



## **StampShow Events**

- A. August 2, 2017 – 5:00 pm – Tiffany Talk (James Barron), Marriott Richmond, Salons 6,7,8
- B. August 2, 2017 – 5:30 pm – 7 pm, Campaign for Philately Reception, Marriott Richmond, Salons 1,2,3
- C. August 3, 2017 – 6:30 pm – 9:30 pm – Richmond Stamp Soiree (Reservations Required), Virginia Historical Society
- D. August 4, 2017 – 2:30 pm – American Philatelic Research Library Board of Trustees Meeting, Greater Richmond Convention Center, Room E10b
- E. August 5, 2017 – 9 am – 10:30 am – APS General and Town Hall Meeting, Greater Richmond Convention Center, Room E10c
- F. August 5, 2017 – Noon – 1 pm – APS Ambassador Forum, Greater Richmond Convention Center, Room E23b
- G. August 5, 2017 – 4:15 pm – 6:15 pm – APS/APRL Honors – Medal Level Ceremony (Exhibit Medals and Society Awards), Marriott Richmond, Jefferson, Madison, & Monroe
- H. August 5, 2017 – 6:15 pm – 7:15 pm – Cocktail Reception, Marriott Richmond, Jefferson, Madison, & Monroe
- I. August 5, 2017 – 7:15 pm – 9:15 pm – APS/APRL Honors – Celebration Banquet, Marriott Richmond, Capital Ballroom
- J. August 6, 2017 – 8 am – 9:30 am Dealer Breakfast, Marriott Richmond, Salon 5
- K. August 6, 2017 – 9 am – 10 am APS Writer’s Unit #30, Marriott Richmond, Salons 6,7,8

## **For Your Information – Future Events/Dates for Your Calendar**

- a. October 24, 2017 – Joint APS/APRL Meeting, Telephonic\*\*

*\*Subject to change or cancellation*

**\*\*Consideration of the 2018 APS/APRL Budget**

## **Librarian's Report to the APRL Trustees**

**August 4, 2017, Richmond, VA**

### **New library**

The APRL held a successful grand opening event in October 2016. Approximately 300 people attended, including dignitaries from the philatelic world and the local community.

Visitors to the library have enjoyed the additional seating options, and better spacing and lighting for accessing the stacks.

The advantages of the new space were especially apparent during Summer Seminar and Volunteer Work Week. During Summer Seminar, we had enough seating for all visitors, and thanks to the volunteer work area, were able to allow our regular volunteers and job-training participants to continue working during a week when we traditionally told them to stay home.

### **Journal digitization project (AP, PLR, and others)**

We are on track to offer APS and APRL members online access to *The American Philatelist* from the current issue back to 1990 by December. Once that is complete, we will continue with other goals in the APS/APRL Strategic Plan: completing the *AP* back to 1886 and adding the *Philatelic Literature Review* and *Japanese Philately* (which we have received in digital format from the International Society for Japanese Philately).

We have received funding from several other societies to digitize partial or full runs of journals: Sports Philatelists International, for the *Journal of Sports Philately* and related publications, Postal History Society, for the *Postal History Journal* and its predecessors, and the American Association of Philatelic Exhibitors, for selected issues of *The Philatelic Exhibitor*. This funding has allowed us to hire an intern for the summer to complete the scanning and metadata input for these projects.

As part of the agreement with these societies, we have received permission to add them to our journal archive, with a moving wall to keep the most recent several years of issues restricted to society members.

The content management system selected for this project (CONTENTdm, from OCLC) will also be used to make other digital content available, including maps, archival material, digitized books, images, and video. Access to content can be restricted to members or open to the public on an item or collection basis.

The journal archive will be restricted to members, but the search function and sample content will be publicly accessible. Non-members attempting to access restricted content will be invited to join.

### **Library acquisitions and donation processing**

APRL staff have reviewed donation policies and procedures and internal processes with a goal of reducing the lag between acquisition and use by the philatelic community.

As donations are received, they are reviewed and either accessioned, put into temporary storage if required by tax rules, or disposed of. Published material needed for the collection is put into a processing stream. Any publications not needed for the library are offered to other philatelic libraries or priced for sale. Philatelic material outside of the library's collection scope is given to the APS. Unpublished archival material, if accepted, is accessioned with a Deed of Gift signed by the donor and the library, and a record is created for the library catalog.

