

FROM THE OFFICE OF THE PRESIDENT

H.W.BREEN

ELSEWHERE NUMISMATIC SOCIETY

MEMO FROM PRESIDENT BREEN

March 21, 2011

FOR INTERNAL RELEASE ONLY

My fellow Numismatists, I have heard some disturbing comments lately—suggestions that our public image might not be what we expect. Some have suggested that we might be seen as too aggressive, or too punctilious. Our passion for Elsewhere Numismatics may be misinterpreted as belligerence, or perhaps obsession. It occurred to me that we should be welcoming new numismatists, but those people might feel unworthy to join our prestigious ranks. I knew immediately we needed to address this situation, and asked Agent Condor to spearhead a committee, leverage our strengths and optimize our value propositions.

Therefore, it is with great pleasure for me to introduce our new marketing initiative: The Softer Side of Numismatics.™ You may have seen the first component of this new campaign through our membership application, now live on our website at <http://elsewherenumismatic.com/apply/>. We are also ‘looking forward’ to sponsoring other ‘fun’ events where we can spread the ‘joy’ of coin collecting with ‘ordinary’ folks, and introduce other Elsewhere Numismatist heroes to the public. Stay ‘tuned’ for further ‘exciting’ events!

And what’s better, while presenting a gentler face to the public and hopefully encouraging other numismatists to join us, we’ll be able to rub it in the faces of the Philatelists! Imagine when their members start joining us instead! Imagine how amazing it will look when a huge group of people attends the Socio-Reengineering seminar, proudly proclaiming their membership in the ENS! (Reminder: Seminar attendance is mandatory for all Numismatic members.)

To this end, we need all hands on deck to encourage as many new members as possible to join. Agents, all requests for time off before the April 10th seminar will be denied, and any pre-approved requests will have to be rescheduled. In addition we need the technical team to completely rebuild the application database and mail servers. We’ve been getting complaints of errors with both systems, which is utterly unacceptable. Also, in order to afford the new membership application software, the Thirsty Thursday High Morale Weekly Beer Social has been cancelled.

PRESIDENT H. W. BREEN

