



FRIENDS OF MINERALOGY - Colorado Chapter  
Newsletter No. 18 May 8, 1995

June Meeting: 7:30 p.m. Thursday, June 1, 1995  
Denver Museum of Natural History  
VIP room

(enter through employee entrance on the north)

FM Board meeting May 25, at Ray Berry's home 7513 Tudor Rd  
7 P.M. phone 719-598-7877

### PROGRAM FOR THE JUNE 1st MEETING

#### "The Hayden Survey in the San Juan Mountains"

by  
Mike Foster

The story of the San Juan Mountains portion of the Hayden Survey will be presented by University of Colorado at Denver Adjunct Professor of History, Mike Foster. Mike has written both a biography of Hayden, Strange Genius, and a work on the San Juan portion of the Hayden Survey, Summits to Reach. He will have copies of both books for sale at the meeting, so bring your checkbook.

Mike's presentation will introduce you to Hayden and his Survey, and then discuss the history of the San Juan region as it relates to the work of the Survey party assigned to cover this portion of the state. His slides will feature many then and now shots. "Then" shots are mostly William Henry Jackson's work, while the "now" shots will be Mike's own, taken during his many climbs of the peaks in the area.

One of the members of the Survey of the San Juans was F.M. Endlich, author of the Mineralogical Report to the Hayden Survey. Ed Raines will give a brief introduction to Mike's lecture in the form of a discussion of Endlich's Report, which has presented numerous problems during the update of USGS Bulletin 1114, Minerals of Colorado: A Hundred Year Record.

### FURTHER DETAILS ON THE LEADVILLE FIELD TRIP & SLIDE LECTURE PROGRAM by Ed Raines

The Leadville Field Trip and slide lecture program has now been scheduled. The lecture will be on Friday, July 16, from 7:00 to 9:00 pm, in the Burbank Middle School Auditorium, Boulder. The Field trip will leave Boulder at 8:30 am and return at 8:00 pm on Sunday, July 18. The trip will be by bus (geared for mountain driving). The cost is \$49. Call or write Ed if you are interested in attending. Office phone: 477-2559; home phone, 303-682-2828. Address: 721 Francis Street, Longmont, CO, 80501.

Our June meeting is an important step in the standing of the Colorado Chapter. The Update will be complete in early June and the decision on how to proceed must be made. Enclosed in this newsletter are letters from Pete Modreski, Ed Raines, and Gene Foord. Please read them carefully and come to the meeting prepared to speak to the issue and vote on its resolution.

Only paid up members as of the close of the May 18th meeting are eligible to vote per the by-laws. The board of directors feels that the membership should vote on the spending of the moneys collected for publication of the Update even though the previous acts of the group has given implied authorization to the use of this money.

The board of director of the Colorado Chapter of FM, after consideration and examining the past history of the chapter and its relationship with the Denver Museum of Natural History passed the following motion at its May 4 board meeting. "It was moved by Ed Raines and seconded by Ray Berry that the Colorado Chapter of FM put forward a proposal to the membership specifying that FM will work with the Denver Museum of Natural History to publish the update of Minerals of Colorado." The motion passed unanimously.

The proposal of the Denver Museum of Natural History was included in Newsletter 14. It has been modified to clarify some of the questions raised during the November Meeting. An updated copy will be available at the June 1 meeting. The Museum publications department is most willing to work with FM to keep the cost of the book down but maintain the highest quality of the final product.

If you cannot attend please fill out the absentee ballot enclosed and mail it to be received by May 30, 1995. FM Colorado Chapter P.O. Box 15040, Lakewood CO 80215-0401  
If you have comments to go along with your absentee ballot please send them along with your ballot and they will be read to the group during the discussion on the subject.

On your label is the date through which your dues are paid. If it says 94 a ballot was not included. If you mail in your 95 dues a ballot will be sent to you.

Remember that included in the DMNH proposal are the following items that seem to be omitted in the proposal furnished by Pete and referred to by Gene:

1. storage in a temperature controlled warehouse
2. insurance against loss
3. monthly reports of sales and consignments
4. coverage of property taxes
5. coverage of sales taxes
6. postage and shipping charges
7. listing in book catalogs

- 8. exposure at book dealers shows
- 9. preparation and mailing of promotional brochures
- 10. legal consul

All of these items cost money and TIME. Bruce Gellers' proposal to distribute the book does not cover many of these items. He specifically states he will not store the books.

+++++ Clarification of Museum's proposal

The Publication Dept of DMNH will, in coordination with the board of directors of FM:

1. prepare the manuscript for printing including:
  - a. text
  - b. maps
  - c. photographs, captions, and color separations
  - d. layout
  - e. jacket
  - f. paper specifications
  - g. press specifications for quality color printing
  - h. binding specifications
2. contract for the printing
3. control quality of final product
4. negotiate distribution contact
5. work with FM to keep the list price below \$100 if at

all possible. Since our \$40.00 estimated price, paper costs have gone up 100% and are still rising. Paper is 60% of the cost of a book. The sooner we get the project started the better our chances of keeping the price down.

