



# ***NSDA News***

**Stamps, Stamp Collecting, Covers and Postal History**

***The Quarterly Publication of the National Stamp Dealers Association***

***May 2018***

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**NSDA Director Ed Dimmick in the Back Room of his Sacramento Store**

# National Stamp Dealers Association

*"Dealers Helping Dealers"*



## NSDA News

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### News Highlights

Turn to page 14 for news and announcements, including the obituary for NSDA member Michael Mead.

### In This Issue

This quarter's article by Sid Morginstin presents his ideas for saving the USPS. The Dealer Spotlight, starting on page 9, features NSDA Director, show dealer, and store owner, Ed Dimmick.

Also read the initial columns of the new NSDA President, Sheldon Ruckens, and Vice President, Ed Rosen. Sheldon touts the benefits of belonging to the NSDA and of the NSDA link to the IFSDA. Ed discusses the need for stamp shows to up their game by increasing advertising and publicity while adding activities to attract new customers.

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## **My Two Cents Worth** **Richard Pederson**

This edition of *NSDA News* brings notice of changes to both the newsletter and the organization. First, following the resignation of three of our officers, due to personal reasons, we have a new President, Vice President, and Secretary. Michael Ball remains as Treasurer. Two of the original founders of NSDA, Sheldon Ruckens and Ed Rosen, have volunteered to serve as President and Vice President, respectively. Caj Brejtfus, has agreed to take over the Secretary position. I want to be the first to welcome our new officers and wish them luck in continuing the positive trend our organization has seen the last couple of years under the leadership of Dick Kostka and Bob Sazama.

In his first column as the new President, Sheldon Ruckens extends his thanks to the departing officers and I wish to join him in offering the gratitude of our organization for the exceptional job they did getting positive recognition for the NSDA. Dick and Bob both also contributed to ongoing efforts to strengthen our hobby— Dick as the NSDA representative on the Council on Postal Collectors committee and Bob as an elected representative on the Dealer Advisory Council (DAC), a role he is continuing to fill.

I said there were changes to NSDA News as well. Those changes come in the form of added content to help our members. At the end of each edition, we will carry an advertising section that will include up to two free classified advertisements for any NSDA member that chooses to submit them. The format is

intended to be similar to the classified ads you have seen in publications, such as *Linn's Stamp News*. Headings are arranged alphabetically so they can be easily located. The classifieds are also followed by a new Member Offers section in which ASDA members can offer services and/or products free or at a reduced rate to other members.

This edition's Dealer Spotlight, starting on page 9, features current NSDA Director, Ed Dimmick. Ed has a store in Sacramento, California and can be seen at shows and bourses on the west coast and Rocky Mountains areas. In his inaugural column as Vice President, starting on page 12, Ed Rosen discusses the state of major U.S. stamp shows and the need for more advertising to publicize those shows. Sid Morginstin's article (page 5) puts forth a proposal for saving the United States Postal Service (USPS). Let us know what you think of Sid's thoughts on this subject.

During a phone conversation I had with new NSDA President Sheldon Ruckens, the subject of selling versus in stores, at stamp shows/bourses, or mail order, was discussed. I mentioned that I had stores on both eBay and HipStamp and indicated that there were pluses and minuses to both of those on-line venues. He requested that I write a future article comparing the two sites and I have done so in this edition. I discuss some of the features of each site and do a tabular comparison of the two sites. I would be very interested in hearing from NSDA members about their own experiences using eBay, HipStamp, and other on-line sites, such as delcampe.net. If I get sufficient feedback, I'll be glad to write a follow-up article on the subject.

In my opinion, it would also be beneficial to NSDA members to have a comprehensive study done of the available options for selling on-line, with the costs, benefits, and drawbacks of each option clearly laid out. This information could then be posted in a "Members-Only" area of the NSDA website to help guide our members when making decisions about selling on-line. The study should not only include information about the commercial on-line marketplaces available, but should also discuss the tools in existence to aid sellers in building their own

stores, should they choose to do so. With the continuing move of the philatelic industry to on-line sales, such information would provide greater incentive for other dealers to join NSDA. Many dealers currently selling on-line do not know all of the available options and others, who have been focused on shows or mail order sales, don't know how to get started on-line.

## Letters to the Editor

Rich,

I recently heard that MOSGREEN in Australia also went under. As I hear, they also owe funds to consignors.

My proposals may not be the best solution. This problem should be discussed by the Dealers Advisory Council (DAC) and the APS/NSDA/ASDA. I would even go so far as the IFSDA. By this letter, I am requesting that Bob bring this up at the next meeting. I am sure that the great minds that are leading this hobby can come up with something to protect consignors.

Sid Morginstin

*Sid is following up on his article regarding the need to protect auction consignors from auction house bankruptcies such as occurred with Regency Superior. He is requesting that Bob Sazama raise the issue at the next meeting of the DAC.*



**President's  
Corner  
Sheldon  
Ruckens**

As one of the co-founders of NSDA over 20 years ago (member #2), I am honored to be back on the board as pro-tem president due to the resignation of Dick Kostka. I would like to thank Dick for his service.

For those of you who do not know me, I have been in the stamp industry for over 40 years, based in south-

ern California, dealing mostly in mint sets of the world, wholesale and retail. I am also a Realtor and loan officer/mortgage broker. Due to resignations of Bob Sazama and Cecilia Ball, I welcome Ed Rosen (Co-founder & Member #1) as Vice president and Caj Brejtfus as secretary, also in pro-tem positions.

