

The Messenger



November 2018

Waldo Public Library
Gather at 1:00, Meeting Starts 2:00
Saturday, November 3rd

Jim McKinzie, President & Editor (jimmckinzie1@att.net)
Armen Hovsepian, Treasurer & Secretary

Our Secretary Reports What You Missed:

Meeting Attendance:

We had a wonderful luncheon catered by Joe's Kansas City and served by member Barbara Crompton. A big thank you to Barbara for all her hard work.

An interesting program was given by Neil Becker on early German issues.

No other business was discussed.

Upcoming New U.S. Issues:

No new issues for November announced at the time of publication for this newsletter.

About the Newsletter:

This is an abbreviated version of our regular newsletter. My job(as outlined on pg 2) and my computer(problems) has forced me into a shorter one for this month. Next month may be the same if I don't get more contributions and in a timely fashion. I will be on vacation and out of town the week of Thanksgiving so getting Decembers out will be a challenge. At the end of each newsletter I include the deadline date for the next issue. I really have to adhere to that time frame to get this out in time before our next meeting. We still have members that we mail this to. And in order for them to receive it in time I try to allow 4 to 5 days mailing time. Because that is the USPS's estimated delivery for First Class Mail even it is going from Independence to Independence, let alone all the way to Overland Park, KS.

So please get your submissions to me today!

What You Will Miss (if not there):

The program for this month will be "Soviet Antarctic Bases" by Michael Keil.

Nominations will be announced for next year's officers (see pg 2).

Be ready to sell or bid on some great auction items.

Philatelic Happenings:

November 11th

E & D Auctions

Auction Starts Promptly at 1:30pm

Viewing of lots begins on November 5th from 1:00pm to 6pm. For more info go to their website eanddstamps.com or contact Jim at 913-432-1806.

An almost dry month, thank goodness for E and D to spend our money.



Computer Technology
Scott #3106



From Poland
Issued in 2001

**Computers are great,
when they work!!!**

Philatelic Ramblings:

Ok, so this will not be so much philatelic as election ramblings. This has been the most insane year and election cycle in my 18 years at the Jackson County Election Board. If you live in Missouri you will see 7 questions from the state on your ballot and if you live in Jackson County you will see 7 additional questions from the county on the ballot. So at a minimum Jackson County voters have 14 questions on the ballot. That doesn't count the Kansas City Library Question and any other city or local questions, plus all the candidates and judges that are on the ballot. It is taking the average absentee voter over 30 minutes to read and mark their ballot. I am sure that Kansas voters will have a full ballot of candidates and questions also. So I would suggest to all of you if you plan to vote, go to your election authorities website and download a sample ballot and study. Be prepared as us old Scouts were taught to be. It will save you some time on election day.

Speaking of elections.....

Nominations for Next Year's Officers:

From the nominating committee:

The following members have been nominated for next year's slate of officers:

President—Jim McKinzie
1st Vice President— Michael Miklovic
2nd Vice President— Rodger McReynolds
Treasurer—Armen Hovsepian
Secretary—**OPEN**

No one has agreed to step up and serve as Secretary. Please consider doing so. Below are the duties as outlined in the By-laws. Remember this newsletter is not a part of that job unless the person elected wants it and the new president appoints him/her.

Secretary-The Secretary shall keep the minutes of all regular and special meetings of the Society and present them for approval of the Society at the next regular meeting. He or she shall also keep the minutes of the meetings of the Board of Directors. A summary of the minutes will be sent to the Editor for insertion in the following month's newsletter (not to include the actual treasury balance), and shall be posted to the Society's website.

The job is not that involved, please consider it. Also remember nominations will be open at the December meeting and can be made from the floor. Then the election will be held. *JMC*



Flag
Scott #1249

France
Scott #1200
Election of
Hugh Capet as King



At least we don't elect Kings both in the US and in club. Although, it is a beautiful stamp.



Eagle Weather Vane
Scott #1344

Addressing What Ails Stamp Collecting Today by Dale Smith:

There was a Summit on the Future of Philately October 28, 2016. This meeting included philatelic leaders from all over the country and was held at the APS offices. The leading statement to start the meeting was "We will continue to be the same unless something changes." The objective of the group was to find answers to the problems that stamp collecting faces today. What can we do to grow the hobby? Some of the points discussed were these.

A. **IMAGE CHANGE** The stamp collecting hobby has an image problem. Stamp collecting has a negative connotation, one of being passive and dull; often associated with "old fuddy duddies". The hobby needs a "rebranding". Factors to consider as rebranding efforts are initiated:

B. **MEMBER PROGRAMMING AND SERVICES** Questions that are in need of further fact finding and discussion: a. How are we serving the hobby? b. What does the APS do that can't be obtained anywhere else?

C. **MARKETING TARGETS** Marketing begins with identifying the audience to be reached. There are a variety of groups that can be targeted for "personalized" marketing campaigns. Categories of identified non-collectors to target include: a. closet collectors not involved in organized philately b. collectors of all kinds that do not realize that there are also stamps on their subject i.e., Model train or ship enthusiasts, cat and dog shows, bonsai, cactus and orchid growers and organizations, etc.