6. give FM 250 copies to sell at prepublication price of 10% above cost of printing.

Included in this proposal is the fact that the Colorado Chapter of FM will be insulated from all the possible problems of printing and distributing the book. The price for this service is passed on to the purchasers of the book. Gene does not want the book to cost the buyers very much but the total cost of this project has to be paid by someone, either FM or the purchasers. The cost of preparation of the book by the DMNH is very comparable with the quote obtained by Pete Modreski.

### **A letter to FM members about the Update:**

After having been involved in the Minerals of Colorado project for quite a few years, I would like to share some thoughts about how to bring this project to its final conclusion.

We have two basic options: publication by the Denver Museum of Natural History, or allowing FM to make arrangements for printing and sales of the book. Contrary to what you may have heard said or implied, we are not locked into either of these options; both are viable courses of action, and we need to choose between them on the basis of factual information. A third possible option which has been largely unexplored, is some combined arrangement in which FM and DMNH would share in the printing and distribution arrangements.

In a word, the major drawback to having the Museum publish the book (with sales and distribution contracted to a commercial book company) is the probable high retail cost, presumed to be on the order of \$100 or more. There has been discussion about allowing a limited, discount offer to FM members; this would allow us to obtain the book at a modest cost, but it would not do anything for the rest of our potential audience.

The major reasons for which FM has been reluctant to contemplate publishing the book itself are a concern that FM handling of arrangements for layout, printing, sales, and distribution, may not result in a "professional" product, and that no one in FM has the time to handle these matters properly. While I share some of these concerns, I do not feel that any of them are insurmountable. First, we can contract with a competent person to produce via desktop publishing a printing-ready layout which is fully the equal of what the Museum publication department can produce, for significantly less than their cost. And, we can arrange to pay a reliable person to process orders, mail out books, and keep the necessary records, for a fraction of the "cut" that a commercial book company would take. Most of us feel that we in FM know enough about who constitutes the likely market for this book, and how to reach them, to make paying a commercial distributor to "market" the book a quite unnecessary step.

Our choice between the two options needs to be based on a realistic and accurate comparison of the costs and other tradeoffs between them. So far, we have not had much concrete data presented about either option. This needs to be prepared, and presented in writing to FM members before the meeting (on June 1) when we will be asked to vote to approve a course of action.

We have received a proposal from one individual, experienced in desktop publishing, to do complete layout of the book for approximately \$7500. We also have a quotation from a printing company to produce a hardbound edition (based on a 720-page book, with assurances of highest quality control of paper, photographic reproduction, etc.) for approximately \$21 per copy for 1000 copies, or \$16 per copy for 2000. Allowing an additional amount for preparation of maps and color separations, and a reasonable amount for advertising and to pay the person who handles orders & mailing, we should be able to produce and distribute the book for well under \$40 per copy. We expect to be receiving specific proposals from one or more persons for the handling of orders. Selling the book at a price somewhere between \$40-\$50 would allow a sufficient margin to insure that any unanticipated expenses would be covered; we might want to add an extra \$5 per copy charge for mailing. Or, raising the price by about \$10-15, perhaps after an initial lower-price sales offer, would allow for sales to retail dealers at an approx. 20% discount.

You are probably aware that Eugene Foord has commitments from several people (including himself and other FM members) who are willing to loan sufficient total funds to pay for printing the book. If DMNH publishes it, the Museum will help us find sponsors for publication costs, but these will need to be donations, not loans.

FM making the publication arrangements would not preclude the Denver Museum being identified as a cosponsor or copublisher of the book; personally, I hope this can be the case. If FM can arrange for publication at a selling price of around \$50, we should definitely consider this as a viable option, as opposed to a museum-published version which might sell for over \$100, with most of the higher cost going toward profits made by several levels of distributor, wholesale, and retail dealers. We will present complete details of proposed publishing arrangements to FM members prior to June 1, by which time we should also have specific figures from DMNH for comparison. It is important for all concerned FM members to evaluate the choices carefully, before we make a decision on this matter.

--respectfully submitted, Peter J. Modreski

April 28, 1995

To all FM Members, in reply to letter from Pete Modreski.

Dear FM Member:

I am writing to you in response to the letter from Pete Modreski concerning the "options available for publication of the Update." First, let me emphasize that I have not consulted with anyone about Pete's letter, so all of the opinions are mine alone. Second, let me say that as far back as I can remember, it seemed to have been the desire of all concerned with the project to have the DMNH publish the Update. We didn't know if they would consent to undertake publishing it, but they were our first choice as publisher. The USGS was considered to be in sort of a fall back position--they would do it, but they were not the first choice.

