

Insider Report

April 2006

Message from the President

What a year we are having at MII and it's barely half over. It has always been routine for us to respond to requests and questions from teachers, and technology has definitely made it easier for teachers to find out about MII and download class lessons they want from our Website (something they do 40,000 times a month; containing more than half a million pages in pdf format).

But that technology has also made it easier for teachers (and almost everyone else) to contact us with special needs and requests, or questions that can't be answered with a *Frequently Asked Questions* section on our Website. . . and that takes extra time. We are still very good at responding to teachers, it's just taking us more time and that's a luxury we don't have.

One of our challenges is to make sure we stay disciplined and don't stray too far from what we are good at, and that is getting information about the importance of mining and minerals to teachers who come to us for help. We deal with more teachers in a week than most organizations do in a year, and we will continue to concentrate on doing that to the best of our ability for years to come.

In addition, our efforts have been focused on several other projects this year – completing programs that have been in the works for awhile – the *Minerals In Your World* CD, the *What's It Worth?* DVD and the *It's Just A Rock...What's It Worth?* project; making changes to the MII Website to enhance our ability to communicate both with teachers and with those involved in the mining industry; and focusing more attention on sponsored programs to help raise the funds we need.

The next several months we will continue to work on updating the Website so that we can better track what teachers are downloading and how we can assist them in other areas. Plus we'll be adding materials for those working in the mining industry to use when talking to students, teachers and community leaders.

On an operational note: after years of juggling materials at several warehouses, we moved to an office that has plenty of warehouse space. The best part was that we only had to move next door. Now we have everything in one location, which will certainly enhance our operations.

It's been a very productive year so far as we continue to meet teachers' needs. Your support has enabled us to get where we are today. If you've already sent your donation for this year, thank you! If you haven't, please send one as soon as possible so that we can continue serving those who ask for our assistance. We have a lot to accomplish as we complete this year and prepare to move forward with new programs and activities for 2006/2007.

To those of you who send your hard earned money to support our programs, *Thank You*. Please tell your friends to do the same.

Nelson Fugate

We've moved!

Our new address is:
505 Violet Street
Golden, CO 80401

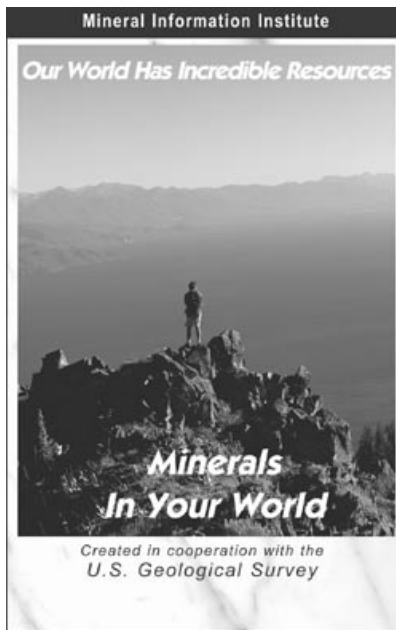
All other information
remains the same:

Phone: 303-277-9190
Fax: 303-277-9198
Email: mii@mii.org

www.mii.org

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New Products Available to Help Outreach

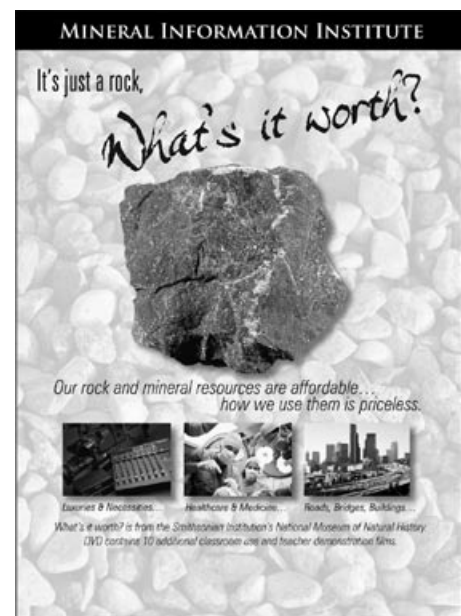
The new *Minerals In Your World* CD and *What's It Worth?* DVD are now available to assist you and your company in your community relations efforts, and to help teachers have ready access to information to teach about rocks, minerals, mining and the importance of our natural resources to our daily lives.

