

# Internet Philatelic Dealers Association, Inc.

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May 2009

Volume 7 Issue 5

[www.ipdaonline.org](http://www.ipdaonline.org)

## NEWSLETTER MAY 2009

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### EDITORIAL WELCOME

Welcome to the Newsletter. First I would like to say a really big thank you to all of you who completed my online Poll, and the Online Survey. The response was excellent 50% of members responded to the poll and 35% of members provided ideas for new content — and I am definitely going to be able to respond in kind over the coming months — and even in this issue I hope — by reflecting your comments and ideas into the Newsletter content. It was easy to complete, I hope you will agree, yet so valuable to me.

I should tell you, all responses were confidential. I have no idea who said what unless you signed your ideas. I will add one comment if I may. I agree with everything that was said and I am very appreciative about how constructive you all were. I will be researching the topics suggested, as I too would like to read more on them, but some of them I am not really qualified to write about so if anyone out there has good material on any of the following, please don't be shy, please send to me for the benefit of us all. Here are few: Dealer Hints and Tips, do's and don'ts; Dealer marketing ideas, buying ideas, experiences with auction houses; operation of a dealer business; new issues and what too watch out for from countries other than GB and the USA for example. Thank you.

My second point is to say how good it was to participate in the IPDA Marathon Chat last week. The turnout was excellent from what I have heard from the other Directors. I hope everyone who did find some time to participate enjoyed themselves. And maybe met a few new friends and learnt something new about whatever it was you like to learn about.

I've been browsing the web a few times this past month and came across a few sites I thought I'd share with you. Hopefully some will lead you to areas of interest and some will be related to points made in your survey responses. There is after all, a wealth of information out there on the "net". It is just a matter of finding it. And I don't presume we are the only source of interesting material but if we can I provide the directions perhaps that is value to you all as well. I hope so.

The first one is 2-Clicks - you can read the site at <http://www.2-clicks-stamps.com/> 2-Clicks stamps is a postage stamps collecting directory that provides stamp collectors a philatelic guide online by supplying a database of 3,500 classified philatelic web pages, all under a specific category presenting the most relevant stamp collectible resources that you can find in the net today. The Directory consists of 15 main categories. These include Stamp Dealers, Stamp Auctions and Stamp Collectors. I think you might find the sections of use if you are researching any of the above.

The second is a page from the APS website which some of you may find useful. [http://www.stamps.org/directories/dir\\_DealerMembers.htm](http://www.stamps.org/directories/dir_DealerMembers.htm) From here you can do research on APS Dealer Members. It is pretty comprehensive and the "sort" fields available will certainly be helpful in defining your search. While at the site, have a look at Member Services, there might be something of interest to you, and there is a very good article, in my view, on Back To Basics in the current issue of American Philatelists [http://www.stamps.org/Services/ser\\_TAP.htm](http://www.stamps.org/Services/ser_TAP.htm), and finally a useful article on "How to Run a Successful Stamp Show. And remember, the IPDA is an Affiliate of the APS so I thought I'd point you to these resources rather than republishing the material.

I do hope you enjoy this issue, that you find material of relevance to you and your business and, as I always say, if you have material that you think others will enjoy and benefit from reading please email me. And finally, I am sorry the links are not active after I convert to .pdf. I am asking everyone I know how to do this but no satisfactory answer yet.

*Michael* ([michaelatipda@gmail.com](mailto:michaelatipda@gmail.com))

### ANNUAL GENERAL MEETING 18 MAY 5:30 NEW YORK EST

This is to advise that the 2009 Annual General Meeting of the IPDA will be held on Monday, 18 May 2009 commencing at 5.30pm New York EST.

Please join the Board at this meeting. You will receive further email on this over the coming days including Agenda and chat room URL details.



IYA 2009: this stunning stamp from Liechtenstein is printed on hologram foil and depicts a stylized supernova.

**NEW ISSUES — CANADA AND THE 2010 OLYMPICS**

Canada has issued their stamps to commemorate the 2010 Olympics which run from February 12-28, 2010 and the Paralympics from March 12-21, 2010.

Previous years have seen some very nice stamps for the Olympics and this year is no exception. Whether you like this years issues or not there will undoubtedly be great demand for these new stamps, and most appropriate for the Olympic thematic collectors around the world.

**If you have customers that collect this theme send them a quick email to let them know.**

Canada has, over the past couple of years, introduced stamps without denominations on each stamp. These stamps sell for the domestic rate at time of issue and can be used indefinitely regardless of the current or future postage rate.