D. **MARKETING STRATEGIES** – "One size doesn't fit all." Effective marketing individualizes messages to reach targeted audiences. Rebranding, as mentioned earlier, is needed to change the image of the hobby. Promote the hobby as active, dynamic, and current. Increase awareness that postal history is a rapidly growing aspect of the hobby. Marketing needs to be personalized for each targeted group. Groups need to see collecting as a hobby that is viable, desirable and able to meet their specific needs. The identification and use of role models may promote interest for certain targeted groups but would not necessarily affect interest in all groups. Marketing messages and forms of communication to convey these messages should differ in order to appeal to the differing needs and interests of the target groups

E. **SOCIAL MEDIA/TECHNOLOGY** Increasing the use of social media and other forms of electronic communication are vital to the hobby. Social media provides opportunities for getting collectors talking to one another. Virtual stamp shows and club meetings can provide occasions for members, non-members, and "hidden collectors" to collaborate and learn from one another.

F. **COLLABORATION & PARTNERSHIPS** Collaboration and partnerships are important to forging stronger relationships among philatelic groups and organizations. Suggestions for collaboration and partnership include: a. Share the responsibility for staffing a "Stamps in Your Attic" booth at shows. Use the opportunity to share the benefits of collecting and joining organized philately. b. Design, publicize, and present effective introductory activities "personalized" for targeted audiences. c. Address image problem of the hobby and of stamp shows (the "-PEXs"). d. Co-Sponsor events. e. Promote all philatelic events, participate widely, and

G. **THE USER EXPERIENCE** What is the user experience inside of a show? Shows must meet the needs of "targeted" markets. Do we know how visitors perceive their experiences at a show? Never underestimate the importance of making a good first impression. First time visitors need to feel welcome, comfortable, and knowledgeable. Social opportunities for both members and non-members need to promote mingling, networking, camaraderie, and making friends. Such sessions need to become an integral part of shows.

H. **DEALERS** Dynamics of stamp shows have changed for dealers, mainly due to the internet. Show attendance is not necessary to earn a living. Dealers are profit motivated; shows depend on dealer fees to pay for show expenses. Show attendance requires dealers to move hundreds of pounds of material,

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incur costs of travel & lodging, and spend a large block of time setting up and tearing down. There needs to be a reason for dealers to attend; customer traffic and money spent.

It is sometimes difficult to get dealers to attend specific shows. A “day table” with a reduced rate may help entice small dealers to attend shows. Dealers should be asking their customers to join organized philately (ATA, APS, other stamp organizations) when they interact with them at shows.

I. USPS Placement of USPS at shows must be done thoughtfully (front vs. back). Collectors of USPS issues come to shows to visit the USPS booth specifically. The U.S. Philatelic Magazine is a great source for advertising and promotion of the hobby.

J. PARTNERSHIPS With other organizations may expand the hobby to new audiences. One suggestion is to invite topical clubs (car, orchid, etc.) and have dealers bring in related topical material targeted of their interests.

K. SHOW LEADERSHIP The success of a show depends upon the efforts by those putting it on. Successful shows happen because of the leadership exhibited by the show committee and individual efforts of volunteers.

L. VOLUNTEERS Shows thrive when there are many volunteers involved. Recruiting and training volunteers is needed to ensure show success. It is important that volunteers feel valued for their service. These were some thoughts presented to fix our hobby. They apply to every philatelic organization across the country, indeed the world. There is still interest in stamp collecting. We just have to work together and share with non-collectors why we enjoy our hobby so much.

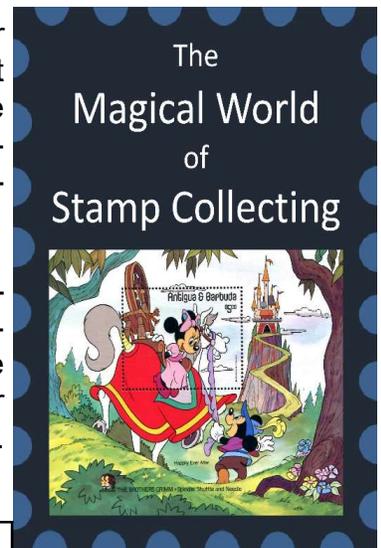
The Magical World of Stamp Collecting Awarded First Prize!

The Magical World of Stamp Collecting (along with ATA's journal *Topical Time*), was **awarded First Prize** in the 2018 CG International Philatelic Promotion Award competition that concluded in Sindelfingen, Germany, in October 2018.

This excellent youth resource was made possible by a contribution from an ATA Chapter, the Midwest Philatelic Society of Kansas City, Missouri. It was published in memory of MPS life member Tom Poulson and in celebration of the society's 125-year history. Earlier sponsorship for the introduction of the booklet at NTSS 2017 in Milwaukee was received from the National Stamp Dealers Association.

The Magical World of Stamp Collecting is a wonderful 24-page 8.5x11" full color saddle-stitched booklet. It was created to introduce youths – and the young at heart – to the hobby of stamp collecting. The booklet was designed by Aimée Devine, ATA's Assistant Coordinator for Youth Activities, and includes contributions by MaryAnn Bowman, ATA's youth coordinator. Many interesting and educational activities are featured in the Disney-themed booklet.

The Magical World of Stamp Collecting is available to all collectors at a reasonable price: \$4 plus postage (US: \$1.50 for one, \$2.50 for two). ATA members receive a dollar discount on each book. Youth philatelic volunteers, please inquire for special pricing. The booklet will make a wonderful gift for a young friend or grandchild whom you want to bring into our collecting hobby. Email americantopical@msn.com or call 618-985-5100 for more information.



Hope you enjoyed this month's newsletter and thanks to Dale Smith for his contributions. You can contribute too by emailing me for next month's issue. **Deadline for the December issue will be November 15th.** Happy stamping and see you Saturday. *Jim Mc*