

DON'T
BE SHY



Priming the Pump

... or, "How to Start A
CMA Newsletter"

No, we don't have a newsletter yet for our new AFDCS Chapter #65 --- but let's start thinking about it. This is virgin territory --- there are plenty of stories and articles about cachet making that we can share with each other.

Here are some ideas and suggestions; you fill in the blanks! Or send in something -- anything -- you've already thought of.

(No, I didn't ask these folks if they would write for us.)

PLANES, TRAINS, AND ... ?

by Gerry Adlman

Wild chases and travel excitement abound when a UO "crazy" seeks elusive place names on a tight schedule.

Go to a different exotic place every month with UO Guide Gerry Adlman. Learn the perils and joys and secrets discovered during the chase.

Find out which transportation companies come through in a pinch. See which quaint little Post Offices have loveable clerks, and which have ogres.

CACHETS ON CARDS

by Ken Nelson

FDCs are still FDCs, even when they are on Postal Cards instead of covers.

Learn how Ken Cachets produces work suitable for postal cards. Does he have special problems with less space?

Did he have to try different inks &/or paints for different card stock?

How much interest is there in the collecting world for this kind of FDC?

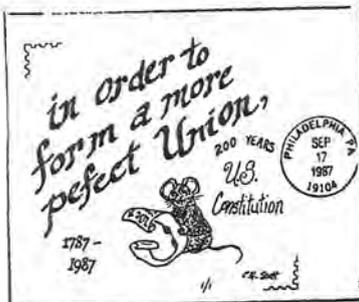


Change Your Mind?

Share the designs you didn't use. Guess which one of these Clarence Reid dropped.



PROTO-TYPE FLUBS



What's wrong here?

JUMPING JUDITH

by Judith Fogt

Look out Erma B. ! Did you read "A Surfeit of Stamps" in the last First Days?

Here's a lighter-side look at our hobby/work of cachet making. Judith helps us laugh at ourselves while being snowed-under.

Warning: reading her article aloud to a non-collecting spouse may be hazardous to your dinner.

Maybe we could get more columns like this -- in between cachets, of course.

DEALER VIEWS

-- various sources

What sells? What fine points of FDC production should we watch out for, according to some dealers?

For instance, should a whole booklet pane on a cover seem more desirable than a single stamp from that pane?

We could share opinions voiced by various dealers, and maybe even sponsor a survey, for current trends.

A regular feature called "My Dealer Says ..." might be welcome.

AFDCS Chapter #65 -- c/o Cynthia Scott, Box 1085, Pine Grove, Ca. 95665

HOW DO WE LOOK?

In our "Priming The Pump" fake newsletter last month, we started you thinking about things to contribute -- especially articles.

Now it's time to put first things first. We don't have a name or a logo for our newsletter!

What's a better thing for a lot of cachet artists to do than to design a logo? (Don't answer that)

Show how much you really care about our new chapter of the AFDCS and sharpen your pens and pencils. Design a newsletter logo for the 3" x 10" space at the top of this page. You may submit a picture for the left side, and/or lettering for the right.

Remember to include the letters "CMA", the words "Cachet Makers Association", and our chapter no. 65, somewhere in this masthead.

TELL US HOW TO CHOOSE

Depending on the response, we may have a panel of judges select the logo, or we could use all the logos submitted -- one at a time every month.

Send SOMETHING in during the next two months --- and tell us what to do with it:

- Panel Picks One
 Every Month Different

Either way, get some attention for your contribution. Perhaps we could even print a brief story about each logo artist when his/her logo is featured. ---

YOU TELL US HOW TO GO.

Draw your idea in the space above, check the logo selection method you favor, and send a copy of this page back to the chapter representative Cynthia Scott.

(The Chapter Rep borrowed a Tandy PC to compose this page to this point, while on the way to Denver. What fun!)

JOB VACANCY

Bill Simpson reports that his main AFDCS literature distributor is all "burned out." Price Hamilton went to show after show and talked to dealers about displaying our literature in special plastic stands.

If any of you think you could help out with this kind of promotional work, let Bill know. All of us who attend a lot of shows could probably take turns at this job.



LETTERHEAD LOOKS

In addition to needing a Masthead logo for our newsletter, we should also think about a general-purpose logo that could be used on CMA letters and envelopes.

Maybe we would some day want to make and sell pins with a CMA logo too. There are lots of ways we can promote our organization visually, and we are the folks that can do that for ourselves.

The next time you find yourself idly doodling on a scratch pad, make up some CMA logo ideas. We can use them, sooner or later.

RECRUITING AS A CHAPTER

Now that we are a group and have official standing, we can enter the AFDCS Chapter Recruiting contests.

Tom Foust says we (as individuals) can donate FDCs to the AFDCS to be used as prizes in this activity. Send your recruiting prize donations to Monte Eiserman or Bill Simpson.