One could purchase a roll of 100 stamps and take as long as they like to use them since they carry no denomination other than the letter "P" which denotes permanent domestic postage. The two issues are as follows:

**Sports of the 2010 Winter Games - Issued: Jan. 12, 2009** — Freestyle skiing; Snowboard; Bobsleigh; Curling; Ice sledge hockey

**Vancouver 2010 Winter Games Mascots and Emblems - Issued: Jan. 12, 2009** — The Emblems: Inukshuk; Paralympic — The Mascots: Miga is a sea bear, aerial skiing; Quatchi is a Sasquatch (Bigfoot), playing hockey; Sumi is an animal guardian spirit, curling

Acknowledgments to Dave — The Stamp Dad — Ramsey for this Canada new issues news.

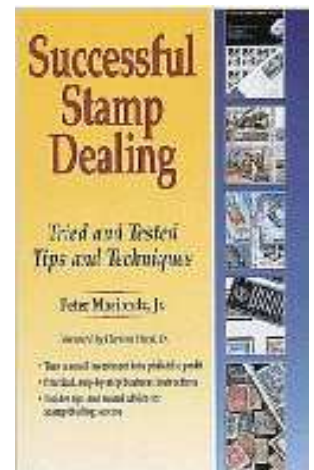


**TIPS FOR COLLECTORS AND DEALERS**

In my editorial I made reference to two web sites that I thought would provide useful sources of information. I would like to offer another site now. This because some of the responses to my survey asked for hints and tips on being a dealer. When I read that I thought yes what a good topic. But where do I start. There is so much published on this I just could not do it justice.

For example there is the book — you may have seen his adds somewhere along the line — by Peter Mosiondz — titled "Successful Stamp Dealing. Someone on Stampboards.com wrote that it was an easy read, contains much information for anyone wanting to start as a stamp dealer although it focused on topics more applying to dealers in the USA. There is a web site <http://www.mosiondz.com/index.asp> although I could not find the book for sale there, but it is listed on Amazon from US \$12.95.

Another site that has excellent credentials is the Australia Philatelic Traders' Association at <http://www.apta.com.au>. There maybe some interesting articles there for you to browse. And one other writer to be found there is respected stamp dealer / auctioneer Gary Watson. I wrote to him asking if I could use some of the material he published a few years back on the subject of being a successful stamp dealer and understanding auctions and related topics. He replied yes I can, so in the June issue I am going to use some of his material. On the APTA website you will find an article titled "How to win friends and influence Philatelic People" by Gary. Educational reading I think you might agree. There is a section on Tips for Philatelic Professionals. I think you will find it quite useful and it is easy reading. Also, have a look at Gary's website at <http://www.prestigephilately.com/services/index2.php> for more material and while there, at his excellent auction material.



**EBAY NEWS FROM OUR CHAIRMAN**

Our Chairman met with representatives from eBay and advised me that it was a cordial meeting. eBay will be getting back to him on the matters he raised. I will have a full report for you, subject to eBay's response arriving in time, in the June issue.

**IPDA MARATHON CHAT**

The IPDA Marathon Chat was held on the weekend of April 25 and 26. An excellent time was had by all as far as I can tell from the feedback I have had from other Board members. I certainly enjoyed myself, even with the late shift on a Saturday night. Thanks for participating. We often had 10 or more people in the chat room enjoying the conversation. And some even got free stamps from me. Well I just couldn't resist the opportunity to promote how wonderful we all are :-)

**THE NEVER POPULAR CTO**

The following was kindly submitted by one of the Directors— Robert Bechtel. Many thanks Bob.

As I assume we all know, CTO stands for Canceled To Order. Some say, they have plagued us for many years. I have found them dating back to the 1885 issues of Liberia and I'm sure there must be earlier examples.

A book could be written about them with at least one full chapter dedicated to CTO versus Favour Cancel. However, this article deals with only 2 aspects of the CTO. "Is it really a CTO?" and most important, "How to sell them and still face yourself in the mirror".

**Is It Really A CTO ?** Many years ago around 1976 BC (Before Computers), I took a trip to the San Francisco Bay Area to visit family for the holidays. While there I decided to pay a visit to a dealer I had been doing a lot of kiloware buying from. While in his office he nudged a large box by his desk with his foot and said "why don't you take that home with you for \$50.00?", it's all Scandinavia. One quick look and I could see it was stuffed with on paper from modern to 19th century. He laughed and said there was just one catch, I had to take a couple of kilo of on paper Poland for \$10.00 per kilo. Thinking about the Scandinavia I had just looked at, it was a deal.

