

The Chattanooga Stamp Chronicle

May, 2018

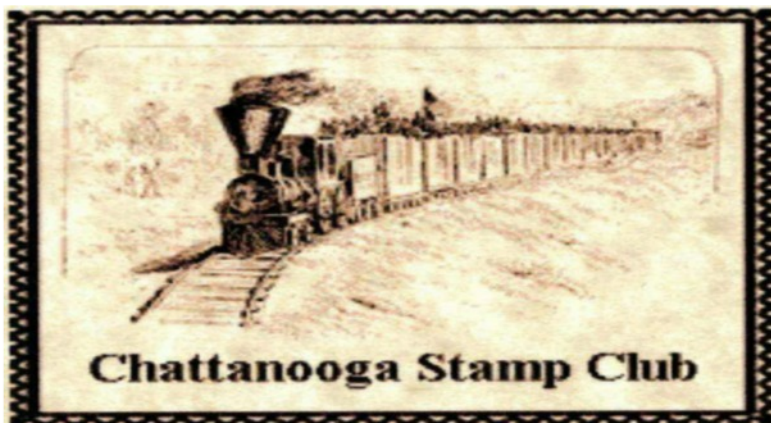


Southeast Federation
Of Stamp Clubs

www.sefsc.org/federation-clubs.html



American Philatelic Society
Chapter 731
www.Stamps.org



Official Journal of the Chattanooga Stamp Club

MEETINGS ARE HELD AT THE HICKORY VALLEY CHRISTIAN CHURCH, 6605 SHALLOWFORD RD., CHATTANOOGA, TN.

DOORS OPEN AT 6:30 PM, MEETING BEGINS AT 7:30 PM -- VISITORS ARE ALWAYS WELCOME

May 10	Monthly Meeting
Program	Semi-Annual Auction
June 14	Monthly Meeting
Program	Annual Picnic

CLUB OFFICERS

President	Mike Ezell	mhezell@gmail.com
Vice-president	Jim Hogue	jlhoguejr@charter.net
Secretary	Rebecca Gilbert	grabelsvn@aol.com
Treasurer	Carl Anderson	connie_anderson195@epbf.com
Newsletter	Gene Bricker	gbricker@catt.com

MEMBERSHIP INFORMATION

Chattanooga Stamp Club memberships are on a calendar year basis. Yearly dues are \$10.00; send all monetary donations and membership dues to the club's Treasurer:

Mr. Carl Anderson, 919 Dunsinane Rd.
Signal Mountain, TN 37377

THE CHATTANOOGA STAMP CHRONICLE

The Chattanooga Stamp Club is affiliated with the American Philatelic Society. The club has been dedicated to the study, preservation, and promotion of the philatelic hobby since 1932.

SOUTHEAST FEDERATION OF STAMP CLUBS

The Southeast Federation web site is a source for information about stamp collecting activities in the region. Visit at: www.sefsc.org/federation-clubs.html

AMERICAN PHILATELIC SOCIETY

American Philatelic Society (APS) is the largest nonprofit stamp collecting Foundation of philately in the world., With about 30,000 members as of 2017 worldwide. Visit at: www.Stamps.org.

APRIL MEETING MINUTES

We opened with the Pledge of Allegiance. We voted on the minutes. Mike Ezell was not present nor was Carl Anderson. Treasurer's report was given by Gene Bricker. There will be an auction next month in May.

The club picnic will be at shelter 4 by the river park in June from 3-7 on the 14th.

APS will only host one show a year from now on because they're losing money.

We broke for refreshments and voted on 1 page exhibit.

Jack Case brought a souvenir sheet from the Bureau of Engraving for a door prize which was won by Mary Sheckles.

Winners of the exhibit were Gene Bricker "Project Mercury", Jim Hogue "Samuel Clemmons" and Grand Prize winner Sherry Hogue "National Parks". Prizes were National Parks stamps and Grand Prize was Pluto Explorer Stamp.

Meeting was adjourned.

Rebecca Gilbert, Secretary

The May program is the semi-annual auction. All members are invited to bring their duplicates and enter them in the auction. The minimum bid for all lots must be at least \$1.00. Only members may enter lots in the auction, however, anyone may bid in the auction. Auction cards are available. Come early and enter your lots before the meeting starts at 7:30.



