

## APS Dealer Survey September 2017

226 Responses, 519 Current Dealer Members, Percentages are of those answering

<b>Years an APS Member</b>		<b>Age</b>	
>25	182 (82.0%)	<40	1 (0.4%)
Auction	10	Private, Neither ASDA nor NSDA	
Online	47	Part Time	1
Private Web	37	41-50	3 (1.3%)
Retail	34	Auction	2
Shows	90	Online	1
16-25	29 (13.1%)	Private	2
Auction	2	Retail	1
Online	5	Shows	2
Private Web	11	ASDA	2, NSDA 0
Retail	3	Fulltime	3, Part time 1
Shows	12	51-60	28 (12.4%)
11-15	7 (3.2%)	Auction	2
Auction	1	Online	6
Online	2	Private	11
Personal Web	1	Retail	7
Shows	7	Shows	12
6-10	4 (1.8%)	ASDA	16, NSDA 9
Auction	1	Fulltime	22, Part time 4
Online	3	61-70	83 (36.9%)
Retail	1	Auction	6
Shows	1	Online	24
No Response	4	Private	22
		Retail	18
		Shows	37
		ASDA	35, NSDA 23
		Fulltime	54, Part time 29
		71-80	87(38.7%)
		Auction	4
		Online	19
		Private	11
		Retail	13
		Shows	50
		ASDA	35, NSDA 26
		Fulltime	57, Part time 29
		81-90	20 (8.9%)
		Online	6
		Private	5
		Shows	9
		ASDA	4, NSDA 4
		Fulltime	7, Part time 12
<b>Voted for Dealer Advisory Council</b>			
Yes	119 (52.7%)		
Auction	6		
Online	31		
Private	29		
Retail	18		
Shows	64		
ASDA	58		
NSDA	39		
No	107 (47.4%)		
Auction	8		
Online	25		
Private	23		
Retail	21		
Shows	48		
ASDA	35		
NSDA	23		

## APS Dealer Survey September 2017

### Age (Cont.)

>90	3 (1.3%)	
Shows	2	
ASDA	1, NSDA	0
Fulltime	2, Part time	1
No Answer	1	

### ASDA Member

<i>Yes</i>	92 (40.7%)	
Auction	9	
Online	20	
Private	25	
Retail	20	
Shows	50	
NSDA	35	
Full time	70, Part time	20
<i>No</i>	134 (59.3%)	
Auction	5	
Online	36	
Private	27	
Retail	19	
Shows	62	
NSDA	27	
Full time	75, Part time	56

### NSDA Member

<i>Yes</i>	62 (27.4%)
<i>No</i>	164 (72.6%)

### State or Regional Dealer Assn

<i>Yes</i>	81 (35.8%)
<i>No</i>	145 (64.2%)

### Intl Dealer Assn

<i>Yes</i>	53 (23.5%)
<i>No</i>	173 (76.5%)

### Full Time Stamp Dealer

<i>Yes</i>	145 (64.2%)
<i>No</i>	81 (35.8%)

### Part-Time Stamp Dealer

<i>Yes</i>	75 (33.2%)
<i>No</i>	151 (66.8%)

### Owner, Partner, Manager of Auction House

<i>Yes</i>	9 (4.0%)
<i>No</i>	217 (96.0%)

### How long active in your business

<5 Years	3 (1.3%)	
Auction	0	
Online	0	
Private	1	
Retail	0	
Shows	3	
ASDA	1, NSDA	0
Full time	1, Part time	2
6-15 Years	22 (9.8%)	
Auction	1	
Online	8	
Private	4	
Retail	2	
Shows	8	
ASDA	7, NSDA	7
Full time	12, Part time	11
16-25 Years	34 (15.1%)	
Auction	2	
Online	6	
Private	5	
Retail	4	
Shows	17	
ASDA	7, NSDA	7
Full time	11, Part time	7
26-35 Years	42 (18.7%)	
Auction	3	
Online	9	
Private	13	
Retail	6	
Shows	26	
ASDA	14, NSDA	12
Full time	22, Part time	19
>35 Years	124 (55.1%)	
Auction	7	
Online	32	
Private	28	
Retail	27	
Shows	56	

## APS Dealer Survey September 2017

>35 Years	(Cont.)	
ASDA	59, NSDA	33
Full time	89, Part time	31
No Answer	1	

### Primary Location of Business Activities (Although asked to choose one, many indicated more than one)

Shows	111
Retail Store	39
Private Website	52
Online Sales Site	56
Auction	13

### Primary Means of Communicating with Customers (Although asked to choose one, many indicated more than one)

E-mail	112
Telephone	43
Face to Face	89
Written Correspondence	72
Advertising	25

### AmeriStamp Expos Attended in Past 5 Years

0	114
1	35
2	26
3	17
4	11
5+	23 (Note 11 reported more than 5)

