



Diablo Diggins

Monthly Newsletter of the Contra Costa Mineral & Gem Society

Oct 2023

VOL. 71 NO 9



Auction Time1
Membership Report 2
What Makes a Sign Effective3
Alert.....5
A Case in Point.....6
Rock Show List.....8

General Meeting

Monday, Oct 9th Hoyer Hall, Clayton Library 6:30 PM Clayton, CA.

SnacksThose asked to bring snacks in Oct are... **EVERYONE!** Bring your favorite snack to share.. if rock related the better...remember..... salt is a rock.

Remember.... Everyone is invited, bring a neighbor, and \$\$\$\$\$\$\$

**“We Dig Rocks”
1. Since 1950**

IT IS AUCTION TIME!

Our annual auction is at our next meeting and it will be rocks galore as our president, Mike and new property manager Primo clean out the Storage Unit. We need your excess stuff too so cleanout your storage rooms and over crowded yards. Rocks, tools, and the rock related are all welcome. Please label what you bring and let us know if it works, **AND BRING YOUR CHECKBOOK AND CASH.** If you want something even a little, bid often and bid high to not lose it. Brink your neighbors and friends to buy something as well.



Membership Report

From Barbara Roderick, Secretary/Membership CCMGS 2023

Our membership is growing! Welcome to our SIX NEW members who have joined the club recently: Joining us in August: The DiCarlo family- Dan, Alma and Lisa. Dan has joined the club and already helps with our website and Facebook page. Next year Dan will be taking the publicity position along with the newsletter editor. Also we have Rob Savre, Jessica Enriquez and Lisa Paul joining the club in September. Rob is interested in fossils, cabbings, geology and has a trim saw and tumbler. He also likes photography and marketing. Jessica likes bead stringing, carving and is interested in field trips, geology and fossils. Lisa is also interested in field trips, fossils, geology and mineralogy. Everyone, let's welcome our new friends and say hello to our new members when you see them around at our meetings.

Wishing a Happy Birthday to those members who have and will have birthdays in: September - Aaron Roderick, Naomi Morgan*, Brenda Flowers and Gary Casillas October - Louise Gilley and new member, Rob Savre



WHAT MAKES A SIGN EFFECTIVE?

The answer is simple, a sign that can be read and understood is effective. At 55 miles per hour, a sign viewer travels 80 feet per second. The more visible and readable a sign is from a distance, the longer the viewing time—and the better the ability to make an impression. As a club, our rock show is our largest event. It not only lets our community know who we are and demonstrates how enjoyable our hobby can be, it raises the funds we need to function the rest of the year. Attendance at the show hinges on three supports, signs, mailed invitations and word of mouth... Two of these three are your responsibility.; signage and word of mouth.

No one in our club needs a lecture on spreading the word about our show. We do it well, so well that if you have been in the club awhile, this is about the time your friends and relatives quietly groan as you start inviting them to our show. I know that a lot of you have heard the quiet groans. Where we can use help is where to put out our signs, cards and posters. Placing signs is well studied subdivision of the advertising arts. We all have experienced the results of that study on our roads. We need to master it with our own signs.

Sign placement needs to maximize sign visibility, and sign visibility is usually defined by 5 factors: size, sign angle, location, luminance, and contrast. Size, luminance and contrast of our signs has been maximized to the best of our budget. They are bright yellow with black lettering. Angle and location are at the discretion of the member putting up the sign. Before placing signs consider how much traffic will see it and at what angle? Placing the sign at the road height of most drivers is best. On a two-way street, placing two signs back to back is more effective than one sign placed perpendicular to traffic. The angle of the sign should be as head on as possible. Roads that serve commute traffic and intersections are better than residential streets or freeways. Finally, make sure the sign is safely out of the way of traffic, and strongly in place. Signs that hinder traffic or blow away or into traffic are, at best discarded. At worse, people may resent the message or law enforcement may penalize the club.

