

TEXAS PHILATELIC ASSOCIATION, INC.
“Friendship through Philately”
Board of Directors Meeting
Saturday, April 17, 2010, 10:00 a.m.
Doubletree Hotel Near the Galleria, , *Ebony Room*
Dallas, Texas

Minutes

Call to Order

The April 17, 2010 meeting of the Texas Philatelic Association’s Board of Directors was called to order at 10:15 a.m. by President Robert I. Benner.

Members Present

| | |
|--|-------------------------------------|
| Robert I. Benner, President | Peter C. Elias, Director (2012)* |
| Thomas M. Koch, 1 st Vice-President | William L. Strauss, Director (2012) |
| Lyle C. Boardman, Treasurer | Larry Ballantyne (2014) |
| Arthur P. von Reyn, Secretary | Ray E. Cartier, Director (2014) |
| James Berryhill, Director (2012) | George I. Woodburn (2014) |

*Appointed during meeting to serve Robert I. Benner’s unexpired term.

Approval of Minutes

Lyle Boardman, seconded by George Woodburn, made a motion to accept and waive the reading of the minutes of the September 19, 2009 meeting of the Texas Philatelic Association’s Board of Directors. The motion passed unanimously.

Reports

1. President (Past) – Arthur P. von Reyn (Attachment 1)
2. Secretary – Lyle Boardman (Attachment 2)
3. Treasurer – Lyle Boardman (Attachment 3)
4. Membership – Arthur P. von Reyn (Attachment 4)
5. Webmaster – Arthur P. von Reyn (Attachment 5)
6. TEXPEX – Thomas M. Koch and Robert I. Benner reported that due to another national show being held the same weekend, along with illnesses and disappointment with sales at the AmeriStamp Expo 2009, fewer dealers were participating in the 2010 event.
7. Journal Editor – Arthur P. von Reyn (Attachment 6).

Appointments

1. Ray Cartier was appointed by Robert I. Benner to chair the membership committee.
2. Larry Ballantyne, seconded by Thomas M. Koch, made a motion to appoint Peter C. Elias to the complete the unexpired term of Robert I. Benner as director. The motion passed unanimously.

New Business

1. Lyle Boardman discussed the credit card acceptance program. (Attachment 7)

2. William L. Strauss, seconded by Ray E. Cartier, made a motion to increase the membership dues to \$18.00 annually with a \$3.00 discount allowed if paid by December 31 of the expiring year and to increase life membership rates proportionally. The motion passed unanimously.
3. Ray E. Cartier was named to look into procuring a pin to recognize members with 25 or more years of continuous membership.
4. Lyle C. Boardman brought a handout relating to a proposal to grant free dues to members having 40 or more years of continuous membership. (Attachment 8)
5. Robert I. Benner, seconded by Thomas M. Koch, made a motion to schedule the next Board of Directors meeting for Saturday, September 18, 2010 at 9:15 a.m. at the Greater Houston Stamp Show, Humble Civic Center, Humble, Texas. The motion passed unanimously.

Adjournment

Larry Ballantyne, seconded by George I. Woodburn, made a motion to adjourn the meeting at 10:55 a.m. The motion passed unanimously.