As things now stand, the magnitude of the work has combined with both the increases in publishing costs and general book prices to greatly increase the preliminary estimated selling price. The update project, however, began in 1980--that's fifteen years ago! Even with the government's "moderate" inflation rate of 3% per year, it would seem only logical that whatever price anyone was thinking of would have upped what will turn out to be the actual price by half. And, I'm sure that no one in 1980 was thinking of a work that even approached 700 plus pages.

The idea that I'm trying to get across, is that, through the years we all have formed opinions on both the size of the Update, and its pricing, that are not relevant to the final product. Additionally, the estimated selling prices that I have heard about do not seem (at least to me) to be out of line with current market value. I know, I know--it will be expensive. And that, seems to be the crux of the whole matter. But when you compare apples to apples, I don't think it will be out of line. If I have to put off buying a rock for a month or two, so be it. I don't think that possibility is out of line either. If it takes, 10 years to sell out of the press run, I find myself saying so what! As it stands now, that won't hurt FM, and it also means that the Update will be available to people in the future who may not now know that they even have an interest in rocks.

In paragraph 2, Pete states that we are not locked into publication by either FM or the DMNH. In a strict sense, this is true. There has, however, been an assumption on many people's part that the DMNH probably would publish the Update. Furthermore, the DMNH has allowed the use of their equipment and their employee's time to actually work on the Update. In addition to Jack Murphy, Bob Cobban worked on the Update (on Museum time) while employed at the museum. And while it may seem strange to mention volunteers, the museum has allowed many, many hours of work on the part of volunteers to be spent on this project. There are many tasks which modern museums normally delegate to their volunteer staff. So, when the DMNH allowed volunteers to work on the Update, they inevitably put off other work that could have more directly benefitted the Museum.

Again, I have not visited with Jack about the actual participation of the DMNH in the Update, so the following list of work actually performed with direct costs to the Museum is probably incomplete, but if I can think of these things without prompting, then I suspect that an actual list would be considerably longer. Just off the top of my head, the following tasks directly involving DMNH personnel or equipment come to mind:

1. Time spent on literature searches for data to be added to the original USGS Bulletin 1114. This amounts to a huge block of time, especially on the part of Jack. A lesser amount of time would have been allocated to Bob Cobban.
2. Identification of species in samples--either for completely new entries or confirmation of previous identifications that were questionable.
3. Field work to collect samples from unusual or unique localities with potential for additional species to be added to the Update.
4. The purchase of a PC for the Geology Dept. While the PC is certainly used for lots of work done in the Geology Dept., the entire database for Jack's work has been kept on this PC. It is also my impression that a great deal of data from the other authors has been kept on this computer.
5. The time spent on data entry into the Update data base.
6. The time spent in actually writing, reviewing, and rewriting a very large block of text for the update.
7. Long distance charges involved in running down data on various localities.
8. Postage for correspondence dealing with data acquisition.
9. Employee time spent just running around to do various tasks involved in data acquisition and review of text.
10. And finally, lost time for volunteers working on the Update--when they could have been working on something else.

I feel certain that I have left out some things. On the other hand, I would bet that I have listed some things that no one has thought of. Okay, so you can counter with the argument that the USGS made just as much of a contribution through similar activities carried on by Gene, Rick, and Pete. I'm sure that's true, but as far as I know, the USGS was never considered to be the prime candidate as publisher. I expect that the Survey made what ever arrangements that were necessary to compensate for time spent on the Update. And, part of the job of the Survey is to aid the American people in worthwhile (not-for-profit) projects that are geology related. While the Museum has certain responsibilities along these same lines, I'll bet that Jack's annual reviews, department planning, and budgeting have had to take the Update into consideration on many an occasion. So, does FM owe the Museum anything? I think that the answer is yes.

As to the possibility of FM doing some sort of publishing on its own--to me, that is simply not feasible. (Sorry, Pete and Gene, but that's the way that I really feel.) We are not talking about a 100 page guide to collecting rocks written for the casual tourist/rockhound. Gene says that he "doesn't do shit!" We can take him at his word--everything that I have ever seen Gene affiliated with has been truly first class. I believe that this work is for the truly serious collector and professional reader. It may very well be that the main buyer will be the tourist/rockhound, but that is not who the work was actually written for. I don't think that even the authors realize

this. I can tell you one thing for sure--you don't go to great effort compiling detailed discussions of solid solution chemistry (differentiating members of various series at every possible opportunity), all for some guy vacationing in the San Juans who wants to spend a couple of afternoons digging around on a few mine dumps. That guy on the mine dumps may buy the book, and I hope he does--but, it wasn't written for him!

