



Mineral Information Institute UPDATE 19 -- Fall / Winter 2000 - 2001

“How We Use Our Land”

It’s important for people to know where things come from.



Enlarged area is 100% of finished scale.



Full poster is 48” high by 36” wide.

Our new program for next year emphasizing “How Do We Use Our Land” and “Where Things Come From” is primarily designed for the social studies and geography curriculum. But like all of MII’s programs, it will have a healthy dose of relevant science connections. Centerpiece of the new *Teacher Helper* packet is the poster “North American Producers of Our Basic Resources: Food, Fiber, Fuel and Minerals.”

Several individuals and groups helped develop the new materials, including people from the United States Geological Survey (USGS), Natural Resources Canada, the Minerals Council of Australia, and the Alaska Mineral and Energy Education Resource Fund.

The poster will highlight the various states and provinces in the United States, Canada, and Mexico which are the major producers of the agricultural and mineral products we use every day. Students will be challenged to find out where different products originate, such as their lunch that day, their clothes, a bicycle, etc. Did the materials used to build their school and the road from their house, come from their community?

The “How Do We Use Our Land” resource education program will be available by Fall 2001.



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MII New Board Members

MII Welcomes Four New Directors

The Mineral Information Institute is proud to announce the appointment of four new Directors corresponding with the launching of "Leadership 2000" whose objective is to expand the public understanding of the importance of minerals and natural resources in our daily life. Currently 30,000 classroom teachers receive MII materials at no cost to the teacher or their schools.



James M. Addams is the President of Aggregate Industries - West Central Region, Inc., the largest producer of aggregates and asphalt in the Denver area and the largest producer of ready-mixed concrete in Colorado. A graduate of the Univ. of Maryland and a Juris Doctorate from Georgetown University Law Center in Washington, D.C., Mr. Addams serves on the Board of Directors of the Aurora Economic Development Council, the Colorado Rock Products Association, and the Colorado Mountain Reclamation Foundation.



Gerald L. Shaheen is a group president of Caterpillar Inc. and responsible for the design, development and production of the majority of Caterpillar's extensive line of mining, forest, and construction equipment. His responsibilities also include marketing and sales operations in North America, the articulated trucks, as well as diversified products, which includes Caterpillar's agricultural and paving products divisions. A graduate of Bradley University, Shaheen is a board member of the U.S. Chamber of Commerce, the National Chamber Foundation, and the National Mining Hall of Fame and Museum.

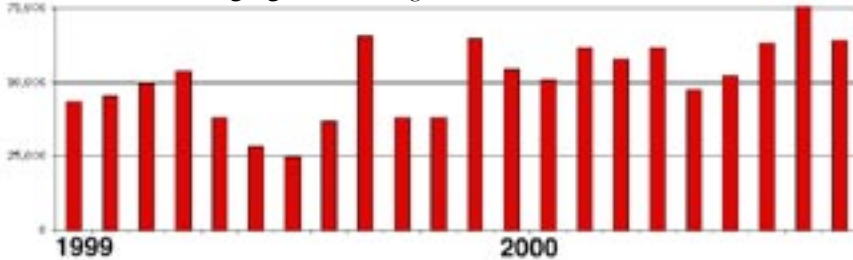


Margaret (Poppy) W. Staub, Manager of ASARCO Incorporated Globe Plant, is directly responsible for the overall operations at the Denver based high purity metals refinery. Staub has been a member of MII's Executive Committee for the last three years representing Frank McAllister. Staub earned her MS in Mineral Resource Ecology from the Colorado School of Mines. She is currently pursuing her MBA at the University of Denver. She is active with the Colorado Mining Association, the Colorado Association of Commerce & Industry, Women in Mining, and the Society of Mineral Analysts.

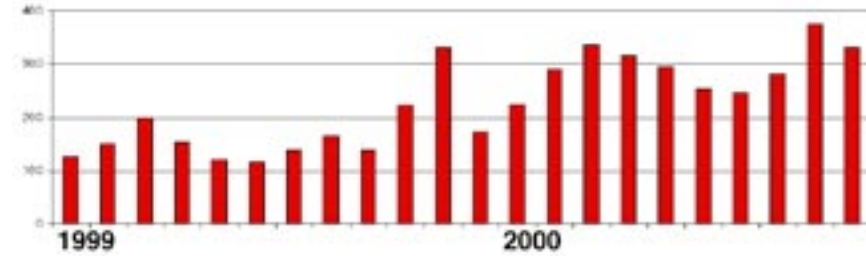


Tommy Lee Turnipseed, is the Operations Manager, Metro Aggregates / Lafarge Corporation based in Denver, Colorado and responsible for seven million tons annual production since December 1996. Mr. Turnipseed earned his B.Sc. Mining Engineering from the Colorado School of Mines and completed the National Stone Association Supervisory Training and Advanced Training and is a graduate of the Lafarge Leadership Institute.