In addition, there are just a few more concerns. If you are placing the sign on private property or on an easement, please ask the owner for permission and give them discount cards to the show. If you are placing signs with metal stands, remember the soil may be very hard so bring a hammer, (a rock hammer even) . If you are hanging signs bring duck tape and scissors to cut it, (cheap at the dollar store, not cheap at Ace.). DO NOT cover up someone else's sign. (we are better than that, people) BE SAFE, and place the signs where you can safely walk too. It is not a bad idea to have two people placing the signs, in case there is an accidental fall or slip. Make a list of where the signs are and bring it to the rock show, so you can give the club a copy. Pick up the signs after the show, or let the club know you can not.

The Value of Cards

In addition to signs, we have cards and placards as tools to advertise our show. The placards are larger signs that we can place on bulletin boards and in windows of businesses. You need to ask permission and when doing so, I have found that adding a few of the smaller cards with discounts at the door is an additional incentive. Many public buildings have

public bulletin boards and their staff usually appreciate the additional special discounts for them. Military posts and organizations always welcome the news that their membership can get in free. Ditto for firemen and policemen who are trying to be part of the community. And do not forget those EMTs who really need to know that they are part of this group, (often they feel excluded and ignored). The greatest form of advertisement is personal invitation, even if you are just meeting a person for the first time, and our club discount cards and the perfect tool to make that invitation real and appealing.

So please help us advertise our show and let us make it the most successful show ever.



ALERT!!!!!!!

The devastating new rules planned by the BLM will eliminate Recreational Rockhounding and several other types of Recreation in and around the Rock Springs area covering over 7 Million Acres of Public Lands.....

To keep Recreational Rockhounding and other Recreational Activities available to users of your Public Lands, your help is needed by contacting the BLM Public Land Managers and Congress with your comments and help to stop the implementation of these devastating management rules. If it happens in Wyoming, environmentalists will use it as an excuse to end all rock hunting on public lands.

Time is running out so please take the time to read and visit the hyperlinks included below and submit your comments to the BLM Public Land Management and Congress to preserve your right to Recreation on your Public Lands in the State of Wyoming.

Tips and examples of writing to Government Officials may be found at the link below
<http://www.amlands.org/9112/index.html>

Thank you for time, effort and support to help keep Recreational Rockhounding alive in the state of Wyoming.

American Lands Access Association
www.amlands.org
alaa@amlands.org



A Case in Point

Show time is back and it is time to start planning your case. When we display, we have a case of approximately 4" by 2" by 2', and we each need to put our best foot forward. A few lessons from past shows can not hurt.

Content is the first issue to content with. What do you have to display? Providing a uniform theme behind your content is important. Concentrate on a single focus, be it a type of rock or a type of process. For example, all petrified wood, all obsidian or all jasper would allow for different forms. A presentation of a single type of rock can include rough, polished and any other use of that stone. An example of a process might be all cabochons, all beads, or all collected minerals. Materials can be mixed if the form is the common denominator.

We are presenting these displays to the public so labeling is critical to their understanding. Well presented cases have a title, and frankly the cleverer the better. A Jade case might be Jade the Heavenly stone. An Obsidian case might be labeled Nature's Stain Glass. Each stone should also be labeled as to specific type and how or where collected. Let us know if you made it or found it This needs to be a learning experience for the public. Labels need to be clearly written either by hand or by printer. Please focus on legibility and large enough font for easy reading. With fonts, simplicity is best. This newsletter uses Century Gothic, but a good simple font is best. Font color should always be black, since it will be behind glass making metallics harder to read. Black is also universally readable, even for the color blind.

Support for displayed materials is important to preplan and prepare for. Your display will get some movement being in a table and with people looking in. Stones can be mounted on stable bases or held by temporary bases. Jewelry can be presented lying on stands, hanging from stands or even draped of larger stones or other objects. I have seen very effective displays using ceramic vases, tree limbs, or formal jewelry displays. Prebuilt and cover risers are more common. On the other hand, minimalism works for some cases, especially those focused on a process or technique. Simple easel or just placing flat in the case works with many subjects.