Shortly after arriving back home with the stamps, I soaked some of the Poland for a customer who collected Eastern Europe. I made sure I had picked out the neatest collectable cancels for him. Within days the complete order was returned with a none too polite letter from him stating "These all appear to be washed CTO's!! I promptly sent him another order picked from the box of unsoaked, on paper stamps and kept him as a good customer for years.

So now, whenever I run across a stamp from Eastern Europe or an African country with a nice corner cancel and no gum, I have to give it a longer look before tossing it in the CTO box.

**Is it or isn't it???** How To Sell CTO's And Have A Clear Conscience. Several years ago I received an email inquiry from a lady. She was contacting me concerning stamp packets. After several emails we finally determined just what was needed and CTO's in large lots were perfect for her. I have since contacted several other people in her line of work and made more sales. You may not be able to rid yourself of all the little definitives but, the large colorful ones will sell. The lady was doing "Rubber Stamp" art work. The CTO's were a perfect addition to the cards and craft work she was doing. It also gives you a good feeling to know you have removed some more CTO's from the market that will not end up in some unsuspecting beginners collection.

**STAMP COLOUR GUIDE**

I was reading Stampboards.com recently and came across a link that I thought I'd share with you. Colour identification is often a challenge. I use the Stanley Gibbons colour palette and find it very easy to use. However there are so many factors that need to be considered when establishing colours, for example, one as basic as the light condition you are working in. Obviously looking at colours online may be affected by your monitor settings, let alone quality of the monitor itself. But it might be useful if used sensibly. Have a look at <http://tx4.us/nbs/nbsstamp.htm> My screen shot may note reproduce that well but it should give you an idea. There is also a very comprehensive Dictionary of Colour with Plate references. And although everything is US centric have a look at the section titled "The Mother of all HTML Colour Charts. For Royal mail enthusiasts you will find the reference to [www.adminware.ca/machin/m\\_color.htm](http://www.adminware.ca/machin/m_color.htm) Great Britain Machin head colour chart - Deegam/Scott catalogs

Color Name	NBS-ISCC color number														
A															
apple green	115	117	131												
B															
bistre	57	63	71	72	74	76	77	79	80	85					
	87	88	89	90	91	93	94	95	102	109					
bistre brown	29	57	63	76	77	94	106								
black	113	264	265	266	267										
black brown	61	62	63	64	110	113									
black violet	229	230	259	260											
blue	163	164	168	169	170	171	172	173	174	177					
	178	179	181	182	183	184	186								
blue black	191	192													
blue gray	154	191													
blue green	140	141	143	144	145	158	159	160	163	164					
	173														

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**JERSEY ROYAL GOLDEN JUBILEE ISSUE**

Everyone has a favourite stamp or in this case sheet, and one of the Directors sent me this. Well not necessarily his only favourite but one certainly he enjoys. This is the Jersey (Channel Islands) M/S depicting HM The Queen in celebrating her Golden Jubilee. The stamps were printed by Cartor security printers France Printing Process and contains 24 carat Gold, 22 Carat Gold and 9% Silver. Date of Issue: February 6 2002, Face Value £3. To be truly appreciated the stamp — if handled — must be handled wearing cotton gloves or regular spade tweezers, the stamp in my view is truly a first and a classic stamp to adorn any specialist collection. Thanks to Jack Hesketh, your Board member from Scotland