### Booths at AmeriStamp Expo in Past 5 Years

0	155
1	21
2	13
3	10
4	11
5+	16 (including five reporting more than 5)

### APS StampShows Attended in Past 5 Years

0	87
1	25
2	27
3	22
4	16
5+	49

### APS StampShows with a booth in Past 5 Years

0	142
1	15
2	11
3	17
4	6
5	35 (includes 11 reporting more than 5)

### WSP Shows Attended in Last Five Years

0-114	6-3	16-20	15
1-9	7-3	21-25	6
2-10	8-4	26-30	8
3-5	9-10	31-49	2
4-4	10-5	50-75	10
5-15	11-15	9	>75 2

### WSP Shows with Booth in Last 5 Years

0-149	6-10	7	40	2
1-2	11-15	7	50-74	8
2-7	16-20	13	75+	3
4-2	21-25	5		
5-16	30	6		

### Increasing Number of Shows with a Booth over next two years?

Yes	18
No	208

### Rank Order the Reasons for Cutting Back on Show Schedule (One Being Most Important and Six Being Least Important)

Travel Cost	Avg 2.26
Table Fees	Avg 2.64
Declining Sales	Avg 2.06
Lack of Exhibits	Avg 5.23
Travel	Avg 2.74
More Business Online	Avg 2.61

### Prefer AmeriStamp Expo or StampShow

AmeriStamp Expo	22
StampShow	112

## APS Dealer Survey September 2017

### Why

#### Geography/Travel

Better Locations	13
Larger Cities	3
More accessible	1
Easier Travel	1

#### Customers

Better Attendance	24
Customers more eager	1

#### Show Features

Larger Bourse/More Dealers	8
Bigger Show	3
Larger Venue	1
Better Venue	1
Longer Show	2
More established	2
Includes Auction	2
More High End Dlrs	1
More Prestigious	1
Stronger Show	1
More exhibits	2
More activities	1
More comfortable	1
C of C	1
Smaller Show	1

#### Market Activity

Better Results	4
More buying and Selling	1
Better auction results	1
Buying Opportunities	1

#### Weather/Calendar

Weather	6
Time of Year	3
Cooler Temperatures	1
Does not conflict with vacation	1

#### Show Costs

Travel Costs	4
Easier Travel	2
Less expensive	2
Cost of Booths	1

### Recommendation for AmeriStamp Expo

Co-Host with ASDA Winter Show	55
Co-Host with WSP Show alternating sites	66
Eliminate APS Winter Show	27
Keep Same	36

### All national philatelic organizations should hold one annual show together

Yes - 62
No - 164

### Expand scope to include other Collectibles

Yes - 84
No - 142

### Merge with other Collectible Organizations

Yes - 40
No - 186

### APS should Continuing Hosting Own Show

Yes - 98
No - 128

### STAMPSHOW should be held in

Different Cities Around Country	112
Few Cities	74

### Reasons for deciding to purchase a booth

(1- not important to 7 - most important)

Price	Avg 5.23
Location	Avg 6.32
New Market	Avg 4.57
Familiar Customer Base	Avg 4.49
Relationship with Organizers	Avg 3.44
Cost of Travel	Avg 5.18
Exhibits at Show	Avg 2.93
Natl Societies Mtg at Show	Avg 3.73

### Importance of USPS Postcard Mailing

(1- not imp to 7 - most imp)

Maintaining Dealer Costs	Avg 3.95
More Family Friendly	Avg 3.66
Help Dealers Avoid Fatigue	Avg 3.09
Increase Attendance	Avg 6.30

# APS Dealer Survey

## September 2017

### How much do agree with the following

(1 Disagree to 5 Agree)

Hobby is Too Fractured	Avg. 2.41
Reduce Number of Shows	Avg. 2.6
Exhibiting Brings Good Customers	Avg. 3.08
Exhibits Attract Non-Collecting Public	Avg. 2.36
Focus more on Internet, less on Shows	Avg. 2.69
Put Energy into Recruiting More Show Dlrs	Avg. 3.13
Invest More Money in Technology	Avg. 3.34