MESSAGE FROM OUR PRESIDENT

Greetings Fellow Collectors

Good report about our 1-page exhibits program for the April meeting. I certainly missed being there with all of you.

Congratulations to Sherry Hogue for her winning entry and it was also good to hear that she was back.

We have another exciting month coming up in May. It is our first auction of the year. This is an opportunity for all of us to get rid of some of the unneeded materials that we have and to also add to our collections of the things we need. Get ready for an exciting night. Bring a friend, they can buy but not sell. Remember, this is one of the ways that the club raises funds to continue our mission of making stamp collecting available to others in the future.

June is another exciting month for us as a club. We will have our annual club picnic at River Front Park. Club will provide the meat and you can bring your favorite side dishes. This is a time for us to enjoy a time of fellowship without the club format. More information will be given in our May meeting.

Again, thank you for the opportunity to serve as your president and as always, great collecting!

Mike Ezell

APRIL U.S. STAMP ISSUES



Illinois Statehood
March 5

Mister Rogers
March 23



SOUTHEAST REGION STAMP SHOWS

June 16-17 HUNTSPEX 2018 Huntsville 2018 Stamp and Postcard Show, Huntsville Philatelic Club, Calhoun Community College, Bldg. 1, Wynn Dr. & Old Madison Pike, Contact: Michael O'Reilly, mcoreilly@att.net, 256-527-4601, www.stampshows.com/huntsville_hpc.html

August 3-5 Americover 2018 American First Day Cover Society, An APS World Series of Philately Show, Hilton Atlanta Northeast, 5993 Peachtree Industrial Blvd., Norcross, Georgia 30092-3416, Contact Chris Lazaroff, showinfo@afdcs.org, <http://www.afdcs.org/show>

Sources of New Stamp Collectors

Thomas Auletta
azusacollectibles@yahoo.com

The actual number of people participating in our hobby is certainly a major factor in attendance at stamp shows — the subject of my most recent columns. We can have auctions, exhibits, prize drawings, etc., to make our shows more of an event and draw more people.

But how can we try to get more people to become actual stamp collectors who may wish to attend philatelic shows? I would like to share with you some ideas of how this can be accomplished.

To begin with, I can think of two major groups of people who we might actively recruit — young children and those who collected as youngsters, but have not been active in the hobby since for many years.

I recently attended a local sports card show and took note of the demographics of the crowd (about two hundred attended this one-day show.) Most were close in age to the stamp collecting crowd — men in their 50s, 60s, 70s, and 80s. They were motivated by nostalgia and were trying to acquire cards and memorabilia from their youth.

I also noticed another smaller but significant group attending the show — men in their 30s and 40s with their children, grandfathers with their grandchildren, and entire families with small children. In these cases, the older generations were encouraging the kids to be active collectors.

Bring A Younger Relative.

Ask yourself this question: Do you try to take your children, grandchildren, nieces, nephews to a stamp show? Presenting the fun, relaxation, enjoyment, and educational aspects of stamp collecting to these youngsters may result in more future philatelists. It certainly can't hurt and is great bonding time.

Welcome Them Back.

The other group that might be mined for recruits are those who collected at one time, but are not currently active. To reach these people, we have to advertise in non-philatelic publications and get them to come to a stamp show or a club meeting to get them to remember the positive aspects of collecting. Such people are really out there.

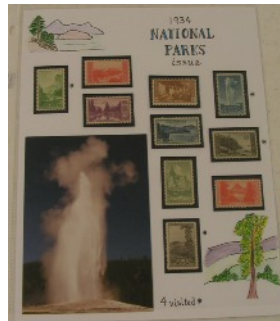
Several weeks ago, a gentleman about sixty years old came into the shop and identified himself as a former collector who had been inactive for many years. He wished to pick it up again, and ordered a complete Scott National Album for several hundred dollars, so we know that he was serious. There may be more like him that may become future collectors, if we can just make contact with them (advertising.)

There may be other groups that can be cultivated for more collectors. Any thoughts?