The *Minerals In Your World* CD was created in cooperation with the U.S. Geological Survey and is designed to help individuals understand the important roles that mineral and energy resources play in our lives. It's an ideal program for teachers to use in the classroom and for companies to use when working with communities around their operating locations.

The DVD, *What's It Worth?* contains multiple programs to help users learn that we all consume Earth's resources, and that if we use them wisely, they will last

forever. The key component of the DVD is the *What's It Worth?* video that was created by the Smithsonian Institution.

If you are interested in learning more about ordering the *Minerals In Your World* CD and/or the *What's It Worth?* DVD for use in your community, please contact MII at 303-277-9190. Companies and organizations can have their names printed on the CD and DVD covers when ordering in quantities of 50 or more.



It's Just a Rock....
What's It Worth?

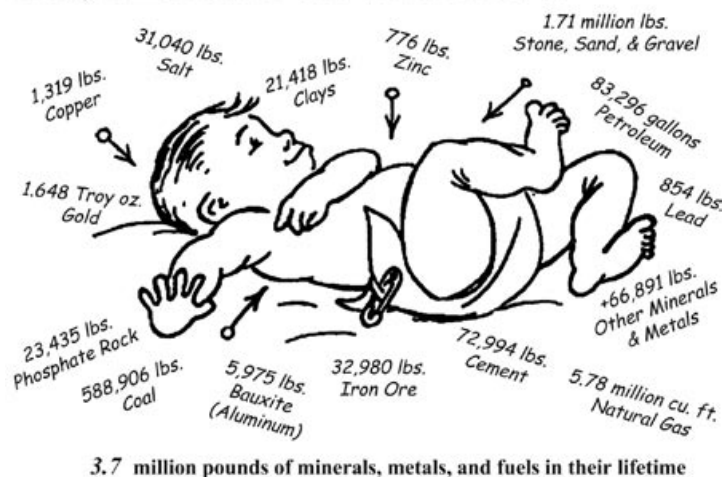
Rocks Build America Foundation Helps Fund Compilation of Materials

Thanks to the support of the Rocks Build America Foundation, MII was able to produce the *What's It Worth?* DVD and compile a number of different MII programs into a great resource for companies to use in their community outreach efforts. Items include lesson plans, posters, student activity sheets, *Rock Odyssey*, the *Minerals In Your World* CD, the *What's It Worth?* DVD and the Rock 'n' Mineral News.

To place an order for copies of these tremendous resources, please contact MII at 303-277-9190 or at mii@mii.org.

The 2006 *mii Baby* Arrives

Every American Born Will Need . . .



The 2006 *mii Baby* is out . . . and gained 200 million tons since last year. That's an increase of 1,088 pounds for every American. Last year required the production of 47,502 pounds of newly-mined resources for every American, up from 46,414 lbs. the previous year, and that required the mining of more than 7 billion tons of mineral and energy fuels to maintain our standard of living.

Feel free to download a copy of the updated *mii Baby* from our Website, www.mii.org. New *mii Baby* cards are also available – order yours today! 100 cards for \$25.

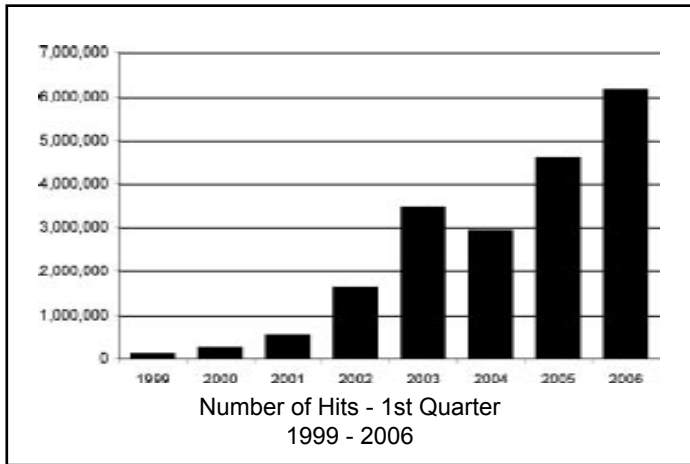
Sponsored Programs a Success in Montana and Maryland