Remember that the display will be under hot lights all day, so living plants wilt, wax melts, and rocks warm up.

Similarly, backgrounds can be complex or simple, as per your artistic vision. The use of cloth is common. Specific sides can be easily made from foam board cut to fit in the case and covered with the cloth of choice. It need not be sewn, just carefully taped to the unseen side. Any alternative is to have a curtain long enough to cover the back and the bottom (5' Square). It can be held in place with an expandable curtain rod that is 4' in length. Bottoms can be covered with an alternate color to the sides, or even with another material like small stones, sand, carpet, or even rice. I strongly recommend a substrate, (cloth, towel, plastic sheet) to such "loose" bottoms, so cleanup at the end of the show is a matter of picking up carefully and pouring back in a container. One of the most creative cases I have ever seen use artificial turf as a bottom on the case, a practice I may try this year.

This has only offered a few suggestions and hopefully inspired your creativity. The bottom line is..... think outside of the box and to have fun. Just remember, you have to bring everything on the Friday before the show for setup. People will help if your display items are heavy or unwieldy to carry, but we all have limits. Leave the 500 pound rock at home. You can not glue or paste anything in the display case, and you will need to clean it up on Sunday, somewhat quickly.

Nothing flammable, gaseous, or is any way dangerous please. Nothing alive, (no, as cute as Fluffy is, you can not display your puppy, kitty, bunny, or snake, and no not your tarantula).

Finally, and importantly...put your name badge, or a copy from the club in the case so it can be read. We need to know who is doing the work. If you can not find your badge, or want to wear it at the show...put a label with your name. If you have an idea, but have never put it into practice, ask any club member who has displayed before. Experience can reduce the impractical, and you may inspire another to think outside of their box.

Rock Show List

October

6-8—SACRAMENTO, CALIFORNIA: Wholesale and retail show; Gem Faire Inc; Scottish Rite Center, 6151 H St; Fri. 12-6, Sat. 10-6, Sun. 10-5; \$7 weekend pass; Fine jewelry, precious & semi-precious gemstones, millions of beads, crystals, gold & silver, pearls, minerals, fashion accessories & much more at manufacturer's prices. Jewelry repair & cleaning while you shop; contact Yooy Nelson, (503) 252-8300; Email: info@gemfaire.com; Website: <http://www.gemfaire.com>

7-8—GRASS VALLEY, CALIFORNIA: Annual show; Nevada County Gem and Mineral Society; Nevada County Fairgrounds, 11228 McCourtney Rd; Sat. 10-5, Sun. 10-4; Adults \$4, Children Ages 12 and Under Free With A Paid Adult; 57th Annual Earth's Treasurers Show. 25+ Vendors. Rock, Gem, and Mineral Exhibits. Lapidary and Jewelry Demonstrations. Raffles, Silent Auction, Gold Panning Kids Corner Hot Dog and Ice Cream Trucks and PLENTY of FREE PARKING; contact Mitchell Frank Van Hecke, (530) 575-6134; Email: 4vanclan5@att.net

7-8—ANDERSON, CALIFORNIA: Annual show; Shasta Gem and Mineral Society; Shasta District Fairgrounds, 1890 Briggs St; Sat. 9-5, Sun. 9-4; Free Admission, Door Prizes; 67th Annual Show. Jewelry, Crystals, Minerals, Fossils, Gemstones, Silent Auction, Exhibits, Raffle, Kids Area, Free Family Fun; contact Kelly O'Leary, (530) 722-7133; Email: kelly13@shasta.com; Website: www.shastagemandmineral.org

7-8—WALNUT CREEK, CALIFORNIA: Wholesale and retail show; Pacific Crystal Guild; Civic Park Community Center, 1371 Civic Drive (at Broadway); Sat. 10-6, Sun. 10-4; \$14 (Under 12 free with adult); Over 35 vendors with minerals, crystals, beads, and jewelry, plus purveyors of metaphysical wonders will be on hand to delight and enchant you. Fun for the whole family; contact Jerry Tomlinson, (415) 383-7837; Email: jerry@crystalfair.com; Website: www.crystalfair.com