### One item that would improve shows

#### Dealers

- More polite dealers - 2
- More dealers - 1
- Fewer dealers - 2
- More International Dealers - 1
- Provide opportunities for new dealers - 1
- More respect - 1
- Better food at better price - 1
- Lunch delivered to booths - 1

#### Market

- Lower Selling Prices for Material - 1
- More sales - 4
- Lower auction fees - 1
- Less risk - 1

#### Lodging

- Closer Hotels - 1
- Lower Hotel Rates - 1
- 5 Star Hotels - 1

#### Customers

- Better Attendance - 14
- More Customers - 9
- Younger collectors - 1
- More intermediate and advanced collectors - 1
- More Beginners - 1

#### Bourse

- Subsidize Shipping Costs - 1
- No Dime/Dollar Booths - 1
- Improved Set Up Takedown Assistance - 8
- Better move in/move out arrangements - 1
- More security - 2
- Free and Fast Wifi - 1
- More space for smaller fee - 2

- Arrange booths by material being sold - 1
- Group dealers differently - 1

- Better show layout - 1
- Larger booth spaces - 1

#### Show Amenities

- More professional look - 1
- Fewer activities competing with dealers - 1
- Exhibits of General Interest - 1
- Free parking - 1
- Free banquet tickets - 1
- Outdoor space - 1
- More Youth Activities - 1
- More interesting lectures - 1
- First Days at Show - 1

#### Geography

- Less Travel Required - 1
- NYC is tired - 1
- Better locations - 6
- Better climate - 1
- Shows not on East and West Coast - 1
- Midwest location - 1
- Shows in more rural areas - 1
- Larger Metro Areas - 3
- Smaller Venue - 2
- Hotel not convention center - 1

#### Marketing

- More Local Advertising - 2
- More Advertising - 4
- Professional Marketing - 1
- Advertise to professionals - 1
- Flyers in Post Offices - 1
- Resume USPS Mailings - 1
- APS pay for PO mailing in exchange for free booth - 1

#### Show Charges

- Lower Table Fees - 20
- Lower Dealer Costs - 1
- Higher Exhibit Fees - 2
- Free Hotel Room with Booth - 1

#### Show Operations

- Longer Shows - 1
- Shorter shows - 2
- Close show at 5 pm - 2
- Earlier closing time on Sunday - 1
- Shorter show hours - 1
- Do what WESTPEX does - 1

# APS Dealer Survey

## September 2017

### **One thing the Dealer Advisory Council could do to be considered effective**

#### **Changes to Shows**

- reduce table cost, less extravagant cities
- study show statistics and hold "right size" shows
- Lessen costs for dealer
- select the show cities
- Get more dealers into shows
- Focus on security at stamp shows
- Propose that show costs be distributed among all
- more input on show locations
- reduce fees for tables
- shows are held in large collecting areas, promoted
- Winter shows in good areas- avoid south/southeast
- lower costs at shows, reduce activities
- as many dealers as possible
- work with APS to develop policies, no Sunday show
- help smaller shows advertise event
- increase stamp show attendance
- increase show advertising nationally/international
- push USPS to put our postcards for StampShow
- Fix the winter show mess
- make sure shows are in major philatelic cities
- venues are too large for APS shows
- Get post office to resume free mailings
- promote smaller shows
- coordinate (non-show dealers) program
- find out where dealers want to have shows
- Choose proper show sites
- develop a plan to interview professional PR firms
- reduce total show cost, increase attendance
- look at successful show and do that-Comicon, Lobex
- show venue only in well populated area
- more input on show locations
- lower dealer costs, up exhibitor costs
- help local clubs put on small shows
- smaller and less expensive show venues

- pick good locations for summer shows

#### **Dealer Community**

- represent changing dealer landscape
- stop looking down on new/internet dealers
- Value dealers, make it rigorous to become a dealer
- listen to small local dealers not just big wigs
- address needs of smaller/ new dealers
- dealers should be involved in local community
- emphasize importance of credentials to public
- effective dealers go to show, not politics
- encourage APS members to be dealers
- dealers need more data, rely on rumors
- focus more on part time dealers
- make them known to dealers
- recruit new dealers
- find out what dealers experience, local dealers

#### **Education**

- "How to" pamphlets
- Help dealers enter the computer age with seminars
- tips for dealers who work from home, advertising
- mentor for new dealers
- create videos of success to inspire new dealers
- more communication, workshops, mtgs, CoOp services
- Help dealers use internet to market, online course
- updates on market direction, online discussion
- communication with dealers and advice on trends
- educate and promote online dealer activities