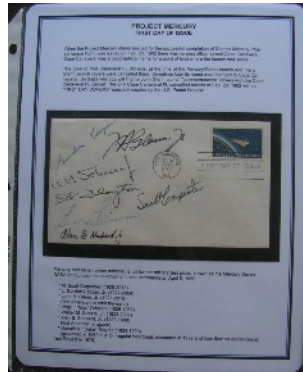
(Reprinted from January/April 2018 Stamp Collector Magazine)

APRIL ONE-PAGE EXHIBIT COMPETITION

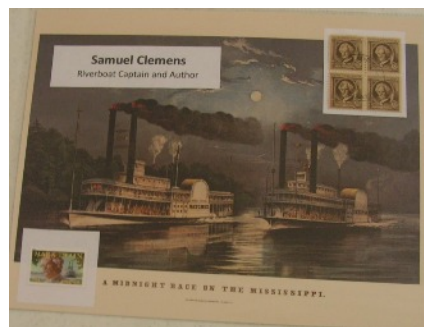
Topical Winner
Overall Winner
1934 National Parks Set
By Sherry Hogue



Postal History Winner
Project Mercury Astronauts
By Gene Bricker



U.S. Or Foreign Winner
Mark Twain/
Samuel Clemens
By Jim Hogue



There were 16 entries in the April one page exhibit competition. Shown above are the winners of each of the three categories. The winners were determined by the votes of all attending the April meeting.

This competition is an annual event. Everyone is invited to enter next years competition. The more entries, the more enjoyable the event.

What are Boy Scouts most interested in? If you use Merit Badges as a gauge, perennial favorites like First Aid, Swimming, and Citizenship are the most popular overall. While the Stamp Collecting Merit Badge is near the bottom of the list in numbers earned, it saw the biggest percentage gain in popularity from 2016 to 2017. Is there an opportunity here for the future of Stamp Collecting? Thanks to Mara Hartzell at the APS for finding this information.

If you know a Boy Scout, see if he is interested in stamp collecting. There have been previous scouts as members of our club.

FACEBOOK PAGES WORTH VISITING

(These haven't been checked lately, may not be current!)

Huntsville Philatelic Club
<https://www.facebook.com/groups/799128636864188/>

American Philatelic Society
<https://www.facebook.com/american.philatelic.society/>

American Topical Association
<https://www.facebook.com/groups/124624617623350/>

American First Day Cover Society
<https://www.facebook.com/groups/afdc/>

Southeastern Stamp Expo
<https://www.facebook.com/SEStampExpo/?fref=ts>

Nashville Philatelic Society
<https://www.facebook.com/NashvillePhilatelicSociety/?fref=ts>

Memphis Stamp Collectors Society
<https://www.facebook.com/Memphis-Stamp-Collectors-Society-330244017180702/timeline>

USPS Stamps
<https://www.facebook.com/USPStamps/>

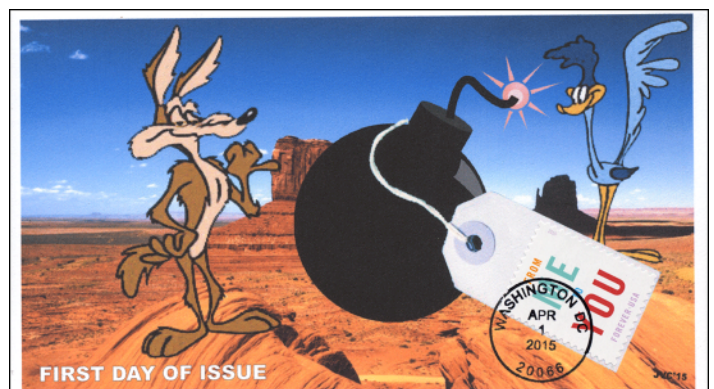
Postal News.com
<https://www.facebook.com/postalnewsdotcom/>

Smithsonian National Postal Museum
<https://www.facebook.com/SmithsonianNationalPostalMuseum/>

U.S. Philatelic Classics Society
<https://www.facebook.com/US-Philatelic-Classics-Society-111330672235656/>

VSC columnist John Hotchner wrote that stamp collectors should "lighten up" and have more fun.

"Stamp collecting is supposed to be fun, a respite from the serious matters that make up our normal day-to-day. Part of that fun is humor" -



Using Want Lists helps Build Collector/Dealer Relationships

Curtis Gidding - Associate Editor, *Global Stamp News* (2003 Issue)

For many years, I have been involved with supplying stamps and helping collectors build their collections using want lists. I have found many prospective customers reluctant to supply want lists but to those that have, I have been able to supply them with a great deal of material to build their collection. I'm not sure why many collectors are reluctant to supply want lists. As a stamp dealer, I try to build an inventory, or have in stock, material that I know my customers will need.

