

COUNTRY CORNER

BULLETIN 8 – June 2007

Wagga News.

Had along email from that stalwart out at Wagga, Peter Simpfendorfer, describing in some detail how he goes about getting publicity for his stamp show. He gave me permission to publish his words as they will help all in the field of stamp collecting.

Hi Ed, just reporting on last weekends fair [19-20 May]. Not quite a record but right up there with the best of them. Sunday morning is usually our slackest period but this year it was definitely a record Sunday morning.

All of the dealers seemed satisfied and the member son the club table reported strong sales which were then used to fund their purchases.

We do not charge admission and help balance the books by a raffle comprising a very good food hamper (even non-collectors tend to buy a ticket) and takings were again close to the best on record.

We don't actually count the number of those coming through the door but I personally spoke to people from Griffith, Narrandera, Cootamundra, West Wyalong, Tumut, Gundagai, Albury, Henty, The Rock and Junee so we had great coverage of the Riverina.

I continue to be amazed at the number of people bringing in both stamps and coins for sale or valuation - from single items to large collections. There must have been over thirty all up.

One dealer purchased a "trunk" full of coins and late on the second day a nice stamp collection containing some superb items came to light – two Cape of Good Hope triangles, early Swiss Pro-Juvente, mint unhinged 10/- roo well centre with good perfs etc. The whole collection was clean with no discernable rust or toning. The valuation process is continuing and will be at least 4 and may reach 5 figures.

Members pitched in well to ensure the success of the fair and now look forward to the next one to be held on the 24th and 25th November, 2007.

Best wishes

Peter Simpfendorfer

Secretary

The Wagga Stamp Club Inc

I asked Peter for the recipe of his success and this was his response.

After 20 years of organising fairs I think we have it pretty well down pat and maybe I should become a consultant. Seriously, I would be interested into talking to clubs about how we do it particularly if they are just starting off with fairs or are about to give them away due to lack of attendance.

We used to only have a one day fair but about 16 years ago went to two days at the request of the dealers who have to stay overnight anyway and for a one day fair they are inundated whereas with the two days it is not so rushed.

Re advertising, we run "fill in" ads on Prime TV as they are a cheaper rate from Monday to Saturday leading up to the fair. We also send a letter and flyer to WIN and 10 requesting the fair be advertised on their community billboards or similar. We also place an ad in the local weekly free paper and the daily paper from Wed until Sat on a 4 for the price of 2 basis. Also an ad in the local Rural News which is a supplement in several papers throughout the region eg Griffith, Cooma. Members place flyers in corner shops, post offices etc and I usually manage to get a radio interview on both AM & FM networks. It is a bit of work but the results are there.

In addition, we do not charge admission as we figure that you have to get them through the door first. We help balance the books by selling tickets in a hamper of groceries, even non-collectors

such as spouses will usually buy a ticket. We use a school hall that costs \$165 for the two days. There is a lot more to it of course and I have probably let too many "secrets" out already.

Sydney Stamp Expo 2007 - Royal Randwick Racecourse.

Your scribe has just completed his stint at this show and can report it to be a resounding success from all quarters. The dealers had smiles from ear to ear, the exhibitors walked away with a lot of gold and large gold prizes, the general public had a place to spend a very wet weekend and philately was the winner. We ran out of souvenirs, catalogues and money. (The ATM ran dry!) With over 1200 paying visitors, 34 dealers and more than 600 frames of excellent material to view you simply ran out of time to do it all. How the judges managed to get through it all in the available time was a miracle in itself. More than 100 volunteers gave up their time to make sure that all was in place. A big thank you is due to all those hard working folks.

What's next?

Now for the next two shows the Bathex 2007 Stamp, Coin, Bottle & Collectibles Exhibition at the Bathurst showground on August 4-5 will be keeping Alan Mcrae and his merry band busy no doubt.

I can also report that we have had the first (and so far the only) team entry from Smithfield Stamp Club for the State One Frame Inter Society Club competition to be held at Northern Beaches Brookvale site Sydney on the second weekend of September. **Would country reps** (that is all recipients of this bulletin) **please let me know by email if their club/society intends to enter?** Closing date is July 27 2007 but it helps to know your intention so that we can start planning a better event.

"A laugh a day helps keep you sane."

Some further words "stolen" from the "Lundy the Alternative Collection" catalogue.

Listings

The prices quoted herein are for 'mint mounted' specimens based on realisations at auctions held by Messrs. Hammer, Pryce & Co on Easter Island between 1935 and 1960.

Beware of unmounted mint specimens offered with fake hinges added.