I am happy to see that the NSDA has grown into one of the largest stamp dealer organizations in the world. Our affiliation with IFSDA (International Federation of Stamp Dealer Associations) gives us international recognition.

Your NSDA membership includes membership as an IFSDA member.

I encourage all members to include their NSDA and IFSDA membership and logos in ads, websites, invoices, online listings, business cards, etc. One major benefit of membership is instant recognition and credibility as a professional on an international level.

We have the opportunity to stand out as a member of two major organizations. No matter what you deal in, there are collectors and dealers around the world who are looking for new sources, both modern and classic. Don't limit the scope of your activity.

Although the stamp collecting world has evolved a great deal over the decades, there is still a vibrant community in search of material.

The internet has created both opportunity and competition.

I would encourage everyone to realize that we all could be doing something different than we have been doing and it could make a huge difference to our bottom line. We cannot ignore what is going on around the world and think that we are immune.

Stamps are not a necessity and buyers are often motivated by price. I see many dealers who are bringing the same stock that they have had for years to the same people at local shows that they attend and wondering why they can't do much business. The worst part is they expect to get the same prices.

There are various philosophies about stamp dealing and I'm hoping that dealers with experience are will-

ing to reach out and help other dealers. Think about just one thing that you could do differently. It could lead to two or three. I would like to hear about what you tried and share it with other members in our next newsletter.

If you sell online, perhaps you could let prospective buyers know that you are a proud member in good standing of two major organizations and have agreed to a code of ethics, and there is an arbitration process if there are any problems dealing with you.

Along with your logos, this should make you stand out versus another seller who cannot state this.

I have a dream that each current member recruits one new member this year. It would be the easiest way to double our membership and the best part is that you will not have to pay your 2019 dues for recruiting a new member! Applications are available on our website with a spot for your name as referrer.

My goal is to have more activity and interaction between members. There are some who see other dealers as the enemy rather than friendly competition. If you have suggestions or ideas on how to create a stronger organization and what you would like to see happen please don't hesitate to contact me. If you have complaints, I'd like to hear them too.

I'm tentatively planning a dealer Italian dinner in Columbus at the APS show on Thursday, August 9th. See details elsewhere in this newsletter along with some special offers for members. If you would like to include an offer in the next issue, let me know.

Starting with this issue, we are adding FREE classified ads that will repeat. If you would like to be included, send your word ad to me.

Another benefit that is free is posting your business card on our website. Scan a copy of yours or mail it to Amanda at our office address.

Please let me know what you would like the NSDA to do for you and I will see if we can make it can happen.

I look forward to hearing from you!



## ***It's What I (Usually Alone) Think: Saving the United States Postal Service (USPS)*** **Sid Morginstin**

*Editor's Note: Sid, an avid Star Trek fan, is at the top left in the picture above. The opinions expressed are those of the author, not the NSDA.]*

I recently finished reading *NEITHER SNOW NOR RAIN - A HISTORY OF THE USPS* by Devin Leonard. A couple of weeks later Bill McAllister, *LINN'S STAMP NEWS* Washington Correspondent had a piece "Congress' habit of raiding USPS coffers goes back almost 30 years" [*LINN'S* May 1, 2017].

I will not review or summarize these here. I will recommend that anyone who deals with the USPS, as I am sure that all dealers do, read the book and the article. This column attempts to start an answer to the question we all will surely have, "WHAT SHOULD BE DONE TO SAVE THE USPS?"

There are many stakeholders in the USPS. These range from management, the workers, the large mailers, the unions, large mail recipients, small businesses, and average citizens. Each depends on efficient service and reasonable rates.

Congress does not seem to be willing or able to solve the various problems facing the USPS. Some of the

proposals from certain members will only make the situation worse. I propose that Congress establish a select committee to investigate the situation with the USPS and devise a solution. Sufficient funding must be provided. Here is how it should work.

The committee should be composed of the following (and not in any order):

- ◆ Senior USPS management including, but not limited to, the Postmaster General along with the heads of the various agencies;
- ◆ The president of each postal union;
- ◆ One at large member from each postal union;
- ◆ A representative from each major mailer - defined as a company that has mailed a designated number of items over the past number of years;
- ◆ Two Senators - one from each party - each of whom has at least 4 years left in office;
- ◆ Two Representatives - one from each party;
- ◆ Five at large citizens - but not from the districts or states of the selected Senator or Representative; and
- ◆ The presidents of the APS, ASDA, and NSDA.

The committee would select a chair and co-chair from its membership. It would be allowed to hire staff, as needed. It would have nine months to develop recommendations and legislation. The committee would hold a series of public meetings in various sections of the country to gauge public sentiment and ideas. It would also accept written testimony. All of the collected information would be open and on the record.

The committee would then meet to develop an action plan. Though these meetings would be open to the public and minutes posted, there may be occasions when privacy is needed. Meetings may be closed to the public when a 3/5 majority of those present vote to go into executive session. At the earliest possible time, the discussion would be published.

The committee's ultimate goal would be to develop legislation that will correct the issues with the USPS

and place it on a firm financial footing. The legislation would be published for all to view and comment.

A second series of public hearings would be held to solicit comments and recommendations for changes. Members of congress would provide their comments at this time. If changes were deemed necessary, they must be made. The revised legislation would again be published.

The above process may need to be repeated a number of times.