When you send in or give out AFDCS information cards &/or applications to prospective members, remember to write "CMA #65" on the referral line.

If we do a good job of recruiting, and win some of those prize FDCs, we will soon have a respectable archives. There are several ways this type of club-accumulated materiel could be used to expand hobby membership and participation.

PROMOTION IDEA

One good use for a collection of miscellaneous FDCs is a floating, non-competitive exhibit to be shown at stamp shows around the country.

We could use it to explain all about cachets and cachet making, or it could become a general introduction to FDCs.

Tom mentioned these thoughts to me, but they are not new. I've been showing this type of exhibit quite often, and I'm sure I'm not the only one to do so. Perhaps, as a club effort, such an exhibit would have more punch and could be shown more often.

PIECE-MEAL PAPER

How to compose a newsletter while away from home --- that's what your chapter Rep. is learning while on temporary duty (TDY) at LOWRY AIR FORCE BASE in Denver. My Logistics Plans course has been teaching that Logisticians must be flexible and creative. That's what I've been practicing in order to send this patchwork of information.

The dot-matrix P.C. printed portion was produced in Reno, the night before my flight to Denver on January 3.

The typed paragraphs were done at a 2nd cousin's home in Englewood (a subdivision/city near Denver.) □



GOOD IDEA SNOWED OUT

(Date Line: 28 JAN. 1989)

THE AFDCS Chapter Newsletter reached the Rep. on January 25, a Wednesday. Just before a stampshow in Denver called CHERPEX XV.

The plan was - get the Newsletter copied at a commercial copy/printing business Saturday, on the way to the stampshow; and then have the envelopes canceled at the show with the offered special pictorial.

Travel options on a clear day: bus. Travel options on a blizzard day: none. STORM WARNINGS + advice from the city bus company killed Saturday's plans.

As I write this (Sunday, Jan 29) the sky dawns clear - forecast is for a high of 45° F. Now I can go to the stamp show. Now, all the copy places are closed. Oh well. □

FEED-BACK FROM FAKE N.L. #1

Judith Fogt writes (re: "Surfeit of Stamps")
"... I am glad to announce that after weeks of ten hour days, my subscribers are now only about 120 in the hole, and thank God the PSD is starting out slowly in 89!!!"

Ken Nelson is recovering from back surgery. He writes that yes, he collects only POSTAL CARDS - especially Lewis + Clark. He cachets + services P.C.s that are issued near St. Louis.

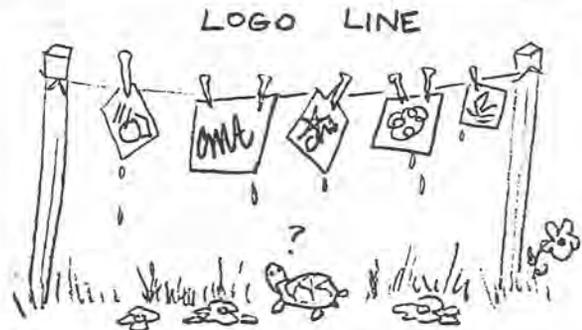
NEXT ISSUE :

A Listing of ideas for newsletter articles + columns offered by Gary Dubnik, Rick Range, + Ken Nelson. What are your ideas?

MASTHEAD REMAINS BLANK

It's only been about two weeks since the last newsletter, so I didn't really expect to see any designs in the mail yet. Be warned, however, if nothing shows up before the next newsletter in March -- you get "pot luck!"

Gerry Adlman did offer some thoughts on the subject of our newsletter heading:



" I have thoughts though on whether we should keep it consistent or use a different one each time. I think the former would be much simpler for there could be a time you would not have a new one to feature (like getting enough articles for First days!). Or perhaps you could use as many as you get, one per letter, and then have the members vote on the one to keep as the one to use regularly. Or, just have a panel choose. In the long run I would like to see the same one in use. "

SHARING & PROMOTION

Ken Nelson wrote to say he would like to see a sort of Cachet Makers "Spot Light" column. In each newsletter we could feature a different cachet maker and tell:

- * how long they've been making cachets
- * pricing, marketing, & advertising methods
- * where ideas come from
- * how designs are layed out
- * production processes & tricks
- * any special advice or do's & don'ts

Thank you, Ken. There probably others in our fledgling chapter who had similar thoughts. Now if we can just get some volunteers to come to the front with stories about themselves

I wonder how many would respond to a questionnaire? Any and all information gratefully accepted here.

This type of column would help those who are new to the field, and would also help the rest of us learn about different ways to produce cachets.

Several people have expressed an interest in joining the CMA because they are curious about how to get started in our activity themselves.

IDEAS FOR CMA

Before the AFDCS convention held in Anaheim last October, Tom Foust heard from several folks who had suggestions about what a CMA could do for us.