Respectfully submitted,

Arthur P. von Reyn
Secretary
Texas Philatelic Association

PRESIDENT'S REPORT

By Arthur P. von Reyn

1. A new milestone was reached at the end of 2009 when the number of active life members and chapters reached 100, an increase of 19 from the previous year. General membership levels have risen as well, to the highest levels since the 1980s. A considerable portion of this increase was due to a tremendous recruitment effort at AmeriStamp Expo/TEXPEX.
2. The current situation with financing the publication of future issues of *The Texas Philatelist* will be addressed in the journal editor's report.
3. There was a substantial drop off in the participation in the Youth Holiday Stamp Design Contest in 2009. Much of the problem is insufficient publicity and outreach, as most of the entries come from a limited number of schools, one of which didn't participate in 2009.
4. An article published in the November-December edition of *The Texas Philatelist* described an offer for chapters to receive an entire page for their own use in the journal, with the price ranging from free to \$150, depending on the number of members in chapters who were also TPA members. So far, there has been no response to this offer. Perhaps a direct mailing would be more effective method of publicizing this offer.
5. The *TPA Membership Directory* was finally published in the late summer. This is a very time-consuming project due to the lack of database that will create the necessary information in an appropriate format.
6. Realizations in the TPA/OPS auctions continue to increase. A considerable portion of the material offered during the last year was donated by Warren Crain to benefit the Journal Publication Fund. As might be expected, U.S. material receives most of the bidding action. Some items are sold at prices considerably better than on eBay, thanks to the illustrations in the journal and on the TPA website. Greater participation will make this an even more profitable way for members to dispose of excess material and to fill in those holes in a collection. Also, a volunteer who lives in the Dallas area is urgently needed to help prepare the auction lots.

SECRETARY'S REPORT

By Lyle C. Boardman

MEMBERSHIP STATUS:

| | |
|-----------------------------------|------------|
| Membership, February 15, 2009 | 537 |
| <u>Membership, April 14, 2010</u> | <u>593</u> |
| Net Gain | 56 |

Note: The normal attrition rate for a philatelic group is usually about 8-10 percent. In the past few years, the president has sent out a personalized final dues notice, as was done this year. As of April 14, 2009, there were 28 members who had not yet paid their dues for 2010, most of whom will not renew. Below is more detailed indicating results during recent reporting periods. Beginning and ending dates might be slightly different from that shown above.

| | TEXPEX | | GHSS | | TEXPEX |
|------------------------|---------------|----------------|------------------|----------------|---------------|
| | 2009 | Changes | 9/19/2009 | Changes | 2010 * |
| Life Chapters | 9 | 1 | 10 | 0 | 10 |
| Life Members | 86 | 3 | 89 | 3 | 92 |
| Regular Chapters/Units | 16 | -1 | 15 | -1 | 14 |
| Regular Members | 431 | 29 | 460 | 17 | 477 |
| Total | 542 | 32 | 574 | 19 | 593 |

TEXAS PHILATELIC ASSOCIATION

STATEMENT OF ACTIVITIES (Unaudited)

| Revenue and Support: | YE 12/31/2009 | YE 12/31/2008 | YE 12/31/2007 |
|--|-----------------|---------------|---------------|
| Membership Dues | \$8,049.00 | \$8,228.00 | \$5,286.50 |
| <i>The Texas Philatelist</i> Advertising | 2,775.50 | 1,139.15 | 404.50 |
| Interest Income | 503.89 | 427.36 | 404.88 |
| Gifts | 717.41 | 1,039.58 | 890.71 |
| Auction Proceeds | 581.32 | 32.08 | 0.00 |
| Publication Fund | 5,253.00 | 3,943.68 | 1,072.00 |
| <u>Book Sales</u> | <u>1,330.00</u> | <u>0.00</u> | <u>0.00</u> |
| Total Revenue and Support | \$19,210.12 | \$14,809.85 | \$8,058.59 |
| | | | |
| Expenses: | YE 12/31/2009 | YE 12/31/2008 | YE 12/31/2007 |
| Auction | \$165.83 | \$109.82 | \$44.16 |
| Board of Directors | 0.00 | 123.60 | 92.20 |
| Cost of Books | 1,260.00 | 0.00 | 0.00 |
| Credit Card Fees | 252.44 | 250.23 | 19.45 |
| Directory Publication | 461.54 | 0.00 | 169.73 |
| Dues Collection | 385.44 | 503.64 | 24.89 |
| Member Recruitment | 1,746.12 | 1,066.15 | 1,788.95 |
| <i>The Texas Philatelist</i> Editor | 63.86 | 75.69 | 28.55 |
| <i>The Texas Philatelist</i> Production | 5,107.57 | 3,975.52 | 3,701.71 |
| <i>The Texas Philatelist</i> Postage | 1,616.18 | 1,447.54 | 1,664.39 |
| Secretary | 78.18 | 75.32 | 0.00 |
| Treasurer | 3.44 | 0.00 | 0.00 |
| <u>Miscellaneous</u> | <u>49.26</u> | <u>0.00</u> | <u>5.00</u> |
| Total Expenses | \$11,189.86 | \$7,627.81 | \$7,539.03 |
| Increase (Decrease) in Net Assets | \$8,020.26 | \$7,182.34 | 519.56 |