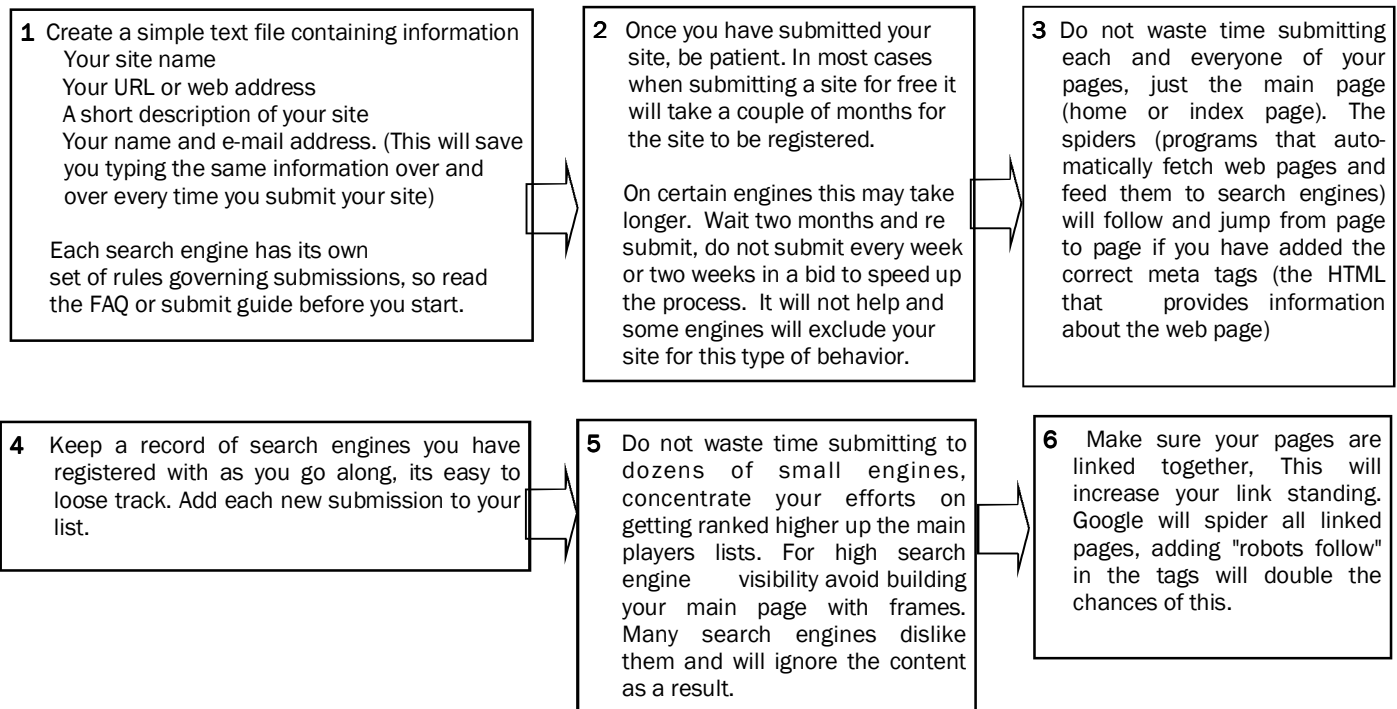


**EBUSINESS MADE EASY – SEARCH ENGINE SUCCESS**

I have a good article from Roy, our Webmaster, to share with you but since it is long I will split it into Part I for this issue and Part II for the June issue. Hope you find this informative and useful. *Thanks to Roy Simpson our Webmaster and Board member in Spain.*

It has been said 85% of web traffic comes via a search engine, but what a lot of web designers do not realize is that your site is not automatically included in the search data base. You need to register the site with each search engine. True there are search engine programs and services that will register your site for you, but these services do not or may not register you with the main ones that count. It is well worth the time and effort to register with the big boys your self.

**Preparing to submit** See how easy this is by following a few simple rules.



And remember, web directories and search engines are not the same. Engines will search everything you put to them, directories are more selective. With directories do not submit half finished sites. These are added by an editor, he / she will check the pages and if the site is shoddy he / she will reject the listing.

To increase your chances of success when submitting to search engines, spend some serious time and effort researching the most suitable sub-category to list your site under. As directories do not spider your Meta tags, your keywords play a very important role. If your site has a UK domain name, you have a better chance of getting it listed in a UK specific directory, so if you are UK based think very carefully about buying one.

And finally, think about a good name that reflects the content of your site. If it contains information on stamp dealing, choose a name that clearly or best describes your site with the stamp dealing words included if they are available. This will help your site climb higher in the rankings.

Part II, In the June issue, will discuss **Submitting your site details**

**ANNUAL FEES DUE – REMINDER**

If your membership fee is due on or before March 1st, April 1st or May 1st, 2009, please can you pay as soon as possible and not later than May 9, 2009 so that we are financial by the Annual General Meeting. We can pay our fees through PayPal into the IPDA's PayPal account which is 'treasurer@ipdaonline.org' I am told we will also receive a PayPal Request for fees due from the Treasurer. Thanks everyone. And, Footnote, I paid, easy to do, it works fine :-)

**CLOSING REMARKS**

I hope you enjoyed this issue. Thanks for completing the survey. The response has been a great help to me, and I hope to you in the material in this issue. My stamp for the month on the same theme I showed in the bottom left hand corner of page 1 - the Europa IYA 2009 issue from Croatia. Two stamps actually.

Best wishes.. *Michael*