The backlog of uncataloged material in the library is material that was previously acquired but never cataloged. Most of this is audiovisual material in various formats, artifacts such as artwork and awards, non-Latin alphabet publications, and archival material. APRL staff has made significant progress in reducing this backlog. I worked with Hugh Lawrence to develop a procedure for volunteers to use in sorting through the archival backlog which we successfully piloted during Volunteer Work Week.

### **Staffing**

The library has added one employee, a part-time paid intern funded entirely by societies as part of our journal digitization project.

We have five regular weekly volunteers who work on projects including processing archival collections, mending books, evaluating and organizing the rare book collection, maintaining the new issues collection, and shelving books. In addition, we have two job-training participants, one on a long-term assignment and one high school student on a summer placement.

### **Increasing awareness**

We have worked with Jay Bigalke to optimize content from the library's blog for sharing on social media. We also began a new "Resource of the Month" feature for inclusion in the APS e-newsletter, which has consistently been one of the most visited links in the newsletter.

We also continue to add our holdings to OCLC's WorldCat database, and this is now a regular source of interlibrary loan requests.

The next Blount Postal History Symposium will be held Nov. 1–2, 2018, at the National Postal Museum. We have agreed to hold the symposium every other year in alternating locations (Washington, DC and Bellefonte). I am working with the museum's new research chair, Susan Smith, on arrangements. We have notified accepted presenters and are holding special sessions to help them prepare at StampShow.

I am also working with Susan on a new H-Net community dedicated to postal history. H-Net is a platform widely used by academic historians, and the new community will provide a forum for discussion among academics interested in postal aspects of history as well as discussion between postal historians in the philatelic and academic worlds.

The APRL was featured in two national publications this year. *USA Philatelic* included a feature on our collection of stamp boxes, with a mention that the boxes will be on display at StampShow. *American Libraries*, the magazine of the 30,000-member American Library Association, featured the APRL in its June issue. In addition, I was awarded Fellow status by the Special Libraries Association at its conference in June.



# AMERICAN PHILATELIC SOCIETY

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TO: Board of Directors, American Philatelic Society

FROM: Scott D. English, Executive Director

DATE: 31 July 2017

RE: Executive Director Report, StampShow Richmond

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Welcome to all of you and thank you for joining us for StampShow Richmond. There are quite a few events planned throughout the show and I hope all of you get a chance to visit with APS members on the floor and please be sure to stop by and thank the dealers for supporting the show. As a reminder, we will be holding a General Membership Meeting on Saturday morning at 9 am, followed by a Town Hall meeting. I would like to touch on some highlights and as always welcome any questions or comments.

## **2017 Budget**

Bruce presented a great overview of where we stand financially. Overall, we have a total surplus of \$52,000, which is \$51,000 better than budgeted for the year (a substantial improvement from -\$10,000 at the end of the 1Q). In the first half of the year, our revenues continue to underperform, at \$32,000 behind budget for the year. We have slowed this challenge from the end of the 1Q and will continue to work on reversing it for the remainder of the year. We remain conservative in spending, spending \$69,000 less than budgeted (an improvement from \$18,500 at the end of 1Q).

At the end of the first quarter, our biggest concern was Circuit Sales, but thanks to the leadership of Wendy Masorti, we have posted some strong sales months and have more circuit books out than we have in years. We are now performing \$6,700 better than budgeted for the year, with an actual positive cash flow of \$9,500. We also started slow with advertising revenue of The American Philatelist, but end the first half doing \$4,800 better than budgeted. Helen Bruno has been working tirelessly with our advertisers and her work is starting to show.

Our weakest performer is Shows and Exhibitions, where higher than expected spending in Reno has us currently at \$10,700 greater than budgeted for the year. This is being partially offset by the vacant Shows Manager position which is slowly reducing our budgeting gap for the year. The other weak performer is the Website where unbudgeted depreciation expenses have us at \$6,300 greater than budgeted for the year. The costs of website improvements for 2016 were not fully realized in the approved 2017 budget.

Overall, I want to thank the APS and APRL team for serving our membership and the hobby as financially responsible as possible.