STATEMENT OF NET ASSETS (Unaudited)

| Assets: | 12/31/2009 | 12/31/2008 | 12/31/2007 |
|-----------------------------------|------------------|-----------------|-----------------|
| Cash and Equivalents | \$25,063.14 | \$28,616.27 | \$20,127.93 |
| <u>Certificates of Deposit</u> | <u>10,292.43</u> | <u>0.00</u> | <u>0.00</u> |
| Total Assets | \$35,355.57 | \$28,616.27 | \$20,127.93 |
| | | | |
| Liabilities: | | | |
| Sales Tax Payable | \$25.04 | \$0.00 | \$0.00 |
| <u>Payable to TPA Foundation</u> | <u>0.00</u> | <u>1,306.00</u> | <u>0.00</u> |
| Total Liabilities | \$25.04 | \$1,306.00 | \$0.00 |
| | | | |
| Net Assets: | | | |
| Unrestricted | \$8,914.21 | \$9,334.59 | \$9,953.93 |
| Life Memberships | 16,000.00 | 12,960.00 | 9,120.00 |
| <u>Journal Publication Fund</u> | <u>10,416.32</u> | <u>5,015.68</u> | <u>1,072.00</u> |
| Total Net Assets | \$35,330.53 | \$27,310.27 | \$20,127.93 |
| | | | |
| Total Liabilities and Net Assets: | \$35,355.57 | \$28,616.27 | \$20,127.93 |

NOTES: The TPA Foundation uses the cash basis of accounting for financial reporting. Revenues are recorded when payments are received and expenses recorded when paid. This is a comprehensive basis of accounting other than generally accepted accounting principles.

TEXAS PHILATELIC ASSOCIATION FOUNDATION**STATEMENT OF ACTIVITIES (Unaudited)**

| Revenue and Support: | YE 12/31/2009 | YE 12/31/2008 | YE 12/31/2007 |
|-----------------------------------|---------------|-----------------|---------------|
| Donations | \$2,900.23 | \$3,146.22 | \$1,642.59 |
| Auction Donations | 0.00 | 339.50 | 0.00 |
| Interest Income | 460.63 | 436.19 | 453.74 |
| Dividend Income | 33.00 | 186.00 | 216.00 |
| <u>Grant for Stever Book</u> | <u>0.00</u> | <u>9,852.00</u> | <u>0.00</u> |
| Total Revenue and Support | \$3,393.86 | \$13,959.81 | \$2,312.33 |
| Expenses: | YE 12/31/2009 | YE 12/31/2008 | YE 12/31/2007 |
| Support for TEXPEX | \$0.00 | \$1,000.00 | \$1,000.00 |
| Donations | 500.00 | 500.00 | 500.00 |
| Awards 50.00 | 50.00 | 50.00 | 0.00 |
| TEXPEX Awards | 0.00 | 265.84 | 326.70 |
| Website Rental | 119.50 | 119.50 | 119.50 |
| TPA Xmas Contest | 195.47 | 102.34 | 710.36 |
| <u>Publication of Stever Book</u> | <u>0.00</u> | <u>9,852.00</u> | <u>0.00</u> |
| Total Expenses | \$864.97 | \$11,889.68 | \$2,711.56 |
| Increase (Decrease) in Net Assets | \$2,528.89 | \$2,070.13 | (\$399.23) |