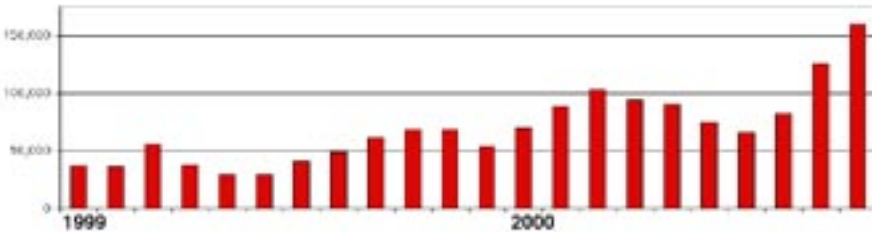
Averaging 48,000 Pages Downloaded Each Month



More than 300 Users Visit MII Each Day



Hits Now Exceed 125,000 Each Month



MII designed its' web site, to be easy to use and to deliver content. By the second click, visitors can be downloading educational content.

More than 1.1 million pages of activities and lesson plans have been downloaded. Last year the site recorded 865,247 hits from 86,831 users. An average of nearly 8 minutes was spent by each of these users learning about the importance of the wise use of minerals and our natural resources. September 25, 2000, set a new record for total number of hits in *one day* – 5,912!

MINExPO 2000

MII participated in the National Mining Association's *MINExpo 2000* with an exhibit in the educational section of the convention. Our message of educating our youth about the importance of mining and minerals to their everyday lives was very well received and we were encouraged to "keep up the good work."

During the convention, MII received the prestigious 2000 Gary Prazen Living Legend Award from the National Mining Hall of Fame and Museum. In presenting the award, Bill Humphrey said, "The array of educational materials that MII has developed and distributed for use in K-12 classrooms in all 50 states certainly gives a balanced view of the industry and its meaning to our country. This is an amazing organization."



Students from Gordon McCaw Elementary School in Henderson, Nevada visited MII's display during their tour of the MINExpo equipment show.

MII Teachers in 28% of all USA Zip Codes

MII Gets Results

Opening the mail at MII is truly gratifying. We get a lot of mail from teachers whenever we release a new *Teacher Helper* packet. In the six months after we released the new “Ultimate Periodic Chart,” more than 11,000 teachers responded. We were averaging 2,000 pieces of mail each month (nearly 100 a day). The mail has slowed recently, to 400 to 500 each month, about 20 each day.

That’s the mail coming in. For the mail going out, the majority was providing classroom materials— more than 70,000 packets were mailed last year.

28% of all the zip codes in the U.S. are reached by MII programs because teachers in those communities asked us for help.

That is still a pretty good volume of mail— especially when you know that MII does no major advertising. Teachers find out about MII through word-of-mouth among teachers and by attending workshops where MII materials are displayed and order forms are available.

About 10% of our requests have been coming from our web site, www.mii.org. An average of 2,000 *Teacher Helper* packets are being downloaded each month.

As gratifying as this is, imagine the impact we would have with the support of 10% more companies who depend upon minerals and natural resources. As has happened at least twice in the past, MII’s success is again beginning to exceed our ability to meet the demand. With the momentum generated by the *Ultimate Periodic Chart*, MII could expand its influence with greater financial resources. There are now 15 State Departments of Education telling teachers in their state about MII programs.

Ask your employer to support MII and we will be able to expand mineral and natural resource education into every classroom in the country.

Thank You!

JoAnn Windholz (left) and Jackie Dorr
The folder in Jackie’s hands represents the surveys returned by teachers from just one state. The pile of papers at the bottom of the photo are the written requests from teachers asking to receive our materials.



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Already in the US and Canada; Headed for Latin America

Nearly 40,000 *Ultimate Periodic Charts* have been provided to teachers in the U.S. and Canada since it was introduced less than a year ago.

We seemed to have developed a classroom tool that has no boundaries. California's 3rd Grade teachers claim the chart is ideal to help them meet that state's new science standards and high school chemistry teachers are using it to help their students apprehend the relevance of chemistry to their everyday lives.

A Spanish translation of the text has been completed and we are now in the process of finding the sponsorship to support the artwork changes and the printing.

Distribution of the Spanish language version of the chart in the U.S. will be fairly simple and straight forward. However, MII is looking for help to develop an affordable and beneficial distribution plan for teachers outside the U. S.



Five sponsors at \$2,500 would allow us to provide a small first printing. In exchange, each company would receive between 50 and 200 copies of the poster, depending upon whether they wanted a rolled, glossy version or four times as many of the lighter, folded versions.