

Let Them Know Who You Are

By Dick Pankey



The Rockhound Sticker has become the recognized emblem for rockhounds everywhere. The bright yellow sticker is easy to spot on vehicles and readily identifies that there is a rockhound in the vehicle. I spot more and more Stickers on trucks and cars at show, meetings, field trips and wherever rockhounds gather. But unfortunately I don't see the Sticker on the majority of rockhound vehicles. The Rockhound Sticker was designed advertize and promote rockhounding. Its purpose is to identify rockhounds to each other, to the general public and to BLM, Forest Service and other land managers. It is the way for us to show government official and the public who we are and who is using our public lands.

Almost everyday ALAA issues a call for action by our members and all rockhounds to respond to legislative and regulatory challenges. We ask that you send letters and e-mails to express your views and ideas. Fortunately we have a great tool to easily and quickly identify that our letters and e-mails are from interested and concerned rockhounds. That is the little Rockhound Sticker. The little Rockhound Sticker is the same bright yellow color and is about the diameter of a quarter. My recommendation is that you put a little sticker on the front of your envelope AND on the letter. This way it will be seen by tie person sorting and opening the mail and the person reading your letter. The sticker quickly identifies that the letter is from a rockhound and will have impact and be remembered because of the bright yellow color and distinctive design. Also use the little Rockhound Sticker on your e-mails. You can scan a sticker and save it as a jpeg photo and inset it when needed or contact me and I will e-mail you a digital version. The Rockhounds Sticker is trade marked but permission has been granted to copy for personal use.

All ALAA members were sent one Rockhound Sticker and 5 little Rockhound Stickers with your membership card when you paid your dues. Additional Stickers and other Rockhound items can be obtained from: **Frank Mullaney/ROCKY FIVE**

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Promote rockhounding. Proudly display your Rockhound Sticker