STATEMENT OF NET ASSETS (Unaudited)

| Assets: | 12/31/2009 | 12/31/2008 | 12/31/2007 |
|-----------------------------------|---------------|-----------------|---------------|
| Cash and Equivalents | \$13,700.37 | \$20,157.91 | \$19,793.78 |
| Certificate of Deposit | 10,292.43 | 0.00 | 0.00 |
| Investments | 2,160.00 | 2,160.00 | 0.00 |
| <u>Receivable from TPA</u> | <u>0.00</u> | <u>1,306.00</u> | <u>0.00</u> |
| Total Assets | \$26,152.80 | \$23,623.91 | \$19,393.78 |
| Liabilities: | | | |
| <u>Liabilities</u> | <u>\$0.00</u> | <u>\$0.00</u> | <u>\$0.00</u> |
| Total Liabilities | \$0.00 | \$0.00 | \$0.00 |
| Net Assets: | | | |
| Unrestricted | 26,152.80 | \$21,463.91 | \$19,393.78 |
| <u>Prior Period Adjustment</u> | <u>0.00</u> | <u>2,160.00</u> | <u>0.00</u> |
| Total Net Assets | \$26,152.80 | \$23,623.91 | \$19,393.78 |
| Total Liabilities and Net Assets: | \$26,152.80 | \$23,623.91 | \$19,393.78 |

NOTES: The TPA Foundation uses the cash basis of accounting for financial reporting. Revenues are recorded when payments are received and expenses recorded when paid. This is a comprehensive basis of accounting other than generally accepted accounting principles. The investments represent the book value of 150 shares of Regions Financial that were added to the financial statements in 2008 as a prior period adjustment. The market value of these shares as of 12/31/2009 was \$793.50.

MEMBERSHIP REPORT

By Arthur P. von Reyn

1. To grow our membership, efforts in 2009 included:
 - a. Mailing copies of the TPA journal and membership materials to collectors on the APS mailing list just before the AmeriStamp Expo/TEXPEX event.
 - b. Staffing member recruitment tables at all three major shows held in Texas. At AmeriStamp Expo/TEXPEX, 43 member applications were received. A couple of applications were received as a result of the table at the Houston show and one at the Mid-Cities event.
 - c. However, no TPA journals were dropped off at TSDA bourses during 2009, as previous efforts having readily identifiable membership applications included seemed to have generated no response.
2. For 2010, the efforts will be:
 - a. Mailing *The Texas Philatelist* to APS members who are not TPA members, along with a letter and membership application. (Note: This was accomplished just before TEXPEX.)
 - b. Again trying to leave extra copies of *The Texas Philatelist* and membership materials at more TSDA bourses. This should be accomplished by someone who is not a dealer, as dealers have forgotten to bring them in the past.
 - c. Staffing a TPA stamp shows in Texas. Volunteers are always needed for this activity.
- d. Pushing a program to have chapters with a sufficient TPA membership qualify for free dues and receive a free or cheap chapter page in *The Texas Philatelist*.

WEBMASTER'S REPORT

By Arthur P. von Reyn

1. The website needs some extensive revamping and updating. Especially desirable is the addition of "drop down" menus for easier navigation and programming for a more flexible and reliable means to pay dues, make donations, purchase product offerings, and so forth.
2. There are many resources on the website include electronic files of *The Texas Philatelist*, a dealer listing, a member bourse, U.S. stamp issue calendar, links to other philatelic sites, U.S. historical postal rates, etc. Some are updated regularly, others not due to a lack of time on the part of the webmaster, who has also been serving as the TPA president, assisting with the publication of the journal, etc.
3. Interactive features now on www.texasphilatelic.org include:
 - a. Submitting membership applications and updating member information.
 - b. Turning in chapter activity reports.
 - c. Bidding in TPA/OPS auctions.
 - d. Paying dues and making donations.
 - e. Requesting free "Classified Bourse" ads.
 - f. Requesting OPS Sales Division books.
 - g. Registering philatelic events like stamp shows, first day of issue ceremonies, etc.
 - h. Volunteering for sitting at the TPA table at stamp shows
4. Since your president is also the webmaster, time constraints limit the frequency of updates.
5. Site visitation increased a bit in the months before AmeriStamp Expo/TEXPEX, but has slipped since:

| As of date: | Cumulative | Average Monthly |
|-------------------|------------|-----------------|
| April 7, 2006 | 9,103 | NA |
| April 13, 2007 | 12,379 | 273 |
| April 11, 2008 | 15,813 | 286 |
| February 20, 2009 | 19,200 | 335* |
| April 13, 2010 | 23,090 | 280** |