When a 75% majority of the committee agrees to the legislation it shall be submitted to Congress. Congress then shall have a vote on the legislation. Changes may not be made. This would be an up or down vote. A filibuster may not be held. If passed, the President shall sign the legislation. It may not be vetoed.

Here are my recommendations:

- ◆ The USPS may sell items - such as shirts and tote bags - depicting any US postage stamp.
- ◆ The GAO and CBO shall jointly determine the amount of funds needed to fund the pension and medical care for retired employees at no less than 80%. Any excess that has been paid shall be returned to the USPS.
- ◆ Congress shall reimburse the USPS on an annual basis for any and all FREE FRANK mail sent by any member of congress, the executive branch, the judiciary, and the military.
- ◆ The USPS may set rates without going thru any advisory board as long as the rate increase is no greater than 150% of the rate of inflation.
- ◆ All rates shall be rounded to the nearest 5 cents.
- ◆ The USPS may close unneeded mail processing facilities with the proper notice. Congress may not get involved.
- ◆ A locality may not be left without a post office. If the locality does not have sufficient mail volume to sustain a post office, a contract post office shall be established.

## eBay® vs HipStamp® – Which is Right for You?

Richard Pederson

Two of the more popular platforms for buying and selling stamps on-line are eBay and HipStamp. There are other sites that function as marketplaces for the buying and selling of stamps and other philatelic items, such as delcampe.net and Linn's zillionsofstamps.com, but I will limit this discussion to the two with which I have the most experience.

I currently maintain on-line stores on both eBay and HipStamp and have found that, in my opinion, each has advantages in certain areas. First, let's look at eBay. eBay, which was founded in 1995, has certainly been a dominant on-line marketplace for selling stamps and covers for over 20 years. Because eBay has been a viable philatelic marketplace for such a long period, it has certain advantages over other sites just because of its longevity. Following are some of the advantages I have found with eBay.

- ◆ Name recognition – nearly everyone, including non-collectors, is familiar with eBay and many use it on a regular basis to make purchases of all kinds of items, including stamps.
- ◆ Longevity – because it has been in existence for a long time, that adds a sense of credibility to the site and fosters confidence in its users.
- ◆ Number of users – eBay has more users and hence more possible bidders/buyers than any other philatelic site.
- ◆ Big auction realizations occur there – many, if not most, of the high value sales of stamps and covers seem to happen on eBay.
- ◆ Tight coupling with PayPal – purchases made with PayPal are easy and adjustments to fees automatically occur if refunds are made.
- ◆ Availability of sales and marketing tools – eBay provides numerous tools to help gauge the effectiveness of your listings and overall performance of your on-line store.
- ◆ Links with third party vendors – there are a number of third party vendors that have partnered with eBay to provide tools to build and/or improve the appearance and effectiveness of your store.
- ◆ Professional identification – ASDA members have the ASDA logo prominently displayed on their store.
- ◆ Postage discounts— eBay has negotiated discounts from the normal USPS rates for its store owners.

Next, I will look at HipStamp. Although HipStamp has been around for a relatively short period of time, it is a successor product to bidStart® and, collectively, they have been around for over 13 years. bidStart was a popular collectibles site developed by Mark Rosenberg that went on-line in 2005 as StampWants.com and then after being retitled bidStart, was sold to Stanley Gibbons in 2012. In 2016, Rosenberg reacquired the rights to bidStart and shortly thereafter migrated philatelic users to his new platform, HipStamp. Some of HipStamp's advantages derive from the fact that it is, unlike eBay, dedicated to the buying and selling of philatelic items. Following are the benefits I have encountered with HipStamp.

- ◆ Dedication to stamps and covers – you do not have to navigate to the “Stamps” portion of HipStamp since the entire site is dedicated to stamps and covers.
- ◆ Superior search capabilities – I have found that searches on HipStamp typically find better matches to my search criteria and, often, find more matches. This is true even when my eBay search is limited to the “Stamps” category.
- ◆ Lower fees – store fees are substantially less and, usually, sales fees are less.
- ◆ Ability to sell low-cost items – non-auction items can be listed for any amount, from one cent up, whereas eBay does not allow non-auction listings under one dollar.
- ◆ Import of eBay listings – HipStamp has a synch tool that allows you to import all eBay store items to your HipStamp store, making it easy to gain

maximum exposure for your listings with little additional effort. The synch tool also automatically cancels items on eBay that are sold on HipStamp, so that you do not have to go into eBay and delete the listings.

- ◆ More payment options – in addition to PayPal and credit card, it is easy to accept payment by check and money order.

I have listed some of the advantages of eBay and HipStamp, but to make things a little easier, the following table provides a side by side comparison of the two sites.