The Stillwater Mining Company partnered with MII to deliver the Montana Education Program to elementary and middle schools throughout the state. Two different programs were offered -- MII's popular *Ultimate Periodic Chart* and *Rock Odyssey*. A total of 286 periodic charts were provided to middle school teachers. The *Rock Odyssey* video and classroom materials were mailed to the 495 Montana schools that had a 4th, 5th, or 6th Grade. Of the responses from teachers who returned a survey about the *Rock Odyssey* program, 78% said *Rock Odyssey* is "the best they've ever seen" and "will replace most of what they were using".

In Maryland, members of Maryland Aggregates Association took on another major public education program in late 2005. As a result of their elementary school outreach program, the Baltimore County School District has said they intend to adopt *Rock Odyssey* in their new 5th Grade science curriculum. Another resounding success— this one at a school district of 109,000 students.

If you would like to learn more about partnering with MII for a sponsored program in your area, please call 303-277-9190. There are a variety of programs available at various price points for your consideration. It's a great way to make an impact in the communities most important to you and your business.



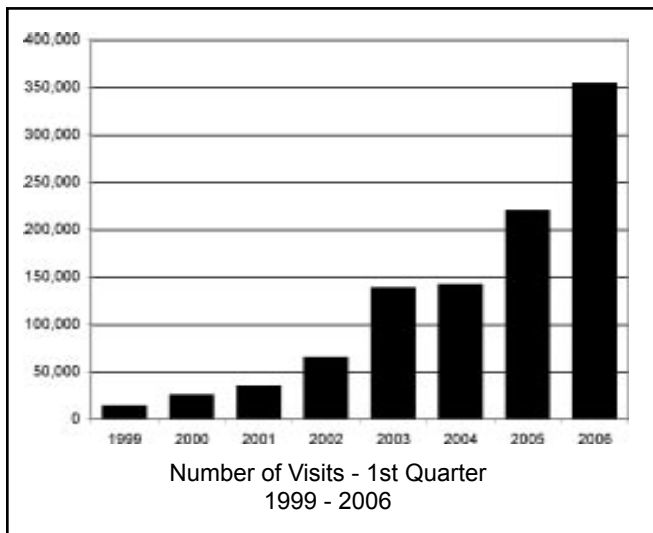


www.mii.org Continues to Achieve Amazing Results

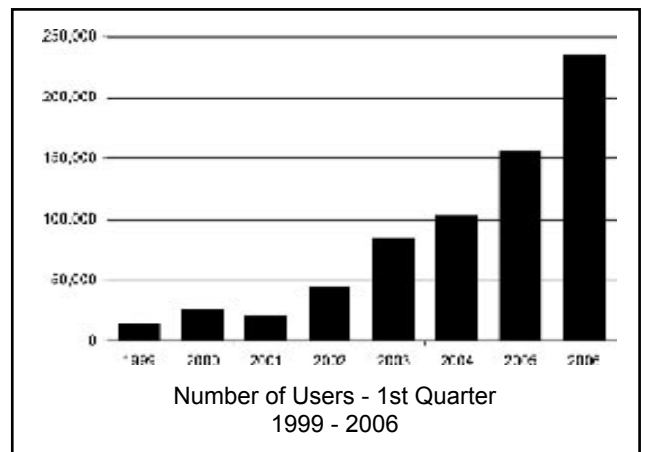
The growth at MII’s Website continues to skyrocket — March 2006 became our record month with 136,800 *Visitors*, more than 20% greater than the previous record month of October 2005 (110,465 *Visitors*).

