

**Joint APS Board of Directors/  
APRL Board of Trustees Meeting**  
Bellefonte/Telephonic  
Tuesday, November 14, 2017

**PUBLIC SESSION – 1:00 pm EST**

**CALL IN: 888-537-7715**

**PASSCODE: 13291358#**

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|-------------|---|---|
| <b>I.</b>   | <b>Call to Order/Welcome</b>                                | <b>Trish Kaufmann/<br/>Steve Zwillinger</b> |
| <b>II.</b>  | <b>Reports</b>  |   |
|             | a. Society Attorney   | Kathleen Yurchak                            |
|             | b. Shows Update   | Ken Martin                                  |
|             | c. Executive Director                                       | Scott English                               |
| <b>III.</b> | <b>2018 APS/APRL Budget</b>                                 | <b>Bruce Marsden/<br/>Ken Nilsestuen</b>    |
| <b>IV.</b>  | <b>Expression of Thanks</b>                                 | <b>Scott English</b>                        |
|             | a. Mercer Bristow – Director of Expertizing                 |   |
|             | b. Tara Murray – Director of Information Services/Librarian |   |
| <b>V.</b>   | <b>Proposed 2018 Meeting Schedule</b>                       | <b>Scott English</b>                        |
| <b>VI.</b>  | <b>Adjournment</b>  | <b>Trish Kaufmann/<br/>Steve Zwillinger</b> |



# AMERICAN PHILATELIC SOCIETY

100 Match Factory Place • Bellefonte, PA 16823-1367  
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**TO:** Board of Directors, American Philatelic Society  
Board of Trustees, American Philatelic Research Library

**FROM:** Scott D. English, Executive Director

**DATE:** 10 November 2017

**RE:** Executive Director Report

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Thank you for joining us today for our last meeting of 2017. It's been quite a year for the APS and APRL. As you know, our President, Mick Zais is unable to join us today as he is in Washington, DC preparing to meet with the Senate Health, Education, Labor, and Pensions Committee on Wednesday, 15 November 2017 as the nominee for Deputy Secretary at the U.S. Department of Education. It was my pleasure to serve as his Chief Operating Officer at the South Carolina Department of Education during his tenure as Superintendent of Public Schools. I'm sure you'll join me in wishing him the very best as he works his way through the confirmation process and, if confirmed, success in his efforts in Washington.

## **2017 Budget**

We are finalizing the October financials, so I will be reporting where we stand based on the September financial reports. As of 30 September 2017, we have recorded a surplus of \$118,000, which is \$51,000 better than expected. Although our revenues were \$50,000 less than anticipated, our total expenses to date are \$115,000 less than projected. I'd like to thank the APS staff for a commitment to strong financial management in keeping the faith with our members on spending each dollar wisely.

The major contributor to our success comes from the leadership of Wendy Masorti, Director of the APS Sales Unit. Circuit Sales are performing nearly \$27,000 better than budget and the Internet Sales Unit is \$14,500 better than budget. Thanks to our APS members who continue to use and support these services, both as buyers and sellers.

*The American Philatelist*, which started slowly in the first quarter continue to perform ahead of budget. Thanks to Helen Bruno, our Advertising Manager for working so hard to generate ad sales for the magazine and all the advertisers who put their faith in us. We will continue to work on making the AP one of the best investment decisions they make.

One of our greatest lags are Shows and Exhibition, a combination of lower than expected revenues in Reno and Richmond. To date, we are \$14,000 behind budget for the year. We have instituted cost-savings measures to alleviate some of that pressure for 2017 and Ken Martin has put together a 2018 budget to help us manage the budget more effectively. I am concerned about the historical performance of AmeriStamp, which has been a consistent revenue loss for the APS in recent years. We continue to evaluate performance and the future of the show and I will present a final recommendation to the Board by AmeriStamp Expo 2018 in Birmingham.

The other significant lag is Member Services, where we retained an employee for longer than budgeted, increasing expenses beyond the budget. Upcoming personnel changes will alleviate that budget pressure for 2018, so it is a temporary condition.

The last lag, the Web Site, is the result of higher-than-expected depreciation for 2016 when upgrades in 2016 exceed projected costs. We have been anticipating these costs, but have addressed them in the 2018 budget for better planning.

## **Membership**

At the end of October, APS membership was at 29,437, 1,110 less than the same time last year. We continue to prospect from the NY 2016 mailing list – most recently in September. We have received 140 applicants from the mailing of 4,000. Chapter reporting is moving along. To date, 82 percent of all chapters have reported and 259 have received chapter free dues for 2018. With regard to affiliates, 85 percent of our affiliates have reported their membership.