Criterion	eBay	HipStamp	Advantage
Ability to Import Listings	No easy way to import listings from other sites	Allows import and synchronization of ebay store listings	HipStamp
Ability to Sell Low Cost Items	No ability to sell store items under \$1	Allows sale of store items starting at one cent	HipStamp
Ability to Sell Expensive Items	Larger market for expensive auction items	Smaller market for expensive auction items	eBay
Dedicated to Stamps/Covers	Multiple categories – must navigate to “Stamps” category	Dedicated to stamps and covers	HipStamp
Links with Third-Party Vendors	There are a number of third-party vendors with customizable store front solutions tailored to eBay	Store front customization is limited and must be done by user	eBay
Longevity	Longest lasting site for the sale and purchase of stamps and covers	A well established and (when including bidStart) long lasting site for purchase of stamps and covers	eBay
Lower Fees	Much higher store costs and somewhat higher sales fees, especially for low volume sellers	Lower store costs and fees for most users	HipStamp
Name Recognition	Known widely outside philatelic community	Recognition within a subset of philatelic community	eBay
Number of Users	Many more users, although many not interested in stamps	Less users, but all dedicated to stamps/covers	eBay
Payment Options	PayPal and credit card	PayPal, credit card, check, and money order	HipStamp
Messaging Capability	Can easily send messages to customers within eBay	Can easily send messages to customers within HipStamp	Equal
Shipping	eBay has negotiated discounts with USPS and provides numerous shipping options. Sellers must provide tracking to get lowest fees.	Multiple shipping options. Fees not tied to tracking so better option for low cost items.	eBay for high cost items and HipStamp for low cost items

Comparison of eBay versus HipStamp (1 of 2).



Criterion	eBay	HipStamp	Advantage
Professional Identification	ASDA logo is prominently displayed on store front plus associations may be entered in store description	Seller must type in professional associations in store description	eBay
Tight Coupling with PayPal	Tightly coupled with PayPal, although this will likely change as eBay plans to move to Netherlands-based Adyen as its primary payment processor	Supports PayPal but less tightly coupled	eBay
Sales & Marketing Tools	Numerous graphs and reports available to analyze and support sales and marketing, but detailed sales data only available for 90 days	More limited report capability, but ability to get detailed sales information for a longer period of time	Slight edge to eBay
Search Capabilities	Often returns non-relevant items	Usually returns items closely targeted to search	HipStamp

Comparison of eBay versus HipStamp (2 of 2).

To be clear, I am not recommending one of these sites over the other. These are my opinions based upon my own personal experiences and needs. Both sites provide quality, proven marketplaces for selling stamps and covers. You need to examine the advantages and disadvantages of each site, as compared to your specific needs, before making a decision. You can also do as I have done and use both eBay and HipStamp, therefore applying the best features of both to your advantage. I would make the general observation that if you are selling a small number of items or selling numerous lower cost items, HipStamp might work best, but if you are selling many items or high-valued items at auction, eBay might be the right site for you. It also may be true that one of the other marketplaces works best for your needs. My evaluation is primarily based on the buying and selling of United States stamps and worldwide covers. Other sites, such as delcampe.net (founded by NSDA member and IFSDA representative Sebastian Delcampe), are more focused on worldwide issues. I am registered on delcampe.net but, as a new user, don't feel qualified to provide a fair evaluation of its capabilities. At some point, that could be the subject of a future article.

## Dealer Spotlight

### Ed Dimmick



Ed Dimmick (pictured above in his store) is a stamp dealer who does shows on weekends. Since opening a store in Sacramento a couple of years ago, his show appearances are now limited to the west coast and a couple of shows in the mountain time zone.

Ed started collecting stamps at the age of 8 and kept up with it off and on. He retired from his work with mainframe computer innards in the 1980's and, after helping with his brother's restaurant and becoming involved in local city politics, decided to help his best friend from college with his stamp business. His

friend, Nick Moravec, lived in San Diego and, in 1990, Ed decided to represent Nick in Northern California. Nick was underfunded, concentrating on topical stamps, so Ed decided to start building up his end of the business. The two worked together for ten years until 2000, when Nick started having health problems and they split (Nick subsequently passed away). Not wanting to have his own business and the paperwork headaches that entailed, Ed joined with Jim Leer, a dealer from Oroville who had just dealt with a devastating series of family problems. This relationship continued for a few years before they mutually agreed to its dissolution. Ed was now forced into business on his own and thus deal with the dreaded paperwork.

Ed carries a large stock of stamps that he sets up at shows, about 650 books in wooden boxes, each book containing 100 to 125 sales pages. Jim Dempsey (A&D) describes the large stock dealers as FTC (floor to ceiling) dealers. Ed carries almost as much as others FTC dealers (e.g., A&D, A to Z, Stamp Art, and D&P), but he carries what is, arguably, the largest stock organized by topic in addition to a very respectable stock of U.S. and foreign, organized by country. He also carries a reasonable stock of supplies and cinderellas.

This year marks Ed's 28th year in the stamp business. He was persuaded to become a director of the NSDA, a position he has been enjoying. At 76, Ed has led an interesting life and held a few other jobs, in addition to being a stamp dealer. He was born in Oakland, California, in 1942, and lived in Hayward until his father moved the family to the Oregon coast when he was 7. His father was a grocer and decided to buy a store in Brookings, Oregon. He was previously scheduled to buy a store in the town of Klamath, California, but the owner raised his price at the last minute, nixing the deal. Since that town subsequently was washed out by the river three times in the next 14 years, Ed's family was glad the guy raised his price. Ed still has the Eureka Times newspaper from 1955 with the front page picture of the store they almost bought floating in the Klamath River, where it emptied into the ocean. That area gets some strong winter storms.