* Average for 10.1 months

** Average for 13.9 months

THE TEXAS PHILATELIST REPORT

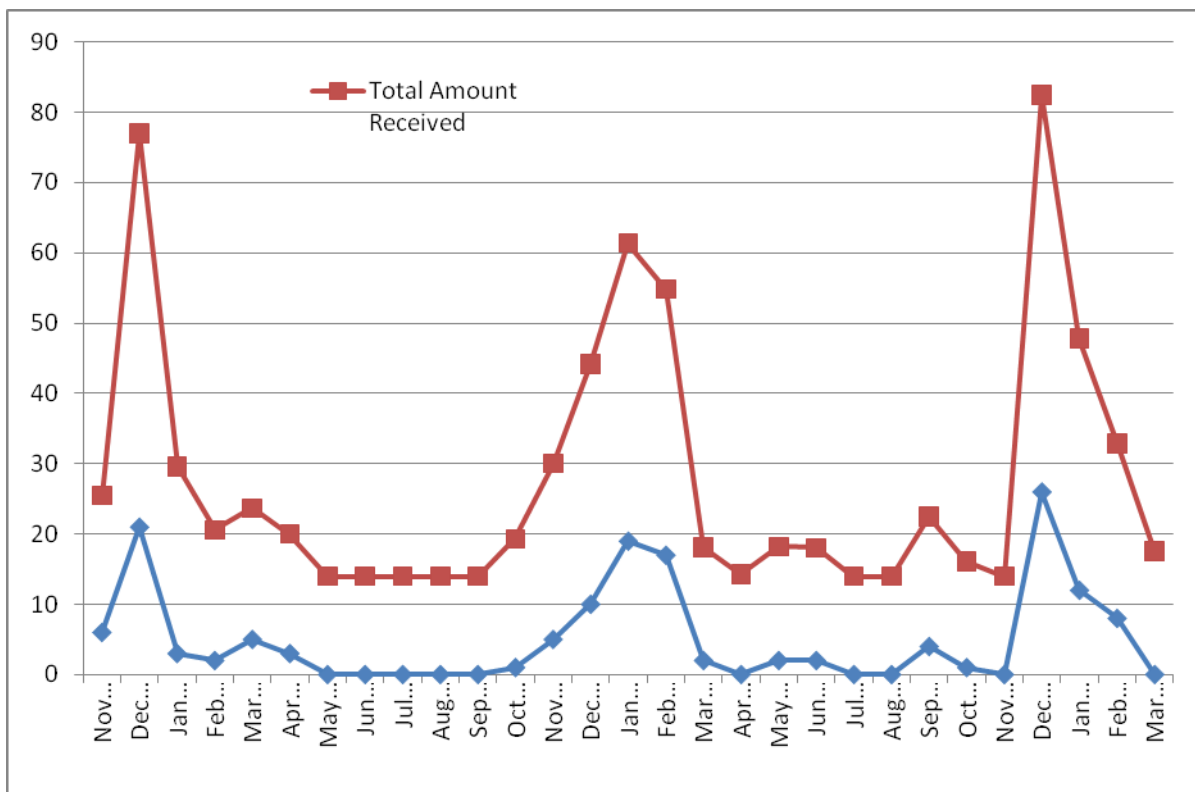
By Arthur P. von Reyn

1. The generous deal Norman Cohen afforded the Texas Philatelic Association for publication of *The Texas Philatelist* in full color—whereby Norman charged mainly materials used in production such as paper, printing plates and ink—ended with the sale of his company in late February 2010. The March-April 2010 edition was thus caught in the lurch, and to make matters worse, was the one promised to advertisers as going out before TEXPEX to all the APS members in the state, necessitating the printing of 1,750 copies, instead of the 750-800 Norman was providing. Publication wound up costing several times what the cost would have otherwise been. Your president made a substantial donation to make up part of the \$3,182.55 cost (with tax).
2. A deal has been arranged with my current employer, The Jarvis Press, Inc., to print on a digital press around 600 full-color, 40-page copies of the journal for about \$1,000. There won't be "overs" to use for recruitment purposes unless we pay extra for them at about \$1.50 a pop. This deal will last until I retire, and that event will occur within the next couple of years. As in the past years, the journal will be printed when a window is available for what amounts to donation job, thus it is doubtful members will ever receive their issues close to the cover date.
3. Due to a short time horizon for another decision on the future of the journal, alternative actions need to be explored now. Some alternatives could result in a considerable loss in membership as the current journal quality is probably responsible for most of the membership gains in recent years. Here are some possibilities that have been proposed as to the future publication of *The Texas Philatelist*:
 - a. Publishing less frequently.
 - b. Printing in black-and-white on a copy machine as was done for a number of years until early 2006.
 - c. Reducing number of journal pages. Note that a 32-page journal does not permit publication of very many "feature" articles unless current advertising levels and space devoted to regular editorial matter is reduced.
 - d. Increasing TPA membership substantially. A membership level of 2,000 instead of 600 members would permit publication of the current journal format without too much problem.
 - e. Raising dues.
 - f. Greatly increased contributions to the Journal Publication Fund. Currently, \$12,000 has been raised, but more than ten times that amount is needed. It would wonderful if more members would remember the TPA in their estate planning; very few currently do.