## **Campaign for Philately**

To date, the Campaign for Philately has raised \$357,000 through the end of September, compared to \$281,000 at the same time in 2016. Our current Technology Campaign is close to meeting the target of \$150,000. As of the end of October, we have raised \$136,000. The Richmond Stamp Soiree was a major contributor to helping us reach this target with slightly more than \$37,000 going directly to this initiative. By comparison, our most successful Tiffany Dinner, Hartford 2014, raised \$18,100. I would like to thank all the members of the Campaign for Philately for helping to boost our annual fundraising dinner and all the generous donors who supported that event. We are currently making plans for the Columbus Stamp Soiree at StampShow 2018 and will be sharing the details very soon.

## **Dealer Advisory Council**

The Dealer Advisory Council met on 2 October 2017 to discuss the results of the 2017 Dealer Survey. There is quite a bit of information in the survey and we have posted it to the APS website for the membership. We will be planning to meet again in December and at Birmingham AmeriStamp to determine what recommendations to take away from the survey. More than half of our APS Dealer members responded so thanks to them for providing their feedback.

## **Upgrade of the Member Relations Application**

In the 2017 budget, the Board approved upgrading the Member Relations application, which goes by the brand name, iMIS. Installation and implementation of the system was completed in October and while training continues for our staff, the system is fully operational.

## **Technology Update**

**Website:** One of the elements of the iMIS upgrade is a web content manager application that will us to better manage our website. With the departure of Jay Bigalke, our planning

took a brief hiatus while we brought on a new Editor. Martin Miller started in October and is currently working with the Editorial Staff on development of the web pages through the RISE platform. Based on our current timeline, we expect the website changes to be completed by AmeriStamp Expo 2018 in Birmingham. If possible, we will provide the Board with a walkthrough of the site at that time.

***Email Outreach:*** In our strategic plan, we proposed initiating non-member outreach to cultivate online relationships with people active in stamp collecting, but have not become APS members. This would generate content and market APS regularly to non-members who could be converted to members. We built the database of non-members, but initiation of the communication tool is also contingent on iMIS and the web update. I expect a newsletter redesign to be completed by February 2018 and initiation of the non-member email by June 2018. We will also develop further tools for improved social media work.

***Education Platform:*** In Reno, Dr. Brachbill demonstrated an online learning tool that would give us a chance to develop online courses both synchronous and asynchronous. We explored several online education platforms and given the amount of staff involved in developing the products, the ROI was not sufficient. We are doing Business Analysis now of a more robust platform that not only creates on-demand and live education courses, but would allow the APS to provide access to live APS events, such as StampShow.

## **Staff Updates**

- **Director of Information Services/Librarian** – Tara Murray will be leaving the APS on 22 December 2017 to take a position with Penn State University in the German and Slavic Languages and Linguistic Library. Scott Tiffney, our Research Assistant will take over as Director/Librarian at that time. Scott has a Master's in Library Sciences and Tara has been working to develop his leadership skills. This transition will be seamless.
- **Director of Expertizing** – Mercer Bristow will be retiring from the APS on 31 December 2017. Tom Horn will be taking the position of Director of Expertizing on 6 December 2017 upon his return from FLOREX and Mercer will serve in a consulting capacity for the remainder of his time with the APS. We expect Mercer will continue to volunteer his services and knowledge well into his retirement years.
- **Digital Marketing Strategist** – With the advent of the new technology initiatives, we have created a new position to work across channels and departments to coordinate membership, development and media for our online presence. The objective is to create branding and education of the APS and APRL to an online world through all of our available platforms. Mara Hartzell (formerly Ticcino), who is currently our Membership Assistant will take on this role. This will include becoming the point of contact for the APS Ambassadors.
- **Positions Eliminated** – With the adoption of the 2018 budget, the APS will officially eliminate the Shows Manager position previously held by Megan Orient. Ken Martin has been designated to manage the shows for the APS along with Kathleen

Edwards. We are also eliminating the Director of Special Projects position that Tom is vacating to take over as Director of Expertizing.

### **APS Ambassadors**

We are going out to all chapters to complete the transition of the APS Ambassadors to a full grassroots effort for the APS. Now that we've succeeded on the pilot stage, we are prepared to move this to a larger program. To accomplish this large-scale communication effort, we will need to have a customer service connector who can help provide resources and rapid communications to our Chapter Ambassadors and with Tom moving into the Expertizing office, this is the perfect time to transition to the next stage of execution.

### **StampShow 2020**

The APS and American First Day Cover Society have been negotiations to co-host StampShow 2020 in Hartford, CT. Preliminary discussions have been very positive and it's a matter of completing the detailed agreement along the lines of the APS/ATA joint agreement for StampShow 2018 in Columbus, OH. Our hope is to be able to successfully complete discussions and officially announce at AmeriStamp Expo in Birmingham in February 2018.



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## **Board Item – Mercer Bristow, Director of Expertizing**

**Background:** On the occasion of Mercer Bristow’s retirement as Director of Expertizing after 36 years of service to the APS and its membership.