In the 1st Quarter of 2006, there were 355,000 *Visitors* who produced 6.2 million *Hits* and transferred 86 *GigaBytes* of information, including 1.7 million pages of lessons and activities downloaded as Acrobat PDF files.

| | Jan | Feb | Mar |
|------------------|-----------|-----------|-----------|
| Hits | 2,092,118 | 1,930,837 | 2,169,196 |
| Visitors | 108,075 | 109,711 | 136,800 |
| Unique users | 75,436 | 76,907 | 83,283 |
| Gigs Transferred | 26.3 | 24.2 | 27.5 |



March 7 (a Tuesday) provided our single, busiest day (ever) with 100,441 *Hits* by 5,591 *Visitors* from 5,438 *Unique Sites*. Our lowest days are often far busier than most sites best days— our least busy March day was Friday the 31st with 47,761 *Hits* from 2,770



A Few Selected Comments from Teachers, Received in January 2006

Sarah Mitchell
Grades 6-8

Bradenton, FL
Science

We are on extremely restricted budgets and sadly money is often not available for “extras”. These freebies enhance the learning environment and experience for our students. Minerals do not seem to be a high priority for district or school purchases – please keep doing what you do!

Megan Woodburn
Grade 6

Gahanna, OH
Math/Sci/Soc Stud

Materials are very useful and help teachers become more knowledgeable about mining and minerals in order to provide meaningful lessons to students.

Patricia Aben
Grades 9-12

Jackson, MI
Earth Sci/Geology/
Oceanography

We have few resources and tend to teach the things that we have access to. This impacts on what kids see, learn about, and come to value or not value as they grow into adults.

Helen Bastin
Grade 9

Bloomington, IN
Earth Science

We need to educate students regarding the value of all of the materials we depend on from the Earth. They need to know that Earth’s resources are nonrenewable and we need to find ways to reuse them. I have used the materials you have sent me, in my classroom. Thank you very much – they’re great.

Carolyn Wagers
Grade 3

Fort Wayne, IN
All Subjects

The quality of the MII materials are first class -- thank you.

Linda Maccagno
Grades 4-8

North Bergen, NJ
Science

The colorful posters included in each packet serve to catch students’ attention and are a great way to generate student discussions and questions.

Catherine Engelhardt
Grade 5

South Toms River, NJ
All Subjects

The students become motivated, opening discussion as a segue to appreciating our natural resources and the need to conserve.

Liane Roberts
Grade 4

Stockton, CA
All Subjects

My inner city kids don’t have much access to real rocks and minerals, but the information in your resources is up-to-date and the pictures are enticing! The “minerals in your life” posters really get the attention of my students. Thank you! Your information really grabs the kids.

Louise Knochel
Grade 4

Wolcott, IN
All Subjects

In this time of funding cuts, it is wonderful to have material of this sort. It can be used over and over. The way you contact teachers makes it very easy to get and use your materials. I really appreciate them.

Sandy Kennedy
Grades 6-8

Springfield, IL
Science

Geology is often a topic that is not taught extensively. By providing easy-to-use and hands-on materials for teachers, geology concepts (especially rocks and minerals) are more likely to be incorporated into the curriculum. Thanks!

2005/2006 Donors (July 1, 2005 - March 31, 2006)

If your name or your company's name is not on this list, please help us by sending your donation today. Any contribution you provide would be greatly appreciated.

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Special thanks to those who have purchased quantities of the *Minerals In Your World* and/or *What's It Worth? DVD*

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The Rocky Mountain Coal Mining Institute \$100
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|---|-----------|
| Mining & Metallurgical Society of America | \$ 40,000 |
| Phelps Dodge Corporation | \$ 30,000 |
| Rocks Build America Foundation | \$ 30,000 |
| Maryland Aggregates Association (sponsored program in MD) | \$ 18,950 |
| Barrick Gold of North America, Inc. (\$7,500 for sponsorship of the <i>What's It Worth?</i> DVD) | \$ 17,500 |
| AIME-Seeley W Mudd Memorial Fund | \$ 15,000 |
| Caterpillar Inc. | \$ 15,000 |
| Cemex Inc. | \$ 15,000 |
| Franklin Industries, Inc. | \$ 12,500 |
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| Kennecott Minerals Company (sponsorship of <i>What's It Worth?</i> DVD) | \$ 5,000 |
| Lafarge North America Inc. | \$ 5,000 |

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