Used specimens command a premium only when soaked off a cover showing significant postal history interest. Entires are practically worthless.

The Sonia Davy's report continued.

You will no doubt remember that Sonia in the previous bulletin described the workings of the cent auction now read on

We also had a "Silver Circle". The sheet of paper consists of a block of numbers 1 to 100 and the blocks are sold for \$1.00 each. The buyer writes his name in the block and when all 100 are sold, the sheet is cut up and folded into a bucket and one block is drawn out. Our usual prize is this year's Australia Post Collection of stamps usually donated by some kind soul

We also had a 5 page competition inviting members of others clubs to take part. These exhibits are on display and each person attending is given a voting slip to vote 1st, 2nd 3rd and place their slips in a box. Points are allocated on the basis of 4 for 1st, 3 for 2nd and two points for third. When all the points have been added up that determines the winner and we give prizes for competition and because our club has a Fred Luis trophy given on our day, only members of our club can win THAT prize

A raffle takes place on the day with a first and second prize. 1st prize being a \$100 voucher second prize a \$30 voucher. In actual fact these are cash prizes but clubs are not allowed to advertise money as prizes so we use the voucher system instead

We encourage our members (that's difficult) to sell tickets with \$6 worth of tickets selling them at 50¢ each. (I find my friends will spend 50¢ on a ticket but they can't see the value at \$1 per ticket).

Yes people come in who refuse to buy tickets. We often find that we have to encourage visitors to look at the cent auction before they purchase sheets of tickets and it works!!

Dealers pay \$20 per table and most dealers take 2 tables and this certainly helps pay for the rent of the hall. We had 6 dealers on the day.

On previous years we have always had refreshments but this has certainly become a "bone of contention". No one wants the job so last year we gave it a miss and it was certainly difficult for the out of towners who always enjoyed the refreshments so we approached it in a different manner this year, We asked members to either bring a cake or make half a loaf of sandwiches prepared for the day, I cut the ones I made in half and wrote on the top what I had made. Sandwiches sold for \$2 and coffee. Tea and soft drinks were \$1, cake \$1 per slice or piece (a good serving) and you can see by the income it was certainly profitable. (The only kitchen expenses we had were soft drinks, coffee, tea and milk and sugar and paper plates, serviettes and glad wrap).

Kitchen workers were happy to plate up sandwiches but not to be slaves on the day making them to order, and we used glass cups and saucers hence we get charged for using the kitchen included in the hall rent.

I believe we had about 160 items in the Auction and we limited it to 7 items per person, items over \$10.00 and NO RESERVE. The bargain table houses items under \$10.

With the remaining bags that Philas donated, they were pulled apart and the items placed on the bargain table and priced so the members of the club have the opportunity to purchase items and that money will go into income for the stamp day at the next meeting. Some times this is a lot of work for those involved but it doesn't matter how much the club makes in profit it is the PR exercise in promoting youth club for other philatelists to join and encourage them to keep up with their hobby. Also the social factor for other philatelists to get together and share their hobby. We certainly have to work hard to try and get younger generation involved in this hobby.

If we look at this as a money making exercise than one may as well forget about the social factor! Most of the dealers are happy to come and they certainly state that it is a promotional day for them also.

I myself feel it was a great day and the day will certainly take place again next year at the same place, the day has been changed to April 13th 2008 due to Easter and arranging a free day on the QPC calendar.

Thank you once again PHILAS for your kind donation we appreciate your help. I must say that I have certainly cleaned out all the old stock and the cupboards are empty for a clean start next year. Australia Post was most generous with the Australia Post Album, which we used as a prize for the silver circle. NZ Post also sent some cancelled to order stamps, which were certainly utilised as prizes too.

*Thanks Ed for the opportunity to get my words on paper and this certainly will be a surprise as you know I can talk but guess what I can also put fingers to the keys too. Cheers and kind regards
Sonia Davy's*

How's this for an idea?

Country clubs sometimes have difficulty securing a judge for their exhibitions. If judges are required the PDC can provide so long as the accommodation can be arranged. All that is really required is for one of your members to provide a billet for the judge than all other matters will run smoothly.

Introducing Cyril McColough – Youth Project Officer PDC. (This summary is included on the *About* page, under *Members Pen Pictures*. To access these Pen Pictures, [click here](#))

Tail Piece.

Hello hello any one out there?????

This space represents your contributions other than the two correspondents above.

Is there anything we can do to help you promote your hobby locally? The Philatelic Development Council wants to help but need s your input. So how about dipping your thumbnail in tar and writing it down?

Till next time
Ed Wolf