#### **Help the Hobby**

- new idea to attract new collectors, not more shows
- improve interest in hobby
- Contact professional lawyers and doctors
- advertise to non-collectors
- look for crossovers between hobbies
- increase number of collectors
- improve image of collecting in the general public
- increase collector base
- promote in philatelic press major shows
- advertising to local seniors & youth in show

# APS Dealer Survey

## September 2017

city

- bring philately back in the thoughts of the public
- raise awareness about hobby to public
- promote stamp collecting
- getting people interested in philately ages 30-60
- programs to bring white collar, middle aged people

### **Marketplace**

- Kill fake and mis-described items on eBay
- stop the government from issuing so many stamps
- support programs to encourage local stores
- More support for stamp stores that still exist
- pass on info on marketing trends
- resources to facilitate online sales
- answer question of what collectors want? Best deal
- put pressure on eBay to clean up its act
- stamp shows as we know them will not exist in 10yr

### **Organizational**

- get online buyers connected with organized philately
- enforce ethics rules
- don't know, concern APS running by committee?
- coordinate with ASDA
- promote the APS website more
- modernize
- more effective policing of fraud online
- promote all aspect, adapt to internet
- raise funds, produce changes, not just meetings
- change focus to enhance online presence
- tighten ethics at APS for dealers ex. Regency
- start assisting the post office

### **Outreach**

- contact with local shows to see outside elite
- shows work when dealers make money
- promote more competitive exhibits for the fat cats
- communicate more frequently
- not listen to only large dealers
- be effective, get input, part of planning sess.
- more meetings and publish results to all APS

members

- design better surveys
- talk to all dealers and listen to them carefully
- listen to dealers, they pay for shows
- continue to improve communications
- Better PR
- visit each dealer to get feedback
- enact changes from this survey, if not no reason
- get APS leadership to listen to dealer concerns
- be effective
- poll dealers
- frequent contact with dealers and feedback to APS
- listen carefully
- stop talking and listen to dealers and collectors
- listen to what others are saying not just ASDA
- Get APS to really listen to Dealers
- Communicate better with dealers and interact more
- Back to basics, benefits not just monetary
- communication
- poll dealer more often to find out what they need
- active at shows and with other dealers
- work with eBay and other sites to promote APS dealers

# APS Dealer Survey

## September 2017

### What is the biggest challenge for dealers in the next ten years?

#### Changes to Shows

- finding shows close to home
- maintaining a presence at shows
- keeping the shows strong
- declining attendance at stamp shows
- costs
- combine with postcard, etc shows
- travel costs
- dying stamp shows
- lack of collectors going to shows
- cost of doing shows v. return on investment
- decline in show spending and attendance
- declining show attendance. Increase fees

#### Community

- show dealers- aging base internet dealers- branding
- staying young and new material
- baby boomers dying and quitting
- collectors dying off
- declining participation in the hobby, death
- aging customer base
- Lack of New Dealers
- aging collectors and dealers
- dealer health and wealth
- Aging out and dying out of customer base
- promoting face to face customers
- sharply declining collector base
- age of collectors/dealers
- aging customers, no young collectors,
- age of dealers
- declining number of youth taking up hobby
- declining number of collectors
- Staying alive! Many dealers are overweight and ill
- Ages of dealers and need to recruit new members
- declining collector base
- not enough young/new collectors
- Demographics of Dealers and customers
- aging dealer and customer base, technology
- Aging customers
- aging stamp collectors
- death
- millennials

- declining collector base
- aging customer base
- buyers
- Aging and lack of interest among younger generation
- decrease in collecting base, aging collectors
- age
- declining customers and dealers
- precipitous drop in the number of new collectors
- old age, loss of child collectors
- aging of dealers and collectors
- Aging
- Aging out of the system
- Collector base

#### Education

- Mentoring
- disposing inventory that does not sell, training Help the Hobby
- internet/technology
- become more in tune with 50-60 yr. olds, not kids
- keeping up with the computer/internet world
- integrating with new communication and technology
- Technology
- adapting to the internet world
- modern technology
- adapting to the changing face of the hobby
- presence on web, offering great stamps
- move to a 2017 style of selling
- adapting to change
- learn to use internet to the fullest
- keeping up with technology changes
- adapting to internet sales
- adapting to technology
- being creative, growth of e-business, marketing

#### Marketplace

- finding fat cat exhibitors
- Sales online
- not enough material available to buy more ads
- making a profit on a show circuit that is weakening
- retention of customer base and expansion
- self-stick US stamps



