



MEETINGS, 2ND WEDNESDAY OF EACH MONTH
TIME: 7:30 P.M.
LANCASTER TOWNSHIP COMMUNITY CENTER
Columbia Ave., Lancaster, PA

Mailing address:
L.C.P.S.
19 Circle Rd.
Millersville, PA 17551

Next Meeting - Wed., APRIL 14, 2000

FOR MORE INFORMATION, CALL MARILYN SHIRLEY (717) 872-2479

VOL.11, #4 NEWSLETTER FOUNDED SEPTEMBER 1990 APRIL 2000

APRIL HOST

FROM THE PRESIDENT'S DESK!

Meetings,

Spring is already here, and that means it is time for preparation of our annual Stamp Show. Just in case you forgot the show is **MAY 6 & 7, 2000**. So as you can see, it is almost here, we need everyone to help with preparations at our next stamp meeting. We also need many volunteers to help at the show, please do not wait for someone to ask you to help. There are many things that need to get done at the show, so help out!

I would also like to remind everyone of the bus trip to Washington, DC. we need to fill the bus. So come on out to our next meeting and bring a friend, so we can continue our strong attendance. See you there.

Peter,
President, LCPS

Our host this month, **JIM BOYLES**, is to be commended. Not only is he a very busy man as Chairman of the **LANCOPEX** program, but he also found time in his busy schedule to host our club with some "goodies" this month. We salute you, **JIM!**

APRIL PROGRAM

Every helping hand is needed to get ready for our May Show -- May 6 & 7. Please come prepared to lend a hand and help with the mailing. Our show has always been a success -- and that is due to each one of you doing your part.

We are depending on you once again to exhibit the same enthusiasm you have displayed in the past. Check your schedule for definite times you can sign up to man tables, set up, tear down, etc.

If you want to donate some "special treats" to the food stand, please feel free to do so.



**"Kerm"
Zimmerman**

WE LOSE ANOTHER MEMBER!

We are most sorry to report the obituary of **KERMIT ZIMMERMAN**, a long-time member of our club. **KERMIT** was 79 years old and lived in the Landis Homes Retirement Community.

Beside being an active member of the Lancaster County Philatelic Society for many years, some things you may not know about "Kerm" is that he was a active member of the Masons, he was an Air Force veteran, a member of the VFW and a member of the Evangelical Lutheran Church of the Holy Trinity in Ephrata.

Some of his hobbies included coins and stamps, plus fresh water fishing and the outdoors in general.

KERMIT is survived by a daughter, Frances Jane Zimmerman, who lives in San Diego, plus a brother and a sister.

KERM was a smiling, friendly guy, and will be sorely missed by the club. Our sympathies are extended to all his family.

TO ATTRACT NEW COLLECTORS, IT'S TIME FOR "PLAN B"

(For those of the club who do not get Linn's Stamp News, this article was in the December issue and it was written by AL SHAUB, a member of our sister club in Reading. We thought it was worth reprinting. Ed.)

The impending death of the stamp hobby has been forecast many times since the first regular postage stamp was issued in 1840.

Our hobby is nowhere near the brink of extinction, but many indicators do reveal a dwindling interest in stamps and in philately.

Most constructive efforts to stimulate interest in the stamp hobby and introduce new collectors have gone into what we might refer to as "Plan A."

Plan A involves creative efforts to interest children and young people in stamp collecting. It included the formation and support of schoolbased stamp clubs and youth tables at stamp shows, the warm welcome given to young people by most stamp clubs, and philatelic merit badges awarded by Scouting organizations.

Not to be overlooked are the youth-oriented efforts of the American Philatelic Society, the United States Postal Service and the American Stamp Dealers Association.

The gains resulting from Plan A have been quite modest.

The stamp hobby has difficulty competing against sports cards, television and video games. Most young collectors lose interest as they enter the challenging world of dating, higher education, careers, marriage and family life.

Should Plan A be scrapped as a failure? My answer to that question is an emphatic "No."

However, in the fact of such feeble results, perhaps it is time for a major campaign to implement "Plan B."

As I see it, Plan B gives recognition to the fact that the lives of most people in the teen and young-adult age categories are so filled with other demands that there is a lack of time, money and interest to invest in the stamp hobby.