Hopefully during the next few paragraphs, I will compel the reader to reconsider the use of want lists and to realize how valuable they can be in building a good collector/dealer relationship. But, most importantly, it will help them build their collections to a level that is pleasing to them.

Stamp dealers have used many different methods to build their customer base such as (1) approvals (2) price lists published in philatelic publications and (3) price lists mailed to a designated list of previous and potential customers. More recently, stamp dealers are using the internet to obtain new and consistent customers via the internet auctions or their own websites.

Over the years, I have found that approvals are time-consuming and do not guarantee a level of sales that will justify your time unless they are initiated by a want list. Price lists do generate business however with both the increased advertising costs and postal costs, this method also produces limited results.

Most collectors today seem to spend their collecting efforts in more limited areas. Due to the large number of issues available from most countries, it would appear that collectors focus on more specific areas and their needs are focused more specifically on certain time periods or countries at any given time. Even the worldwide collector appears to work on one or two areas until their desired level of completion is accomplished.

I have often asked myself, *"Why would a collector be reluctant to supply a want list?"*

First of all in my opinion, they feel that a want list is a *"firm"* commitment to buy those items under any conditions. A good want list dealer will supply material from a want list on an approval basis which allows the collector to confirm that the items sent will meet his criteria for quality and price. Most dealers will ask for references or wait for a few sales transactions before sending very expensive material. Speaking of references, membership in the American Philatelic Society (APS) is one of the best references a collector can have. I have no reluctance to send material to a collector that can provide their APS membership number as a reference. This, plus many other benefits that the Society provides, well justifies the cost of annual membership.

Second, I believe that the collector is concerned about the situation that they will obtain an item on their want list by some other means i.e. recent stamp show or another dealer and end up with an unnecessary duplicate. After many years, I expect that this will happen from time to time but have found that with more expensive material that unsold item will be on another collector's want list in due time. I also strongly encourage collectors to update their want lists frequently which increases the level of communication and allows the dealer to provide the right material for their collection.

(Continued next column)

You see, being a stamp dealer is all about service! Most dealers want to supply the material that a collector needs and is willing to purchase for his collection. Because stamps are just *"little pieces of paper"* and come in so many sizes, shapes, etc., it becomes much more difficult. The development and nurturing of good communication between the collector and dealer allows the stamp dealer to provide service and perform his true function.

After working with a collector's want lists for several submissions, I can learn a lot about that collector's collecting preferences and habits. I can also tell if his want lists contain expensive items that they would *"dream"* of owning or are really seeking. For this reason, I do ask them to make the want list realistic and to also provide guideline about the amount of money that their budget allows them to spend either per shipment or month.

I have found that beginning and intermediate collectors, in many cases, grow into some of your best long term customers and provide a solid customer base for your business. When a customer's want list contains items that you know they intend to add to their collections and may be more elusive, you can specifically search for them on the collector's behalf. These items may have to be purchased from auction or obtained from another dealer, but this provides a good service to the collector allowing him to build his collection.

Over the years, I have been able to provide many elusive and expensive items to good customers without having the burden of having them in inventory and tying up inventory capital just waiting for the right opportunity to sell them. Another great way to improve your ability to obtain material that you want is to alert your regular want list dealer(s) about a new collecting area that you will be starting. Very often, they have the opportunity to purchase a collection that would help you with this new area. It might be a collection that they would not purchase regularly, but by knowing your new desires, realize that it provides the opportunity for them to continue to service your collecting activities.

Well, I know that I could ramble-on for many more paragraphs about the subject of want lists. In summary, by learning how to use want lists and finding a stamp dealer(s) that work on this basis, you can build an exceptional collection. By building your level of communication and trust, you and your stamp dealer can cooperate together to find the material you need for the collection. As your collecting endeavors move from the beginning stages and into the intermediate or advanced ones, you will find that want lists are an excellent tool to obtain key and elusive material. You will find that the service that a professional want list dealer provides will save you a lot of time and allow you to focus on the finer details of your collection.

I hope that this article will encourage you to reconsider the potential value of *"want lists"* in your collecting activities. I believe that you will find, if you are willing to give it a try, that it is a great way to enjoy the hobby of stamp collecting. So whatever you decide to do, by all means just... *Collect what you enjoy and enjoy the great hobby of stamp collecting!* •