# APS Dealer Survey

## September 2017

- Kill fake and mis-described items on eBay
  - retail trade
  - increase in costs with decreasing customer base
  - stop the government from issuing so many stamps
  - finding customers
  - growth
  - keep replacing stock to meet demand
  - Existence- APS selling and eBay selling
  - New Customers
  - continue to find good material to sell at a profit
  - competing with "big box" dealers
  - earning a living
  - very few collectors in 10 years
  - People not collecting anything
  - return to collector oriented sales methods
  - need more customers
  - cost of business v sales
  - finding new customers
  - keeping shops and show alive
  - to survive
  - staying in business as sales decline
  - Aging client base
  - making a living selling any sort of collectable
  - internet taking away meeting with customers, youth
  - internet sales
  - less attendance because of age, move to internet
  - contacting collectors to show material
  - competing with internet sales
  - inflation
  - investing income into a shrinking but high market
  - competing for good material
  - declining prices due to supply/demand issues
  - changing business model and mindset to the current
  - establish the value of certain online venues
  - abolish the "grading" system
  - customers aging, few young buyers
  - increase market penetration
  - adjusting to the preference of purchasing online
  - new customers
  - continued shift to online sales
  - lack of customers
  - declining customer base
  - offsetting declining customers base and educate young
  - Few new customers
  - supply of customers will decrease
  - focus on cost-effective shows, grow internet sales
  - dropping demand due to age/dying
  - fraud and value of postage
  - Shrinking customer base
  - staying alive, eBay is killing the hobby
  - few new dealers, cost of shows, technology
  - declining customer base/ inventory sold at loss
  - internet causes price drop and no police of ethics
  - stay alive and change business model
  - increasing costs and declining sales
  - survival, w/out dealers there are no shows
  - small dealers find difficult to obtain material
  - staying in business
  - aging collector base, too many new issues
  - countries issuing too many stamps, catalogs \$\$
  - adapting to customers changing tastes
  - decline of all collectibles
  - internet in the aging traditional collecting base
  - climbing expenses and less sales
  - keeping collectors still interested
  - changing stocks and practices for the future
  - changing business with changing landscape
  - staying in business, online lower costs
  - shrinking customer base, competition online
  - find good material
  - cost of doing business
  - online selling sites like eBay
- Organizational**
- emphasize benefit of honest, knowledgeable dealers
  - creating next generation of dealers
- Outreach**
- bring in younger generation of collectors
  - encourage young people to get interested
  - effective and economic ways to reach buyers
  - adding more collectors
  - find new collectors to replace ones dying

## APS Dealer Survey September 2017

- increasing advertising effectiveness
  - getting internet and mail order collectors to show
  - increase collector base
  - get more people involved in collecting
  - attract new collectors and younger dealers
  - find customers to replace ones who die
  - raising the affinity for more collectors
  - keeping hobby relevant, no young collectors
  - effective marketing
  - finding new customers
  - customers
  - keeping philately in the mainstream
  - creating new collectors
  - adding new customers
  - get more baby boomers into hobby, class at schools
  - getting young people interested
  - new serious collectors starting the hobby
  - Creating new collectors
  - getting people interested
  - expanding customer base
  - finding new buyers and collectors
  - Increase dealer base and recruit new dealers
  - attract more collectors and dealer
- Personal Comments
- look forward and go with the flow
  - I'm too old to so this another 10 years
  - staying alive
  - too much like work and no fun
  - 10 years is optimistic time span
  - staying alive, the computers
  - survival
  - survive

# APS Dealer Survey

## September 2017

### What is the one thing APS can do to help with that?

#### Changes to Shows

- APS should not sell at show unless pay table fee
- advertise shows
- keeping running good shows
- mail postcards
- more shows in west, interesting speakers
- right size and down size the show
- review all costs of shows with goal to reduce cost
- locations with lower rent, less dealers, local ads
- Send press release about show to locals papers
- choose good locations, even if we have to pay more
- effective law enforcement at shows
- do away with frills that cost money
- reduce costs; paper collectible dealers allowed
- help consolidate smaller shows in region
- start promoting next show right after one ends
- Get postal service to support show with mailings
- arrange special/reduced hotel and plane fares
- Pick good show sites and advertise more
- show more affordable
- direct time and revenue to local shows and dealers
- Host a phone or device app for shows around U.S.
- drop winter show, exhibit only format?
- affordable venues and cities
- help smaller local shows
- reestablish partnership with USPS mailings
- lower costs for tables
- get more people to attend
- Show support, make shows an event, worth going to
- shows overpriced; too many dealers
- less subsidizing exhibits
- contact other hobby shows and coordinate, one venue
- tables are too expensive for small dealers
- get members interested in going to smaller shows