But what about those same people when they reach the fifth decade of their lives? To the point, Plan B involves the development of a more intense and creative effort to reach people from about the age 40 through the rest of their lives.

Bringing new collectors into the community and reviving the interests of former stamp collectors requires the application of some basic principles of motivation.

We motivate people when we present them with actions they can take to meet their personal needs, wants and aspirations.

What do we say to the mature person, who, when invited to join the stamp community, asks: "What's in it for me?"

Here are some responses --

The stamp hobby can be pursued for any length of time, at any time of the day or night, and in any weather condition.

For people leading excessively hectic, fast-paced lives, the slow, passive pace of philatelic activity contributes to stress reduction.

Stamp collecting can be pursued at almost any level of income. Many adult collectors have assembled excellent collections from bargain boxes, just as there are others who have created priceless collections.

Philatelic activities can be accomplished in isolation or pursued as a social activity. Besides being an outstanding family activity, the stamp hobby can do much to enhance friendships and provide social activity through clubs and stamp shows. If preferred, though, it is also an activity that one can enjoy alone.

Humans crave a sense of wholeness and completion in their lives. By properly setting boundaries as to what constitutes the completion or near completion of a stamp collection, a sense of wholeness can be achieved.

This can be combined with a sense of challenging exploration as one pursues elusive items. A balance between achieving completeness and always having something new to search for is a common state-of-affairs for collectors who find joy in the stamp hobby.

Philately offers a vast array of sub-interests, the most common of which include country specialization, topical collecting and technical specialities such as papers and printing technology. There are elements to appeal to a vast array of people with many differing interests.

A well-accepted psychological principle relates to the great importance of a lifetime of learning and keeping the brain active. Stamps and philately meet these needs and do so in an enjoyable manner.

If a person's later years involve down-sized living accommodations (such as a retirement village), stamp collecting can still be pursued because a lot of storage and working space is not required.

What remains is conveying this information to mature individuals who will enjoy the stamp hobby.

The first step is the preparation of

a brochure that communicates the motivational points previously described. The informational brochure could be a project for the APS, USPS or ASDA.

In addition, a speaker's bureau should be established to help practiced collectors make speaking engagements with service organizations and clubs primarily attended by mature people.

The informational brochure could be distributed at these speaking engagements.

A set of guidelines for speakers should be prepared. For example, even though enthusiastic description of one's personal stamp interests is important, equally important is a meaningful review of the many appealing facets of stamp collecting.

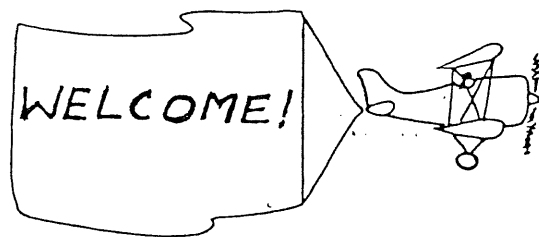
Whenever allowable, the brochure should be made available in public places. One appropriate place would be post office information racks. Collectors also could distribute the brochure to co-workers and fellow members of non-philatelic organizations.

Ads and articles could be placed in magazines whose readership is primarily composed of mature people. One such publication is Modern Maturity magazine published by AARP, the American Association of Retired Persons.

At stamp shows, youth tables could be supplemented with mature adult beginner tables.

Although Plan B strongly advocates a large-scale national action plan spearheaded by the APS, USPS, and ASDA, it should be recognized that the ideas contained in Plan B can be accomplished readily at a local level by stamp clubs and by individuals.

If you are in agreement with these idea, let's give Plan B a try!



We wish to extend a special welcome to our new member -- **BETTY H. PERRY** -- who is interested in collecting United States and Worldwide stamps, especially European. Her telephone number is 717-396-9264. Her address is P.O. Box 1545, Lancaster, PA 17602. Please add Betty's information to your membership list.

Be sure and **WELCOME BETTY PERRY** at our next meeting.



L.C.P.S. JACKPOT INCREASES!

MARY HUSSON is quite stressed out after last month -- She didn't get to the meeting and guess what!! She missed \$5.00. Her name was drawn! So this month we have \$10.00 to award to some lucky winner. Come and be a **WINNER!**