Growing up in Brookings was not the quiet experience you would expect. There were two state parks in the city limits and two festival parades held each year (one since discontinued). At one of the festival parades, an invitation to be the Grand Marshall was extended to the Japanese pilot who flew the catapult plane that had unsuccessfully dropped incendiary bombs on the forest a couple of miles east of Brookings during WW II (it had rained heavily the night before, unknown to the Japanese). Ed's father was named the first mayor of the city (due to not attending a meeting and being volunteered by his brother). Ed also worked in the grocery store, starting in the fifth grade, whenever he wasn't in school. On Saturdays, he would see a trio of former Oklahoma hillbillies from southern California, that came to Brookings every summer like they used to do before oil was discovered on their property (remember the Beverly Hillbillies television program?). In 1962, a hurricane came through in which the one wind gauge on the coast able to withstand the wind clocked 156 mph and, in 1964, a 100 to 500 year storm struck Brookings. Those events don't even include the periodic storms that came through every year knocking out power and closing Highway 101 in both directions into the city. No, life was definitely not dull in Brookings when Ed was growing up.

Ed graduated from Oregon State University, with the intent of working with computers, back in the dinosaur days when no university in the U.S. offered a degree in computer science. He started work with Boeing in Seattle and was assigned to the Supersonic Transport proposal effort. One computer program he wrote in conjunction with aerospace engineers was used to determine how an airplane would perform at 2.7 times the speed of sound. They then worked backwards to determine the appearance of the plane so that it would achieve perfect performance at that speed. According to NASA, the program was unique and helped Boeing win the contract. Nevertheless, Congress didn't provide the funding and the plane was never built.

Ed next worked for Lockheed in Sunnyvale on some classified projects (to Ed's knowledge, still classified). While there, one of the computer operators analyzed

his handwriting and told him he had the ability to compose music, something he'd always suspected, but has never done anything about. Maybe one of these days he will. He did learn how to use various components of the Univac 1100 series computers for debugging programs. With that knowledge, he subsequently left to go work for the Jet Propulsion Laboratory (JPL) in Pasadena. While there, he was the chief problem solver for anyone who had a computer problem. It was his all-time favorite job, writing manuals and teaching classes, but he couldn't handle the bad smog, with Pasadena being the worst area for smog at that time. As a result, Ed developed chronic bronchitis, which he still has, and decided to leave while he still had reasonable health.

While at the JPL, Ed experienced an earthquake that was approximately seven in magnitude. Since the JPL was a branch of Cal Tech funded by NASA, Ed was granted permission to attend every field trip and seminar put on by the Cal Tech Seismological Laboratory. Charles Richter and other pioneers in seismology were still around then and Ed got an excellent education in seismology. He's thought about developing a television documentary called 'understanding earthquakes', and has all the necessary information, but has been too busy with other matters to get to the documentary. Maybe one of these days ...

Ed then went to work for Bechtel in San Francisco. Bechtel is the largest engineering and construction company in the world, though privately owned. Initially, he was involved in converting their computing work from Honeywell to Univac and then became manager of the help desk and computer education department. He set up an after-hours computer education program which was very popular and included an hour tutorial on computers by Ed's lead teacher for the owner of the company.

While at Bechtel, Ed had various jobs, including spending a little over two years working in Saudi Arabia. He had a year's notice prior to starting, so took an introductory class in Arabic before leaving. While in Saudi Arabia, he shared an office with two Saudis and was given the assignment of finding out what the com-

puting needs were for the Jubail industrial city that was being built from scratch. He wrote a program to sight verify the Arabic language payroll system input, since all the computer equipment only printed English.

After returning home from overseas, his unincorporated neighborhood was upset at county plans to incorporate them into a neighboring city, even though they had a mailing address of a different city, Walnut Creek, for decades. As a result of giving a talk before the county supervisors, Ed was asked to be President of the local landowners association that represented the neighborhood. One thing led to another and he wound up being the neighborhood representative on a plan to replace the nice, peaceful residential neighborhood which bordered the BART (Bay Area Rapid Transit) station with high-rise offices and apartments. The plan was going ahead with or without Ed, so he decided to participate to make sure that the developers didn't take advantage of the neighborhood. The resulting plan, which took five years to develop, got an award and in the process, Ed received an education in planning. The one vote he contested and lost resulted in setting up the area for redevelopment, which meant that his neighbors would be forced to sell and leave. He sold his home and moved into Walnut Creek, but felt like he had just left the local version of Anatevka, that fictional village in Russia from the movie "Fiddler on the Roof".

By virtue of being President of the landowners' association, Ed had become a member of the Walnut Creek Homeowner's Council. Walnut Creek was having its own problems with traffic. One day, a lady submitted two proposed initiatives to the homeowner's council, asking for support in getting signatures to place the proposals on the ballot. The main proposal was to limit the height of new buildings, since the traffic problems had occurred upon opening of the recently erected 10-story buildings. The other members of the homeowner's council were enthusiastic about the idea. Ed, because of his position, had been attending every Walnut Creek (the neighboring city) city council meeting, the county supervisor meetings, and BART board meetings. At the city council meet-

ings, he had not seen any interest in what was being proposed. He knew that the city was planning another five million square feet of development. It was when he started doing his part to get signatures at the local shopping center that he realized the initiative had touched a nerve with residents. That started Ed's involvement in Walnut Creek politics. After the signatures were gathered, he was one of four directors of a new organization called Citizens for a Better Walnut Creek which was formed as the political arm of the homeowner's council, and he became their liaison with the city council. That began a battle between the two that lasted for years. It also began what became known as the growth control movement. Over the years Ed helped write and sign 35 ballot arguments, the vast majority of which resulted in the voters supporting Ed's position. It was grass roots at its most basic. In one case, at a county level, Ed's group was outspent \$650,000 to \$1,000, but with a simple, obvious message of growth control, Ed's side won in a landslide.