Some of these ideas were briefly discussed at our convention meeting. They are listed here so that you may think about them again and, take action.

Some things that Gary Dubnik would like to see, are:

1. Special Cancel Information
 - a. Names and addresses of those members who are willing to offer canceling services at P.O.s in their local area.
 - b. An Exchange list of members interested in swapping cancels, or servicing covers for each other.
2. Good P.O. Information
 - a. Locations and directions to any unique & friendly places willing to give hand-back cancels.
 - b. Names of those friendly contacts
 - c. P.O.s to avoid
3. Supply Sources
 - a. Clip art
 - b. Rag content envelopes
 - c. Mint stamps for postage/combos
4. General Advice about
 - a. Merrifield FDC Processing Center
 - b. Printing preparation
 - c. First Day ceremony sites

Rick Range and Kim Yarbrough (both-computer owners) would like to see a yearly Cachets Plans List that would be made available to collectors. A sort of clearing-house idea listing:

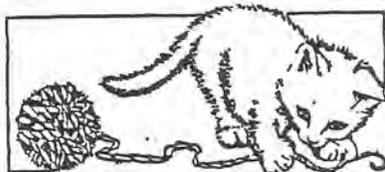
1. Which issues each c-maker plans to use on FDCs.
2. Each c-maker's standard price.
3. How many of each FDC will be made.

This is thought to be an aid to topical collectors, especially. It might also help those of us who normally don't plan that far ahead. It might help us do some planning and make commitments. □

How about some feed-back on these ideas? ☺



FIRST DAY OF ISSUE



FIRST DAY ISSUE

LOST: ONE ANONYMOUS CACHET MAKER

We have been asked to help solve a mystery. A collector has nine cat cachets, apparently by the same artist. Do you know who created this pen & ink drawing and the other two samples shown in this newsletter?

NO TIME TO WRITE?

I understand when people say they don't have time to write down all the things they could be sharing in our hobby. Not everyone has my almost perfect situation -- an undemanding business that serves as a "front" for my philatelic office.

So-o-o, here's an offer you can't refuse. Don't write anything down. Instead, speak into a tape recorder.

I am willing to type, edit, decode, and otherwise form your spoken words into readable written form.

Send me a micro-cassette tape, or a standard cassette tape, and I can play stenographer/secretary. For a sample of how this can work, read my "California Experience: View of 33rd Convention" in the January edition of First Days. I couldn't have written half that article without the help of my trusty recorder.

I will return all tapes to sender after the message has been transcribed. Any brave willing-to-experiment folks out there?

. . . Chapter Rep.

P.S.

FAIR WARNING

Any correspondence directed to the Chapter Rep. could end up in the CMA newsletter, in one form or another. If you send something "for my eyes only," be sure and mark it "off the record."

WHO DID THIS CACHET?



FIRST DAY ISSUE



FIRST DAY OF ISSUE

SPACE AVAILABLE !!!

For: news
articles
opinions
advice
cartoons
YOU NAME IT

CONVENTION/SHOW IDEAS

Judith Fogt sent in a letter written to her by Ed Denson, who wanted to attend our charter meeting but couldn't make it. Ed is a dealer specializing in Plate Number Coil stamps, and produces cachets with his wife. (10 Springs Cachets) Ed has offered to help implement these ideas if we agree they are needed.

1. We should schedule the Cachet Makers Bourse during the busiest time of the show so that we get the most people in to see the work. There is no point in letting the show be the tail that's wagging the dog. I think the AFDCS should be clear that it is having its annual convention as a first priority, and let the show be associated with it and glad to get the extra customers rather than us accommodating the show promoters on every point.
2. I certainly would have liked to walk into that show and see as the 1st thing a display of all of the cachets for the Police Wagon stamp which would be available at the show. Maybe with some indication of where they could be bought? As a collector I would have liked that, and as a cachet maker I would have liked that. As a dealer I wouldn't have minded.
3. I would have liked to involve the public in the cachetmaking and FDC aspect of the show by having them vote on the cachet they liked the best, and by offering them some way to get involved and make their own cachet for the release. A table with some blank envelopes and drawing and coloring materials would have been good. A workshop on cachet making would have been even better. I'm sure we could charge \$1 if we needed to cover materials costs.
4. What about a "Cachet of the Year" award at the annual show - there could be an exhibit of the entries (or of the finalists) and an award given at the dinner with judging by AFDCS members, or by the CMA. We could even have categories - best commercial printed cachet, best hand painted cachet, best home made cachet...

NEW MEMBERS interested in our association since the convention:

Ed Denson
Donald Ludwin
Eugene M. Hyman
Emile O. Dubois
Len Piszkiwicz
Alex Rogolsky

WELCOME to the gang! And feel free to contribute ideas as we grow & develop.

HELP A COLLECTOR: ID THIS CACHET



FIRST DAY ISSUE



FIRST DAY OF ISSUE