## **Membership**

**The APS/APRL are non-profit organizations, 501(c)(3) under the Internal Revenue Code**

At the end of June, APS membership was at 28,836, 1,011 less than the same time last year. For the meeting, I will be able to provide you with numbers through the end of July. In the first half of 2016, we were the beneficiaries of prospecting off of the Linn's subscriber list and that yielded positive results for us. We have been using the NY 2016 registration in two ways to solicit members. First was an email offer in March to 3,400 names – which yielded only 12 new members. We also identified several members who had given different email addresses to NY 2016 than we had on file. We have also started prospecting the mailing addresses, sending out 1,000 at the end of June and 2,800 just over a week ago. We are experiencing the same phenomenon with 20 new applications and identifying members with different information. We are halfway through the list and will complete it, along with other prospects over the next two months. We will also have a cleaner list of prospect for another offer at some point in the future.

Going forward, we are going to work with Linn's on another list swap for prospecting once the NY 2016 list has been completed. It also underscores the importance of the modernization initiative that we are working on to build a better presence online for those who are active in the hobby, but not active in the APS.

### **Campaign for Philately**

To date, the Campaign for Philately has raised \$259,000 through the end of June. This is higher than the 2016 mid-year mark of \$197,000 and the 2015 mid-year mark of \$215,000. The support of the APS membership makes a difference. The Mighty Buck program, which performs strongly every year allowed the APS to put in a new single wifi system in the American Philatelic Center in 2016, with the opening of the new library. Funds will also be going to support new library scanners. Our campaign to modernize the website, member outreach continues as we near the \$100,000 mark of the \$150,000 goal.

This year, the Campaign for Philately also changed our typical Thursday night dinner at StampShow with the Richmond Stamp Soiree. To date, five Dinner Sponsors: Michael Bloom, Alfredo Frohlich, Alex Haimann, Wade Saadi, and Scott Trepel, along with 11 Dinner Patrons have contributed \$31,000 to support the evenings events and the proceeds go to supporting the technology match.

### **Council on Postal Collectors**

The Council has met and the Outreach Committee, chaired by Dale Smith and Trish Kaufmann have assembled a talented group of writers who are working on article development and placement all on a volunteer basis. There is also a new committee that has been formed, chaired by Dan Piazza of the National Postal Museum, and we are assembling younger members of the hobby to focus on the New Collector Experience and ways we can recruit and attract that key 30 - 50 demographic to engage with organized philately. We will update you at the October meeting and I expect a progress report by year's end.

### **StampShow 2018 – APS/ATA Partnership**

In June, I traveled to Milwaukee for the National Topical Stamp Show to formally sign an agreement with the American Topical Association to co-host StampShow 2018 in Columbus,

Ohio. This agreement is a direct result of the Council on Postal Collectors and is, hopefully, a sign of things to come. It is a challenge, not only to our friends at the ATA, but also other national affiliates, such as the American First Day Cover Society, American Stamp Dealers Association, and others, to recognize our hobby will be stronger together. At one time, it may have been appropriate for various national organizations to host their stamp shows at different times and different locations. However, with an aging and shrinking member and dealer base, we should take this opportunity to leverage our resources together to promote all aspects of the hobby. The AFDCS has commitments for 2017 and 2018, but we will be working with them and the ATA to strengthen the summer show by locating them together. We should extend our thanks to the Board of the ATA for taking the lead on a different model. I look forward to joining them in Columbus next year and I believe our collective membership will appreciate not having to choose between the two shows.

### **Dealer Advisory Council**

The Dealer Advisory Council met on 2 June 2017 in an organizational meeting and planned next steps. The Council agreed that a Dealer Survey to be mailed from the APS would be a good first step toward evaluating and deliberating. A draft survey is currently being circulated and a final version will be in the mail in August. We agreed that while show dealers are the most visible to all of us in the hobby, we cannot overlook dealers who sell online. The survey is crafted to understand the dealer force, how they are operating and how they see the future of the business.

### **Upgrade of the Member Relations Application**

In the 2017 budget, the Board approved upgrading the Member Relations application, which goes by the brand name, iMIS. The kickoff for that project started on 6 July 2017 and work is already underway. We expect portions of the system to be live in the next few weeks and staff training to be underway. The whole system conversion will be completed by the second week of September.

### **Website Upgrade**

One of the elements of the iMIS upgrade is a web content manager application that will us to better manage our website. Following StampShow, APS staff will begin the process of evaluating the website and designing the new look.