 - g. Finding another collector who owns a printing company and will print the journal cheaply.

- h. Combining publication of *The Texas Philatelist* with the *Texas Postal History Society Journal*.
4. Advertising revenue is way up, with over \$2,000 worth of prepaid ads to be published in the current year. For example, both the inside covers and the back cover continue to be “sold out” with paid advertising. Members can support *The Texas Philatelist* by shopping the journal’s advertisers first considering philatelic purchases and letting advertisers know that’s why they are receiving business.
 5. During 2009, all bi-monthly issues of *The Texas Philatelist* were full-color. One issue with printed with 56 instead of the usual 48 pages. Another was printed with 40 pages due to a lack of articles.
 6. For more than a year, the **Dallas-Park Cities Philatelic Society** ran a full page chapter page. This offer was extended to other chapters with no takers. After Douglas Moss resigned as editor, no further material was received. There are eight chapters who regularly provide material for the “Chapters in Action” feature, mainly through their newsletters. Obviously, most our chapters are quite ambivalent about self-promotion!
 7. First-time authors of feature articles in *The Texas Philatelist* during 2009 were Lou David Allen, Ray E. Cartier, Nicholas J. Juried, William Kibler and Jonathan Topper. Aside from the current editor, others TPA members contributing articles other than show news releases and reports were Lyle Boardman, Warren Crain, Thomas Koch and former editor Douglas Moss. Currently, the vast majority of editorial matter is created by the journal editor. Remember, the writer of the best feature article during the year wins the Forcheimer Philatelic Literature Award (editor is not eligible)!
 8. To ease the burden on the editor, who often spends 80-100 hours preparing the journal, volunteers or “co-editors” are needed to solicit material for and prepare various sections of the journal. Examples are the “Chapters in Action,” “Texas Cancels,” “Texas Connection.” A plea for help in this regard in the November-December edition received absolutely no response.
 9. So far, *The Texas Philatelist* has not entered into any philatelic literature competitions for publications produced in 2009 due to a lack of time on the part of the editor. The journal was awarded a Silver (two points shy of vermeil) in the NAPEX competition for publications produced in 2008.