### **RESOLUTION**

**Whereas,** A. Mercer Bristow started his employment with the American Philatelic Society on December 1, 1981;

**Whereas,** Mercer will be retiring from his position on December 31, 2017;

**Whereas,** Mercer has worked tirelessly on behalf of the membership of the American Philatelic Society around the world;

**Whereas,** Mercer has certified thousands of philatelic items and helped the philatelic community identify fakes, frauds, and forgeries;

**Whereas,** Mercer has led the effort to build a Reference Collection of thousands of donated stamps to protect the philatelic community’s investments for years to come;

**Whereas,** Mercer has instituted improved services to APS members, such as Quick ID and online APEX certificates, connecting technology and stamp collecting in powerful ways;

**Whereas,** Mercer helped lead efforts to bring and institute a CrimeScope to APEX to provide better service and protection to APS members;

**Whereas,** Mercer has assembled hundreds of experts to serve the APS membership and the philatelic community;

**Whereas,** Mercer has been a friend, a mentor and an asset to the APS staff and collectors around the world for 36 years;

**BE IT THEREFORE RESOLVED,** on behalf of the members and staff of the American Philatelic Society and the American Philatelic Research Library, the Board of Directors of the American Philatelic Society and the Board of Trustees of the American Philatelic Research Library express thanks to A. Mercer Bristow for his remarkable service and wish him well in his retirement.



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## **Board Item – Tara Murray, Director of Information Services/Librarian**

**Background:** On the occasion of Tara Murray's departure as Director of Information Services and Librarian after 7 years of service to the APS and APRL and its membership.

### **RESOLUTION**

**Whereas,** Tara E. Murray started her employment with the American Philatelic Society and American Philatelic Research Library on July 19, 2010 as Director of Information Services and Librarian;

**Whereas,** Tara will be departing to rejoin the staff of Penn State University on December 22, 2017;

**Whereas,** Tara has worked tirelessly on behalf of the membership of the American Philatelic Society and American Philatelic Research Library to increase the knowledge of the philatelic community;

**Whereas,** Tara led efforts to expand the philatelic research capabilities to both the philatelic and non-philatelic communities by growing the David Straight Philatelic Union Catalog to 13 philatelic libraries around the world;

**Whereas,** Tara instituted and led the creation of the Librarian's Roundtable, connecting philatelic librarians from around the world electronically and hosting a monthly meeting to share information and best practices for the betterment of the hobby;

**Whereas,** Tara was recognized by the Special Libraries Association as a Fellow in June 2017 for her outstanding contributions to the organization and the profession;

**Whereas,** Tara has increased access to philatelic materials by instituting digitization efforts to bring philatelic journals and other literature online;

**Whereas,** Tara has been a leader in increasing the technological capabilities of both the APS and APRL, to ensure members have access to new technologies both online and at the American Philatelic Center;

**Whereas,** Tara provided incomparable leadership to the APS and APRL while overseeing the construction of the new library, while ensuring member services remained second-to-none;

**Whereas**, Tara has been an ambassador, a mentor, and a friend to the APS and APRL staff, leadership, membership and researchers around the world for 7 years;

**BE IT THEREFORE RESOLVED**, on behalf of the members and staff of the American Philatelic Society and the American Philatelic Research Library, the Board of Directors of the American Philatelic Society and the Board of Trustees of the American Philatelic Research Library express thanks to Tara E. Murray for her remarkable service and wish her well in her future endeavors.

# Proposed 2018 Meeting Schedule

APS Board of Directors  
APRL Board of Trustees

**Meeting:** APS Board Meeting  
**Date:** Thursday, February 22, 2018  
**Location:** AmeriStamp Expo, Birmingham, AL  
**Time:** 10 am EST  
**Call In:** 888-537-7715, Code: 13291358#

**Meeting:** General Membership Meeting  
**Date:** Saturday, February 24, 2018  
**Location:** AmeriStamp Expo, Birmingham, AL  
**Time:** 9 am EST

**Meeting:** APS Board Meeting\*  
**Date:** Tuesday, April 17, 2018  
**Location:** Telephonic  
**Time:** 1 pm EDT  
**Call In:** 888-537-7715, Code: 13291358#

**Meeting:** APS Board Meeting\*  
**Date:** Tuesday, June 19, 2018  
**Location:** Telephonic  
**Time:** 1 pm EDT  
**Call In:** 888-537-7715, Code: 13291358#

**Meeting:** Joint APS/APRL Board Meeting  
**Date:** Wednesday, August 8, 2018  
**Location:** StampShow, Columbus, OH  
**Time:** 10 am EDT  
**Call In:** 888-537-7715, Code: 13291358#

**Meeting:** General Membership Meeting  
**Date:** Saturday, August 11, 2018  
**Location:** StampShow, Columbus, OH  
**Time:** 9 am EDT

**Meeting:** Joint APS/APRL Meeting\*\*  
**Date:** Tuesday, October 30, 2018  
**Location:** Telephonic  
**Time:** 1 pm EDT  
**Call In:** 888-537-7715, Code: 13291358#

\* - Subject to change or cancellation

\*\* - Consideration of the 2019 Budget