

Unfortunately for dealers, the thrill for the tire kicker or know-it-all isn't in making purchases. Rather, the satisfaction of the show for them is if they find a person who is willing to listen to their knowledge.

For many of these types, the most they are going to spend at the show is on admission and snacks at the food counter. Unfortunately, they demand a lot of a dealer's time and patience.

In our environment — just like a water bug on a lake — the tire kicker does serve a purpose. The water bug can attract fish to a particular area of a lake. Similarly, a tire kicker can give your sales area the impression of being busy. However, and again, just like the water bug, a tire kicker can feel more like a pest than a benefit!

5. WHATTYA GIVE ME'S

If you see a person carrying a bag or a bundle of something, tread lightly. That person may be just carrying a prior purchase. They may also be carrying something they want to sell — and you will want to buy.

A simple question like, "Have you got something to sell?" is enough to break the ice. In many instances, the person is not an experienced seller and is really throwing themselves at the mercy of the dealers. Treat them with respect. They might just have the one item under their arm with a house full of great militaria still untouched.

They won't have a price in mind, hence, the nickname, "Whattya give me?" Again, you are taking a gamble when you answer. You could low-ball the person and get a nice relic to flip. On the other hand, that person will talk to others at the show after the sale. You don't want them to hear that you put the screws to him just for a quick profit.

Your reputation is everything in this hobby. Interactions with the Whattya-give-me's is where it can be made or broken.

IT TAKES ALL TYPES

Every show has a mix of all the aforementioned types of customers. I bet there are still more, though! I would love to read about your own observations. While the stories can be entertaining, our goal is to figure out how to make the best connections with our customers.

While working in my family's store, Dad used to remind me, "One happy customer tells two others. One unhappy one tells eleven." That was long before "social media" was even imagined. I suspect those numbers are far different today. So, we need to do better to ensure that our customers walk away as happy ones — it's the path to our success as militaria and military vehicle dealers.

Do you have a good customer interaction story to share? Send it to me at jadams-graf@aimmedia.com.

Coin Drawing Ticket Price Tier

1 through 9 tickets are \$2.00 apiece.

For example: 5 tickets are \$10.00, 9 tickets are \$18.00

\$20.00 is the first price break, you will receive 20 tickets for \$20.00.

\$ 20.00	Buys	20	Tickets
\$ 30.00	Buys	37	Tickets
\$ 40.00	Buys	50	Tickets
\$ 50.00	Buys	63	Tickets
\$ 60.00	Buys	75	Tickets
\$ 70.00	Buys	87	Tickets
\$ 80.00	Buys	100	Tickets
\$ 90.00	Buys	112	Tickets
\$ 100.00	Buys	125	Tickets
\$ 110.00	Buys	137	Tickets
\$ 120.00	Buys	150	Tickets
\$ 130.00	Buys	162	Tickets
\$ 140.00	Buys	175	Tickets
\$ 150.00	Buys	187	Tickets
\$ 160.00	Buys	200	Tickets

	March					
	Date	MM	Description	Cond.	Grade	Coin Value
1	1880	S	Morgan Dollar	PCGS	MS 65 OGH	\$ 130.00
2	1932	D	Washington Quarter	PCGS	AG 03	\$ 75.00
3	2015		Token - Copy of Atocha Cob	ANACS	MS 67	\$ 75.00
4	1943		Walking Liberty	PCGS	MS 64	\$ 65.00
5	1886		Morgan Dollar	PCGS	MS 64	\$ 60.00
6	1901	O	Morgan Dollar (Redfield Hoard)	Pmnt	MS 65 (62)	\$ 55.00
7	1945		Walking Liberty	PCGS	MS 63 OGH	\$ 53.00
8	1959		US Mint Set	Raw	MS 63	\$ 45.00
9	1944	D	Jefferson Nickel - Wartime Silver	PCGS	MS 66	\$ 29.00
10	1938	D	Buffalo nickel	Raw	MS 63	\$ 25.00
11		S	Roosevelt Dime group-1987,1988,1989, 1990,1991,1992	Raw	PR 68	\$ 24.00
			Total			\$ 636.00

Miscellaneous information:

Provided by Charlie Ludvik

News Briefs

A rare and superb Proof-67 1921 Morgan silver dollar is being auctioned in March.
[The link is: https://auctions.stacksbowers.com/lots/view/3-LWW05/1921-morgan-silver-dollar-chapman-proof-67-pcgs](https://auctions.stacksbowers.com/lots/view/3-LWW05/1921-morgan-silver-dollar-chapman-proof-67-pcgs)

Some Upcoming US Mint Products

April 4 – 2020 Basketball Hall of Fame commemorative coins, including \$5 gold, \$1 silver and 50 cent clad in proof and uncirculated. All coins will be dome shaped. Colorized versions of the silver and clad coins will be sold at a later date.

New Books

Medallic History of Slavery: Racial Oppression as Chronicled by Historical and Commemorative Medals by Benjamin Weiss. A history of slavery from a numismatic perspective. The link for a free download is: <http://www.historicalartmedals.com>

If you have an area you are interested in or would like more information on that topic, please feel free to notify me.

If you have a special coin you would like to showcase, let me know. Send a photo or

I can photograph the coin for you and include it in the Die Break.

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