- combine shows with other collecting areas
- keep show fees down, venues in smaller cities
- pay dealers for show
- reduce cost of booth

#### Community

- dealers should be involved in local community
- stop focusing on kids, no APS w/out shows & dealers
- recognize the important role dealers play
- too much emphasis on top half of collectors
- promote dealer and collectors, awareness
- elite category of membership to help finance change

#### Education

- An online guide to successfully buying stamps
- promote education and utility of Scott catalog
- Internet buyers need to learn quality standards
- matching mentors
- training for dealers in selling on line, websites
- assist young dealers
- provide assistance to dealers on email, websites.
- Clearing house for online access and stamp resource
- better dealer education
- recruit new dealers, education for dealers
- seminars/webpage on internet tools for dealers
- more educational emphasis
- teach, fair prices, service, ethics
- develop education programs to recruit new members
- kids book about stamps

#### Help the Hobby

- stamp collecting video game?
- more activities involving young people
- technology
- encourage online activities

#### Marketplace

- Kill fake and mis-described items on eBay
- provide turnkey stamp store capabilities at low \$
- shut down eBay
- come out in opposition to the graded stamp scam
- limit number of dealers, so can make profit
- Left out mail sales- non-tech dealers left out.

# APS Dealer Survey

## September 2017

- offer sales site for the dealer
- Bring the \$5 to \$50 items of collecting back
- cover changing collector interests in the magazine
- start online auction site for only APS dealers
- do not allow advertising geared to grading
- find software which more than one dealer could buy
- periodic online reports to advise on markets
- express dismay at the oversight on eBay publicly
- get basic collector supplies price lowered
- improve APS StampStore
- move more sales to the internet etc.
- new buyers start online, promote websites

### **Organizational**

- focus on club and individual collectors
- stop worrying about what ASDA is doing
- Find an ED that understand industry & does job
- work closely with ASDA
- get Ebay to allow an APS dealer logo for sellers
- fewer costs
- continue to improve magazine
- help with costs of mail lists by area
- improve certificates (grading)
- Is the APS collector driven or dealer driven??
- a lot of appraisers are not playing by the rules
- create group to represent hobby to other groups
- Linns issues are smaller and more like NatGeo mag
- adapt to change, catalogs should be online
- APS needs to adapt to change as well
- lower price for expertizing
- Use tech resources to get in contact w/ collectors

### **Outreach**

- contact with local shows to see outside elite
- appeal to younger generation with tech and social media
- stop focusing on youth, but middle age
- recruit younger members
- Focus on families in advertising hobby
- try to get more people to collect

- more internet advertising
- youth promotion and empty nester promotion
- recruit people 30-50 yrs. old
- keep promoting and reaching out
- get people interested in collecting
- do things to promote youth, schools, social media
- emphasis on bringing in younger collectors
- aggressive collecting promotion
- advertise outside philatelic community
- increase collector base
- promote
- Good services, but promoted more to get attention
- promote website with 30-60yr and other collectors
- Keep promoting
- Sponsor stamp clubs in school
- more advertising
- Recruit more younger members
- advertise in medical and legal periodicals
- recruit new members
- Plans for schools
- Contact with more senior centers and other orgs
- youth outreach
- advertise the advantage of buying at shows v online
- recruit younger people
- Advertise?
- APS is doing all they can, target retired age grp
- Do a survey of membership why they collect
- ad campaign needs young faces to attract young
- local ads stressing the benefits of hobby
- provide marketing sources to dealers
- attract non-traditional collectors to membership
- outreach to eBay buyers/sellers
- target empty nesters in 40s and 50s
- advertise in non-philatelic magazines
- direct resources to develop new collectors
- Recruit younger generation and dealers
- Advertise in family magazine/non-philatelic press

## APS Dealer Survey September 2017

- get new blood into the hobby
- work with teachers and scouts
- active recruitment of teens and preteens
- Communication with schools, colleges and universities
- find more collectors
- diversify to other collectible areas

### **Personal Comments**

- time machine
- too many dealer opinions, shows can be small
- nothing
- promote better diet and exercise
- assume not everyone is rich, more down to earth
- nothing, stamps are dead
- Less emphasis on covers
- not sure
- not sure
- not much
- I don't know
- Doing a good job
- don't know, many dealers don't want to change!
- invent a time machine
- Nothing