Ed was eventually appointed to the Walnut Creek Planning Commission, and after four years in that position, got elected to the Walnut Creek City Council, serving a year as mayor. He quickly found out that a person in a public position becomes a target for anyone who is unhappy with any city decision. The whole episode on the city council had its fun side but, in the end, left Ed with a bad taste. He now has absolutely no interest in ever again making the mistake of holding a public office.

While the BART plan was being developed and Ed was on the planning commission and the city council, he would go to his brother's restaurant in Nevada every weekend to help out. He would seat people and man the till. It was a Thai-Chinese restaurant (what else would you expect from this crazy family?) and Ed stayed out of the kitchen, which was best for all concerned. He did purchase restaurant supplies in the Bay Area, but that ended when his brother sold the restaurant.

So Ed's background is just that of a typical stamp dealer. Throughout everything, he's tried having fun and

has gotten positive feedback from people about his style, cracking jokes to ease what sometimes are tense situations. He is happy buying and selling stamps, which he's now done for 28 years, the longest he's ever spent in one field. But don't rule out future activity in a totally different field. As his friend and colleague Jim Dempsey (A&D) puts in his yearly schedule, "The announcement of my retirement will be made with my eulogy."



**Going to a Stamp Show?  
Edward G. Rosen**

For many years I went to Stamp Shows practically every week, but, about ten years ago, I cut way back on my travelling and show attendance.

Well, last year I had a huge collection to market, and decided to get back on the road again and signed up for some of the biggest and most well known events in the U.S. They included NAPEX, VAPEX, BALPEX, NOJEX, SESCAL, and the ASDA New York show, and what a disappointment they were.

Most of the venues have been the same for years, so it wasn't location, but the attendance, or should I say, lack of attendance was unbelievable. Most of the shows were still under the impression that "if you build it, they will come"...not true anymore.

After many inquiries, I found one of the most common problems, as expenses went up, the shows cut down on advertising and publicity. One of the larger shows even told me that they sent out 2,000 postcards (wow).

Today, as things get tough, you have to spend and do more! In the old days, there were large stamp shows in California that sent out 10,000-12,000 postcards for a

three day show. Today, more than ever, you have to do a good mix of electronic publicity, paid advertising, and mailings.

Some of the shows even told me how much they spent on sandwiches, and coffee for the dealers. Nice thought, but forget the food, just do more to bring the customers in.

And for one thing, make sure you send your own customers a note about the show, you can't just leave it up to the show promoters. Most shows will give you "free" VIP tickets, use them!

Stamp shows have to be exciting, and they're not any more. Free door prizes every hour, great speakers, free appraisals, are all important.

For many years, I rated the best show in the United States, and WESTPEX and NAPEX were at the top. I'm sorry to say, that WESTPEX, has pulled way ahead of everyone else. I just hope the others can catch on.



**Executive  
Director's Report  
Amanda  
Morgenstern**

Our membership at the end of 2017 was 170. I consider membership renewal season now closed and as always, we've lost a few members and gained a few. Our current membership as of April 11, 2018 stands at 167.

I give particular thanks to our "fill-in" President, Sheldon Ruckens, for phoning those members who quite late in the renewal season, had not yet paid.

Thank you to those who have worked to get new members. You too can receive your 2019 membership free by signing up a new member or a reinstating member. Our membership goal for 2017 was 10, and

we all worked hard and beat it! Our goal for 2018 is 16 new or reinstating members; currently we stand at four.

If you have any questions, please feel free to contact me at the office at 618-357-5497 or by E-mail at [nsda@nsdainc.org](mailto:nsda@nsdainc.org).

**New Members:**

1. Jeannine Offutt, Three Trails Stamps, 16301 E 29th St. S #220, Independence, MO 64055; E-Mail: [jeannineoffutt@comcast.net](mailto:jeannineoffutt@comcast.net); Phone: (816) 914-1279; Recruited By: Lynn Davidson-Stroh.
2. Brian Dias, Bombay Philatelic Inc, PO Box 480574, Delray Beach, FL 33448; E-Mail: [sales@bombaystamps.com](mailto:sales@bombaystamps.com); Phone: (561)499-7790; Recruited By: Sheldon Ruckens.

**Reinstated Members:**

1. Sam Malamud, Ideal Stamp Co., 161 Helen Street South Plainfield, NJ 07080; E-Mail: [sam@igpc.com](mailto:sam@igpc.com); Phone: (908) 548-8088; Recruited By: Sheldon Ruckens.

**Retired Members:**

1. Patrick E. Campbell, The Stamp Explorer, Jacksonville, FL.
2. Henry Baumgartner, M.H.F. Corp, Midland, TX.

**Passing of Members:**

1. Rex Chrisco, Chrisco Stamps, Wichita, KS.
2. Michael Mead, Britannia Enterprises, Orleans, MA.

**Resigned Members:**

1. Kendel Jensen, Sedona Stamps, Cornville, AZ.
2. Lawrence Weinstock, Weinstock Stamps & Covers, Portland, OR.

**Unable To Contact:**

1. Rex Briggs, Knottywood Treasures, Acworth, GA.



## Treasurer's Report Michael Ball

Renewals are finally all in but Amanda has been busy processing all the new memberships that our New President/VP team of Ruckens and Rosen are bringing in. They are also going back and getting old members who dropped away over the years to sign back up. Ed Dimmick also continues to beat the bushes at every show to get non-members on board or at least get a reason why not. Bank balances are building and almost at \$10,000 now. Some great things are coming so be sure to read your newsletters from Rich and E-mail blasts from Amanda.

