



President's Letter

Roger P. Quinby

We have just returned from Turku, Finland and NORDIA 99. The late fall weather was very pleasant, surprisingly warm and sunny with a soft afternoon breeze. We had eight exhibits from the US and three gold medals. (The SCC winners at NORDIA 99 are reported in "Scandinavian Area Awards" column.) Special congratulations to gold winners Greg Frantz and Ross Olson.

In the last several years, we have seen significant SCC participation in the NORDIA shows in Denmark and Finland. The SCC has been extended full rights of participation and the appointment of a NORDIA commissioner. Nearly a dozen SCC members from the United States and Canada attended the show. The next NORDIA will be in a small town just outside Stockholm, called Sollentuna, March 17-19, 2000. Don Halpern, the US-SCC commissioner, welcomes your inquiries and invites you to join us in Sweden next March.

Once again, the Baltimore-Washington chapters were superb hosts for the SCC annual meeting at BALPEX. The exchanges with our visiting experts from the Nordic countries have been well received and the program will continue with the support of the Board. We are next meeting in San Diego at SANDICAL, January 21-23, with Arne Olsson of Sweden serving on the jury (exhibitors, there is still time to apply) and Bo Söderholm of Finland as guest speaker. Söderholm is the president of the Finnish Philatelic Federation and an expert on Nordic maritime mail.

In August, I issued a call for volunteers to fill several important SCC posts. Because the response has been somewhat disappointing, I must again ask if we do not have members interested in filling these positions that are essential for providing the depth and range of services for our membership. Bob Lang, our Vice President – Chapters, has also asked chapter presidents to ask for volunteers.

The Posthorn needs a Business/Advertising Manager. This position was described in some detail in my August letter. During the summer, we lost a valued friend and dedicated volunteer, Marvin Hunewell, who collected and exhibited Scandinavian postal cards. Perhaps you better knew him as the SCC publicity director, a position he filled for many years. So, now we are searching for a publicity director to prepare new releases of SCC activities, the annual meeting, guest speakers, and summarize the major articles in *The Posthorn* for the philatelic press and the SCC website. In addition, a search has started for an Awards Manager to coordinate this important club activity. More informa-

tion on these positions is published in this issue. Please volunteer, or if you know of someone who may be too shy to raise a hand, please present the recommendation to myself, Bob Lang, your chapter president, or one of the other officers or directors.

The SCC is not immune from the trends that affect the hobby in general and the organizations that serve increasingly diverse and specialized collecting interests. Membership in most philatelic societies has declined in the past several years. Circulation of *Linn's Stamp News* has declined along with attendance at most national shows. There are many reasons for these trends, including: the aging of the average stamp collector; explosive growth of Internet activity which better serves the specialist and the aging stamp collecting population; and disappearance of local stamp clubs and bourse. In my view, these trends will continue for the near term and they will affect the SCC.

Nevertheless, the SCC can do more to retain present members and attract new members. We have launched a major program to revitalize and improve *The Posthorn*. This is our first priority. While this will not be achieved overnight, I am pleased with the work of the editorial staff and the committee that continues to work actively on initiatives to increase the scope and variety of articles and columns, improve the quality of the illustrations, and so forth.

The Board is considering several suggestions for offering dues discounts for renewing membership for two, three, four, or five years. Also, we may be able to offer different catalogues at a significant discount price with membership renewal. Special discounts could be offered to new members. But the Board needs your ideas and comments. We would appreciate it if several members might volunteer for a membership committee and launch a membership drive in conjunction with NORDIA 2001. Your participation is urgently needed.

As this will be my last opportunity to communicate with you before the holidays, may you all enjoy a wonderful holiday season and a fabulous philatelic 2000.