TPA CREDIT CARD ACTIVITY

| | 11/07 - 3/08 | 4/08 - 2/09 | 3/09 - 3/10 | Total to date |
|---------------------------------------|--------------------|--------------------|--------------------|--------------------|
| | TEXPEX 08 | TEXPEX 09 | TEXPEX 10 | |
| Number of members using Credit Cards | 37 | 55 | 57 | 149 |
| For: | | | | |
| Dues | \$ 1,006.00 | \$ 1,537.00 | \$ 1,216.00 | \$ 3,759.00 |
| TPA Foundation | \$ 371.00 | \$ 258.00 | \$ 345.00 | \$ 974.00 |
| Publication Fund | \$ 191.00 | \$ 103.00 | \$ 271.00 | \$ 565.00 |
| Books | \$ - | \$ 151.72 | \$ 38.00 | \$ 189.72 |
| Total | <u>\$ 1,568.00</u> | <u>\$ 2,049.72</u> | <u>\$ 1,870.00</u> | <u>\$ 5,487.72</u> |
| Costs to TPA for Credit Card Services | \$ 139.34 | \$ 244.70 | \$ 272.80 | \$ 656.84 |
| Percent of total received: | 8.89% | 11.94% | 14.59% | 11.97% |
| Cost per member/transaction | \$ 3.77 | \$ 4.45 | \$ 4.79 | \$ 4.41 |
| Value of average transaction | \$ 42.38 | \$ 37.27 | \$ 32.81 | \$ 36.83 |



**TPA MEMBERS WITH MEMBERSHIPS STARTING
40 YEARS AGO AND BEYOND**

| Year Joined | TPA No | Chapter Data | Name | City | St | Still Active | Age |
|----------------|-----------|-----------------|-----------------------------------|-------------|----|-----------------|-----|
| 1945 | 1507 | | Leissner, Edgar L. | San Antonio | TX | x | 87 |
| 1947 | 1611 | Ch 16 | Austin Texas Stamp Club | Austin | TX | x | - |
| 1951 | 8022 | Ch 22 | Houston Philatelic Society | Houston | TX | x | - |
| 1955 | 1932 | | Taylor, John Greene | Dallas | TX | x | ? |
| 1955 | 1951 | | Spies, Richard E. | San Antonio | TX | x | 83 |
| 1957 | 2024 | | Cox, Dr Charles H., Jr., | Temple | TX | x | 109 |
| 1959 | 2146 | | Boyd, Ernest M. | Big Spring | TX | x | 87 |
| 1959 | 2173 | Ch 31 | Nacogdoches Stamp Club | Nacogdoches | TX | x | - |
| 1962 | 2299 | | Wells, Ned M., Jr. | San Antonio | TX | x | 64 |
| 1963 | 2359 | | Aaberg, Jim | El Paso | TX | x | 84 |
| 1963 | 2387 | | Holsapple, Dr Cortell K. | Fort Worth | TX | x | 84 |
| 1963 | 2417 | Ch 40 | Park Cities Philatelic Society | Garland | TX | x | - |
| 1963 | 2433 | | Kouri, Bobby G. | Fort Worth | TX | x | 79+ |
| 1965 | 2598 | | Pierce, Graham L. | Coppell | TX | x | 84 |
| 1966 | 2720 | | Eads, Howard L. | Mason | TX | x | 69 |
| 1966 | 2775 | | Byne, Richard H. | San Antonio | TX | x | ? |
| 1966 | 2798 | | Alexander, Jim | Waco | TX | x | ? |
| 1966 | 2803 | | Elder, Lee M. | San Angelo | TX | x | 86 |
| 1967 | 2862 | | Sanders, Allen | Fort Worth | TX | x | 80 |
| 1968 | 2885 | | Lehmann, Richard K. | Bay City | TX | x | 75 |
| 1968 | 2898 | | Jones, Charles S. | San Antonio | TX | x | ? |
| 1970 | 2976 | | Bailey, Ralph C., MD | Gatesville | TX | x | 85 |
| 1970 | 3015 | | Poore, Rev. Elwood S. | Gainesville | TX | x | 88 |
| 1970 | 3043 | | Watz, Mrs Norma B. | El Campo | TX | x | 79 |