



Request For Proposal

Sale of the Al Kugel Estate
American Philatelic Society
PROPOSALS DUE BY: October 1, 2023

About the American Philatelic Society

With members in more than 110 countries, the APS is the world's largest non-profit organization for stamp collectors. Founded in 1886, the APS serves collectors, educators, postal historians, and the general public by providing various programs and services.

Membership dues, gifts, and the sale of publications, specialty items, and services entirely support the Society.

American Philatelic Society members offer various benefits and services, including the monthly journal, *The American Philatelist*. We invite you to apply for membership today.

Our Mission as defined by the APS Bylaws

- To promote stamp collecting for people of all ages
- To offer services to its membership and to philately in general, including knowledge and education, which enhance the pleasure and friendliness of stamp collecting
- To initiate and coordinate new programs for the benefit of stamp collecting and all collectors
- To represent the United States of America in the world body of philately
- To assist its members in acquiring and disposing of philatelic materials

Overview

Alfred F. Kugel (1930-2022) was an expert on military postal history and had more than 100 single and multi-frame exhibits in this field. He contributed scores of articles in this area, many of them in the *Military Postal History Society Bulletin*. He also contributed to *The American Philatelist*; *Collectors Club Philatelist*; the *Postal History Society* journal; *Rossica*, the journal of Russian Philately; and *German Postal Specialist*, among others. Kugel and co-author Ed Dubin received the United States Stamp Society's Barbara Mueller award for the best article in the 2017 issues of *The American Philatelist*.

Al was an APS-accredited philatelic judge and served on CANEJ. In 2005, he was awarded the John N. Luff Award for distinguished philatelic research, and in 2011, he

was elected to the APS Writers Hall of Fame. He was a council member of the American Philatelic Congress, an officer in the Collectors Club of Chicago, and a Fellow of the Royal Philatelic Society London, and he served on the Smithsonian National Postal Museum's Council of Philatelists.

Al's collection consists of stamps, covers, postcards, exhibits of the same, and philatelic literature. His widow, Dorothy, bequeathed the contents of his collection to the American Philatelic Society and, upon completion of a philatelic appraisal, has been released to the APS for sale to the public.

Gerald Robbins of Robbins Stamps in Bellefonte, PA, completed an appraisal for estate tax purposes in Illinois on July 31, 2023. He appraised sixty-nine (69) boxes of philatelic material valued at \$1,790,350 and fifty (50) boxes of philatelic literature, catalogs, and journals valued at \$12,250. The APS believes this is a floor, not the ceiling, for the realization of sales.

The APS is soliciting proposals to sell in whole and in part the philatelic material with the highest goal of price realization to support the mission and objectives of the Society. The philatelic literature will remain as property of the American Philatelic Research Library, first as material for circulation in the library or, if not needed, for sale to members and the general public.

Goals

Our goals for this project include:

- i. Highest possible realization of sales of the Alfred F. Kugel Collection to support the mission and objectives of the APS and APRL.
- ii. Use the sale to promote the APS and APRL and their service to the international collecting community.
- iii. Honor the legacy of Alfred F. Kugel and his contributions to philately as a collector, exhibitor, researcher, writer, and friend.

The American Philatelic Society is now accepting bids in response to this Request for Proposal to reach these goals.

Scope of Work

To accomplish these goals, the American Philatelic Society seeks to partner with one or more auction firms to make the Alfred F. Kugel Estate available for sale.

Specifically, we ask for proposals to include:

- Two scenarios: Selling the whole estate and selling a partial estate focused on areas of strength.
- The team working on sales, marketing, and lot describers, focusing on expertise with the Alfred F. Kugel Estate material.
- Marketing proposal to maximize the exposure of the Alfred F. Kugel Collection sale.
- Timeline to sell the collection, including proposed number and frequency of sales. [Note: The APS expects sales to occur in no less than two years.]
- Plan to sell material as single lots to maximize sales realization.
- Policy of illustrating lots in print and online images.
- Plan for shipping material to your location.
- Proposed Commission for sale of material.
- How the firm approaches minimums and unsold items.

Evaluation Metrics

The American Philatelic Society will evaluate bidders and proposals based on the following criteria:

- Previous experience/past performance history.
- Marketing proposal and expected sales
- International audience with an emphasis on Europe, Asia, and the United States.
- Management of lots and unsold material.
- Commission for the sale of lots.

Submission Requirements

Bidders must adhere to the following guidelines to be considered:

- Bid proposals must be sent in by October 1, 2023. Bidders interested in submitting a proposal should inform Scott D. English, Executive Director, at scott@stamps.org by September 20, 2023.
- Proposals should be at most five (5) pages.

- A proposed schedule must also be included and clearly expressed.

What We're Looking For in Potential Vendors

A partner committed to helping us realize the greatest potential for the Alfred F. Kugel Collection. Someone who recognizes the importance of Al's philatelic legacy and will actively promote the man behind the collection simultaneously. Someone who understands the critical opportunity this sale represents for the APS and APRL and our future investments for the good of philately.

Contact Information

For questions or concerns connected to this RFP, we can be reached at:

Scott D. English, Executive Director
scott@stamps.org
814-933-3814