### Treasurer's Report as of 4/19/2018

Current Bank Balance	\$9,468.50
Receivables	\$182.13
Liabilities	\$0.00
<b>Total Assets</b>	<b>\$9,650.63</b>
<b>Outflow since 1/30/2018</b>	
Exec. Dir. Office	\$520.30
APS Booth Fee	\$50.00
Youth Grant	\$300.00
Telephone Toll Free Line	\$25.51
<b>Total Expenditures</b>	<b>\$895.81</b>
<b>Income since 1/30/2018</b>	
Dues and Donations	\$1,972.00
<b>Total Income</b>	<b>\$1,972.00</b>

## News & Announcements

**Passing of NSDA Member Michael Mead .** Michael Ernest Mead was born to parents Ernest Meixell Mead and Marjorie Brand Mead on August 8th, 1950 in Peekskill, New York. Michael attended local schools graduating from Hendrick Hudson High School in Montrose, New York in 1968. In high school he was a highly ranked national forensic league student debater graduating as one of the top point scoring students in the nation. He was a national merit scholarship finalist, a New York state regents scholar and upon acceptance to Colgate University in Hamilton, New York was awarded a Colgate war memorial scholarship. At Colgate, he majored in political science graduating with high honors in 1972. He kept his hand in public speaking, being the university's student coach in 1971-1972.

After a year of volunteer coaching at his high school and substitute teaching, Michael applied for and was accepted at Boston University and Boston College Law Schools. But in a life defining moment, he opted to go to work for H.E. Harris Company of Boston, Massachusetts, then the largest mail order postage stamp company in the world. Ultimately he worked with the company from the fall of 1973 until the end of 1982 becoming over time a travelling buyer, appraiser, and manager of collectibles processing for the company. Changes in market conditions led to the company's unravelling and in January 1983 Michael went into business for himself under the dba of Britannia Enterprises. He kept that business name his entire career.

Starting in the fall of 1987 and lasting for a few years he became a certified public accountant having achieved the highest score in the state of New Hampshire during their winter sitting. He was hired shortly after the exam by the then Santerre and Company operating out of Nashua, NH but did the bulk of his work experience for Lawrence Martin CPA's in Manchester, NH. After his two year experience period, he received his license and for a period of time subcontracted for Martin and developed a bit of his own business as a self-employed CPA in Rochester, New

Hampshire where he and his wife Betty Ann Mead had bought a house.

However, nothing Michael ever undertook as a career path, he was also accepted at Boston University's MBA program in the late 1970s but withdrew after meeting his future wife, interested him the way professional philately and trade in other paper collectibles did.

He kept returning to this true love and had been self-employed without further interruption for the past twenty five years. Michael's business was oriented towards trade shows in the United States, Canada and England. Over time he probably had booths at 1000 events. He did a little mail order but always loved doing business face to face with dealers and collectors. He was born to travel having spent at least one night in every one of the lower 48 states as well as a good half year in both England and Canada.

Over time he gave a lot back to the hobby and profession having been bourse chairman for one of the most successful stamp shows in the country, philatelic show of Boxborough, Mass, for well over 30 years, the longest serving volunteer bourse chairman at the time of his passing in the country.

He belonged to numerous professional trade associations and collector groups, was a past president of the New England Chapter of the American Stamp Dealers Association, a life member of this group and the American Philatelic Society, as well as two term American representative to the Canadian Stamp Dealers Association board of directors. He was also a long time member of the National Stamp Dealers Association.

Michael is survived by his wife of 37 years who has been institutionalized by Alzheimer's Disease for quite some time, his dear loving support and, companion, Cecily Hull Bryant of Tisbury, Mass with whom he had shared such love and joy over the last days of his life and her son Joshua, his cousin Martha Perone of Wrentham, Massachusetts and her husband Ralph, his sister-in-law Sally Hirsch of Richmond, Virginia and his two devoted nephews, his deceased sister Nancy Mead Hirsch's two children, Alexander Hirsch of Norfolk, Virginia and Michael Hirsch of Richmond, Vir-

ginia, as well as a parade of other family members, personal friends, close business associates and clients many of whom with which he developed lifelong friendships.

Michael always felt blessed for the richness of his life and was always proud that he followed his own path, unconventional in its way, through the twists and turns of life. But at last, master Falstaff, he had heard the chimes at midnight and the good Lord called him home. There will be no funeral service. For memorial guest book visit [ccgfuneralhome.com](http://ccgfuneralhome.com) Chapman, Cole and Gleason Oak Bluffs 508-693-1495.

*[Editor's Note: The above obituary information was from the April 2, 2018, Boston Globe, and Legacy.com.]*

**NSDA Dinner at APS StampShow.** If there is enough interest, we will have a group Italian dinner in Columbus at the APS Stampshow on Thursday, August 9th at 6:30pm at Buca Di Beppo, which is located across the street from the convention center, about a 5 minute walk.

Dinner will be served family style with several courses and plenty of food. Salad, bread, pasta, entrée, dessert, soda and coffee for \$20 per person including tax and tip (alcohol not included).

