

The Bulletin

VOLUME 19, No. 9

SEPTEMBER 2016

INSIDE THIS ISSUE:

BUILDING A STAMP PROGRAM THAT WILL “LIVE LONG AND PROSPER”

Most of us recall from our school days that the smartest kid in class—unless he or she was unusually charismatic—wasn't generally the most popular kid in class. It's not that his or her interest in 19th-century Russian literature, string theory, or asteroids wasn't important—it simply wasn't shared.

In a way, we in Stamp Services find ourselves in a similar dilemma. While a significant part of our mandate is to educate in areas of sometimes little-known Canadian history, science, and geography, from a practical point of view, we also need to produce stamps that sell—and sell widely. Unfortunately, despite our best efforts and those of stamp clubs across the country, the number of collectors is decreasing steadily, and we have had only moderate success replenishing the hobby with young blood.

As such, we have to set our sights on topics with broad appeal in order to sustain the kind of program that still makes it possible to issue more educational, even what some would call esoteric, stamps. Granted, we sometimes get lucky with a topic that's not only chock full of CanCon but also appeals to collectors, other niche groups, and a broad range of Canadians.

Take the *Star Trek* 50th anniversary stamps and collectibles we issued on May 5. With the original series celebrating a major birthday in 2016, a new movie coming soon, and three homegrown actors in the cast—William Shatner as Captain Kirk, James Doohan as “Scotty,” and John Colicos as Commander Kor—we had both Canadian success stories and popular entertainment covered in one issue.

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UPCOMING MEETINGS:

- SAUGEEN STAMP CLUB,
Tuesday September 6
- KINCARDINE STAMP CLUB
Wednesday September 7
- OWEN SOUND STAMP
CLUB
Wednesday September 21

One Page Exhibits—

upcoming topics:

September: Transportation
(cars only!)

October: Exhibitor's
Choice

November: Remem-
brance Day

December: TBA

*Guest column
continues on
Pages 3 & 4.*

THE PRESIDENT'S COLUMNWALT BERRY

Despite the warm weather in July & August, members gathered for another great meeting of stampers interested in a wide variety of countries / topics. Many members also ventured to Kincardine to support our neighbouring club with Kinex 2016. The Royal is this coming weekend in Waterloo and many have indicated support of the sponsoring club – and The Royal Philatelic Society of Canada.

The October single page challenge will be a change to the normal – whereby members are encouraged to put together a single page of a topic of their personal interest rather than a topic chosen by the winner of a previous month. **The President may even be convinced to put together a page of interest.** We do have a wide variety of collecting interests in the club and it will be an opportunity to share your country / topic with fellow members.

In the last few days we have finally had some much needed rain to help our farmer neighbours with their crops – if it is not too late. It is also good for the village / town folks who have brown patches where their lawn used to be green... guess now we will have to cut the grass (something many of us haven't had to do too many time this summer.)

As the cooler weather comes many of us will get back to our collections and perhaps venture into a new avenue of interest – that is one super thing about our hobby. As one area of interest is reaching a defined point – another one is waiting to be picked up. Enjoy the time spent on your stamps!!

Editors Note:

The guest column by Jim Phillips, Director of Stamp Services at Canada Post, first appeared in The Canadian Philatelist Vol 67 #4, and appears here by permission of The Canadian Philatelist and Jim Phillips. The editor apologizes for the cut-up nature of the column in this Bulletin—it is an experiment in “Scan & Paste”!

What's coming up...

See the Grand News for complete information on the following shows:

September 17—Cambridge Stamp Show

September 24—Owen Sound Stamp Show

October 15-16—CANPEX2016 London ON

October 22—Guelphex 2016 Guelph Stamp Club Show

October 29—GRVPA Club Fair, Cambridge



Timed to coincide with the release of *Star Trek Beyond*, the next movie in the futuristic franchise, we knew this issue would appeal to a broad segment of the population—from collectors who would seek out the philatelic products to viewers who remember the original TV show, enjoy the movies, and may want to use the stamps on their mailings or pick up a prestige booklet as a special souvenir. Then there are the diehard Trekkers who would want ... well ... at least one of everything.

There are a total of 24 items in the *Star Trek* 50th anniversary issue, a quantity that may irk some collectors. However, in selecting our wide range of products—which includes a rare prestige booklet with an exclusive component available nowhere else—we've made choices that meet the needs of collectors, the general consumer, and the hard-core *Star Trek* fan.

Taking on the *Star Trek* franchise is no easy task, but we'd already had a brush with blockbusters when we issued the *Superman* stamps in 2013. Not to mention the experiences we've had dealing with major studios to gain permission to reprint images of many Canadian movie, music, and television stars. With the exception of our alliance with the National Hockey League for a five-year series that wraps in 2017, the *Star Trek* 50th anniversary issue represents our most extensive use of licensed images on stamps and collectibles to date.



Saugeen Stamp Club

Chapter 220, Royal Philatelic Society of Canada
Chapter 1538, American Philatelic Society
Chapter 21, Grand River Valley Philatelic Association

Meeting at St. Matthew's Evangelical Lutheran Church
356—9th Street
Hanover, Ontario
Use 11th Avenue entrance

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We are on the web!

[http://
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index.html](http://saugeenstampclub.webplus.net/index.html)



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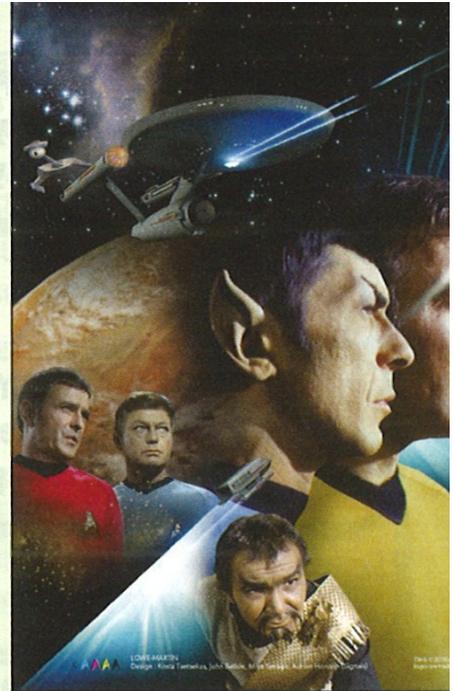
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GRVPA NEWS...

Check out the latest *GRAND NEWS* for information about our fellow clubs, and their meetings and shows.

The next GRVPA Directors meeting is in October 2016.

In addition to calling attention to stamps—and stamp collecting—this special issue does more than simply allow us to offer a larger number of items to a more varied group of people who don't always necessarily pay much attention to our program. Bestsellers, like we expect this issue to become, also make it possible for us



to continue to issue stamps on topics of narrower appeal. Their pop-culture attraction enables us to build a financially sustainable annual program through which we can highlight lesser-known people, achievements, places, and events that may only appeal to a smaller, more specific audience. Blockbuster issues like *Star Trek* 50th Anniversary not only fulfil our cultural mandate but also empower us to educate, entertain, and celebrate the Canadian experience in its myriad forms.

**JIM PHILLIPS,
DIRECTOR, STAMP SERVICES,
CANADA POST**

GRVPA 22nd ANNUAL CLUB FAIR

Saturday October 29 2016

10:00am to 4:30pm

United Kingdom Hall, Cambridge