14-15—REDWOOD CITY, CALIFORNIA: Annual show; Peninsula Gem and Geology Society, Sequoia Gem and Mineral Society; Redwood City Communities Activity Building, 1400 Rosevelt Avenue; Sat. 10-5, Sun. 10-5; \$5 Adults, kids under 12 Free; Rocks, Minerals, Fossils, Gems, Jewelry, Beads, Demonstrations, Kids Activities; contact Cliff Imprescia; Email: cci@pacbell.net

21-22—SANTA ROSA, CALIFORNIA: Annual show; Santa Rosa Mineral & Gem Society; Santa Rosa Veterans Memorial Building, 1351 Maple Ave; Sat. 10-6, Sun. 10-5; Adults \$6 and children under 12, FREE; Free Parking. Gold Panning. Fluorescent Minerals Display. Children's Activities Area. 35 Vendors. Raffle Prizes. On-going Silent Auction; contact Jolene Coons; Email: jolene4srmgs@gmail.com; Website: srmgs.org

27-29—SANTA ROSA, CALIFORNIA: Wholesale and retail show; Gem Faire; Sonoma County Fairgrounds, 1350 Bennett Valley Rd; Fri. 12-6, Sat. 10-6, Sun. 10-5; \$7 weekend pass; Fine jewelry, precious & semi-precious gemstones, millions of beads, crystals, gold & silver, pearls,

minerals, fashion accessories & much more at manufacturer's prices. Jewelry repair & cleaning while you shop; contact Yooy Nelson, (503) 252-8300; Email: info@gemfaire.com; Website: <http://www.gemfaire.com>

8-29—SACRAMENTO, CALIFORNIA: Annual show; Sacramento Mineral Society; The Scottish Rite, 6151 H St; Sat. 10-5, Sun. 10-4; Adults: \$8, Kids under 12 free with paid adult; We will have all sorts of marvels and treasures to be found, such as: Minerals, Fossils, Beads, Gemstones, Meteorites, Jade, Gold, Opals, Slabs, Cabochons, Equipment, Raffle, Kids Activities , Rough Rock, Demonstrations, Great Food! ... and more; contact Alyssa Meiszingler, (916) 662-5819; Website: <http://sacgemshow.com>

November

3-5—EUREKA, CALIFORNIA: Annual show; Humboldt Gem & Mineral Society; Redwood Acres Fairgrounds, 3750 Harris Street; Fri. 9-6, Sat. 10-6, Sun. 10-5; Adults-\$4, Kids (6-12)-\$1, Free admission for kids 5 and under; 68th Annual Humboldt Gem & Mineral Society Show. Live Demonstrations, Silent Auctions, Geode Cutting, Kids Games. Come see our "All Rock Dining Table". A full auditorium of vendors with Rocks, Gems, Gemstones, Fossils, Jewelry, Equipment and Tools. You need (want) it? we have it; contact Toni L Tyson, (707) 502-9574; Email: bluiis911@msn.com

3-5—LAS VEGAS, NEVADA: Show and sale; Southern Nevada Gem and Mineral Society; Santa Fe Hotel & Casino, 4949 N. Rancho Dr; Thu. 1-7, Sat. 9-5, Sun. 9-4; \$10 for adults and minors 13-17 which covers all 3 days. Children 12 and under have free entry with adult; VIVA LAS VEGAS ROCKS! We invite you for collectible gems and minerals, one-of-a-kind holiday shopping, exceptional lapidary crafts, sparkling jewelry, home decor, demonstrations, and silent auctions Don't miss our kids' corner; contact Dale Bright, (206) 751-3311; Email: SNMGSShowchair@gmail.com; Website: www.SNVGMS.org