This will be a fun casual dinner, not a business meeting. No boring speeches. Family, friends and employees are welcome.

We need at least 20 diners to commit to able to reserve the space. Payment is not required now, only an interest in attending. Full payment will be due by June 30th. If you would like to attend, E-mail Sheldon at [NHsets@aol.com](mailto:NHsets@aol.com) with the number of diners.

**New Membership Directory.** A new directory (as of 11 April 2018) is available from the NSDA office either in print format mailed to you, or in digital PDF format E-mailed to you. If you select a digital copy, it is important you do not distribute the directory information in any way to someone outside NSDA.

Please contact Amanda Morgenstern at the office if you wish to receive a current copy of the directory.

## Advertisements

To place an Advertisement, contact Amanda Morgenstern at (800) 875-6633 or via email at [nsda@nsdainc.org](mailto:nsda@nsdainc.org). Our advertising rates are: 1/8 page for \$8/issue (\$30/yr.); 1/4 page for \$15/issue (\$55/yr.); 1/2 page for \$28/issue (\$100/yr.); and full page for \$50 (\$175/yr.).

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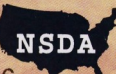
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*If you wish to have us consider listing your show, please send the show name, dates, location and other relevant information, such as table cost for dealers and special hotel rates, to Richard Pederson at [rich@pedersonstamps.com](mailto:rich@pedersonstamps.com). Priority is always given to shows with participating NSDA members. Any show taking out a separate advertisement will always be listed in the show schedule.*

1. Fairfax Stamp Festival in Fairfax, Virginia

May 19-20, 2018  
Elks Lodge  
8421 Arlington Blvd.  
Fairfax, VA 22301

2. Blue Ridge Cover & Postcard Show in Asheville, NC

June 16-17, 2018  
Comfort Suites Inn  
890 Brevard Road  
Asheville, NC 23219

3. CHARPEX in Charlotte, North Carolina

July 28-29, 2018  
Worrell Building,  
Central Piedmont Community College  
1201 Elizabeth Ave.  
Charlotte, NC 28235

4. APS StampShow in Columbus, Ohio

August 9-12, 2018  
Greater Columbus Convention Center  
Exhibit Hall B  
400 N. High St.  
Columbus, OH 43215

## Club News & Meetings

1. The Warrenton Stamp & Coin Club meets the first Thursday of every month at 7:00 PM at the Our Savior Lutheran Church on Route 605 (Dumfries Road) in Warrenton, Virginia.
2. The Greer Stamp Club meets monthly in the Taylor's library located at 316 Main Street in Taylor's, South Carolina. Meetings are normally held on the second Saturday of the month. Contact Susan Whitehead via e-mail at [stam-pahlic@aol.com](mailto:stam-pahlic@aol.com) for further information.
3. The Asheville Stamp Club meets at 1:30 PM on the third Sunday of each month in the Blue Ridge Room at the Deerfield Episcopal Retirement Community Center, 1617 Hendersonville Road, Asheville, North Carolina.

## CLASSIFIED WORD ADS

Additional contact info is on NSDA website [www.NSDAinc.org](http://www.NSDAinc.org)

Each member is allowed (2) listings FREE up to 30 words each + E-mail address.

(Submissions to Sheldon at [NHsets@aol.com](mailto:NHsets@aol.com) or 760-419-5450)

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ISRAEL 1948-date. Want lists filled. Discounts to dealers. Call to discuss. Hy Cohen, 561-347-0613, [hyco44@bellsouth.net](mailto:hyco44@bellsouth.net).

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### Member Offers

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2. Hold a current State Sales Tax License. Please give your local State: \_\_\_\_\_ Retail Sales Tax Lisc. # \_\_\_\_\_

If you are from a state without sales taxes, please provide a license from another state where you collect sales tax.

If you do not have a retail sales tax license, provide a copy of your State or Country business license.

Have you ever been expelled from, censured, or placed on probation by a philatelic organization? Yes or No \_\_\_\_\_

If yes, please attach a separate letter of explanation to this application.

### Philatelic References:

Name \_\_\_\_\_

Phone Number: \_\_\_\_\_

Address: \_\_\_\_\_

Name \_\_\_\_\_

Phone Number: \_\_\_\_\_

Address: \_\_\_\_\_

#### Dues Structure:

Please allow 2-3 weeks for processing. Application is subject to approval by the Board of Directors. Dues are \$75/year + a \$10 processing fee for new members (included in the figures below.) If not paid by January 31 late renewals incur a \$25 fee, and will be dropped from rolls/website on March 30 with \$100 owed for the full year ending December 31.

#### Application during:

Jan - March \$85.00

April - June \$67.00

July - Sept. \$123.00 (includes next year)

Oct - Dec. \$104.00 (includes next year)

I hereby agree to the CODE OF ETHICS of the National Stamp Dealers Association, its rules and regulations, and bylaws. Enclosed with this application are my dues per the graduated dues structure for the current year.

Check is payable to NSDA in US Funds Only. Please attach your business card to this application.

Signature of Applicant: \_\_\_\_\_

Referred by: \_\_\_\_\_ NSDA (Yes/No) \_\_\_\_\_

3643 Private Road 18 Pinckneyville, IL 62274-3426 [www.nsdainc.org](http://www.nsdainc.org) [nsda@nsdainc.org](mailto:nsda@nsdainc.org) 1-800-875-6633

\*Only valid once new/reinstating member has paid their dues.