I don't think that any idea that has the most remote possibility of lowering the quality of this publication should even be considered. I don't care how many assurances of quality we get--either from some dude "who has experience in desk top publishing", or from some South Pacific Island Arc Printing Company. Believe me when I say (from personal experience of watching Silvia's latest book being published) that we will have our hands full just keeping up with review deadlines, etc. FM doesn't have the manpower to do the publishing job itself. If we hire a true professional to do it for us, the savings will be minimal. The ideas presented so far do not involve true professionals. We, as an organization, cannot afford to put out a non-professional book. I truly fear that the so-called alternatives carry a very real threat of doing just that.

I, for one, consider it to be my duty, as a member of the FM Board of Directors, to act according to the Prudent Person Principle--e.g., what would a Prudent man do in this situation. I take my job very seriously. The responsibility is actually kind of like an oath of office. I feel that it is my job to respond to Pete's letter with the other side of the story. I don't think that we can allow a (very sincere) wish for an inexpensive publication (that all can afford) to cause us cheapen the Update. So..., guess which option I support!

I do have an idea that might help some people afford the book. We could use part of our funds to underwrite a lay-away or time payment plan. The buyer still wouldn't get the book until it is fully paid for, but we could pay the bookkeeping costs for such a service.

Thanks for hearing me through, now let's put out a book that everyone can be proud of.

Sincerely,

Ed Raines

encl.

To: Members of Colorado Chapter of Friends of Mineralogy

From: E. E. Foord, chairman of Bulletin 1114 update committee

Subject: final preparations and publishing of the update and revision of USGS Bulletin 1114.

Work on the long-awaited update and revision of USGS Bulletin 1114 is nearly completed. Shirley Mosburg and I estimate that we will have the text of the book completed by mid-June. Bill Chirnside will have the necessary maps completed by that date as well. The photo committee has completed their work with the color photographs and the final photographs have been selected. A few black and white SEM photographs will be added by Pete Modreski and myself.

Many people have put in years of effort on this project and we all want to see a first-rate product be produced after all of that work. I certainly want to see the best quality product that we can reasonably obtain. I have worked on this project for more than 18 years and I have no intention of allowing an inferior product to be produced. We have a firm printing bid from a local firm here in Denver that guarantees that we will get the best quality color photographs as well as high-quality paper and binding. Pete Modreski has additional details on this bid. Because the job will be part of a larger job (arranged through a print broker), we have gotten a very good price to print the book. We can print 1000 copies for about \$26.00 per copy or 2000 copies for \$22.00 per copy. This is less than the per unit cost that it cost to print the recently published "Mineralogy of Maine". Bruce Geller has submitted a proposal for a very reasonable price to handle all of the work involved with shipping and handling of the books. He will take care of all of the bookkeeping as well.

Funds for the publishing of the book are not a problem. We have the funds available immediately when we need them. There is no doubt in my mind that FM Colo. Chapter can publish this book without further involving the Denver Museum of Natural History. The museum cannot publish this book for less than \$100 per copy. We can publish this book for \$45-50\$! At this price, far more people can afford to purchase the book and we will achieve the main goal of FM which is to disseminate mineralogical knowledge to the public. None of authors or people involved in preparation of the book are going to take any royalty or payment. We need only pay the printing costs, shipping and handling costs, and any additional expenses involved in preparation of the book. We will have to pay a professional copy editor (as elaborated upon by Pete Modreski) about \$7500. FM Colo. Chapter has more than enough funds in its treasury to cover that cost. We can add 5% or so as a profit that would come back to FM if we wish. I also want to add about 7% to cover interest costs on the money loaned to print the book. I plan to put up some of my own money to help pay for the printing of the book. I have no intention of letting this project fail if my own money and that of my close friends is involved. I have never failed yet in 25 years of publishing papers and books and have no intention of doing so now. I don't know how much more time I have left on this planet, but I want to see this book completed and published and done well. I and many other people want to be able to give something to the mineralogical community and this is certainly a worthy product. It should bring satisfaction to all of us to be able to give something and make other people happy. Money and profit are not the only things in life.

I further propose that a limit of two copies of the book per person be set. I do not want hoarders or booksellers to make a profit off of the efforts of the people who prepared and published this book. Such people can look elsewhere for blood to suck!

I trust that the membership of FM Colorado Chapter will approve that the book be published in the manner outlined above. As far as I am concerned we should also list on the first page that the book was published in conjunction with the Denver Museum of Natural History and they do not have to provide any funds or time towards the final preparation.



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The annual dues for the Friends of Mineralogy Denver Chapter are \$13.00 which includes the \$5.00 for the National Chapter. They are due January of each year.  
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