



PRESIDENT'S LETTER

ROGER QUINBY

Following a decade of attrition, suddenly stamp collectors, dealers, show organizers, publishers and club officers have reached a qualified consensus that our hobby has undergone significant changes over the past several years, and we now face the fundamental task of reinventing ourselves or face continued erosion of membership and participation.

Without going into a long statistical analysis, suffice it to say that numbers are down across the board. Irrespective of what action other societies have initiated to reverse the trends, your Board has undertaken a serious discussion to promote and instill new life into the SCC.

At its January meeting in San Diego, the Board voted to move forward with a new membership incentive program targeting experienced collectors, judges, and exhibitors willing to make a multi-year membership commitment to the SCC. The incentives include a discount on the annual membership fee and the choice of *Facit* or one of the DAK/GF catalogues. Dealers Lizabeth Stamp Company and Jay Smith & Associates are working with us to make this program a success. A parallel program for renewing membership is planned for the fall. Details of the programs will be announced in the May issue of *The Posthorn*.

Your *Posthorn* Committee also met at SANDICAL. In addition to moving forward with invigorating the quarterly journal, the committee will take a close look at how the SCC Website might be improved. Certainly, the Website can be the vehicle for publishing the member handbook, providing member information exchanges, and publishing articles in full color.

We have many opportunities to capture the future and an active and talented Board to grapple with the challenges we face.

One last word. SANDICAL was a very successful meeting. We congratulate William Benfield for taking the Grand Award and Ross Olson for taking the Reserve Grand. As reported elsewhere in this issue, Sigurður Thorsteinsson of Iceland received the first SCC award for writing excellence and Bo Söderholm of Finland gave a very interesting talk on maritime mail to Finland.

All members are welcome to the club's regional and annual meetings where you will find a warm welcome, friendship, and interesting programs. You are invited; come join us!

