

IP President's Column

Spring has finally arrived. I hope that you enjoyed the recent holidays and found time to enjoy your stamp collecting. I am grateful for the emails and phone calls that I receive from members regarding our hobby and about possible involvement or contributions to the SIP. Please keep them coming.

Exhibiting- It is Lots of Fun

I would like to encourage some of you to try to do an exhibit in 2014 or 2015. Exhibiting can be beneficial and fun for a number of reasons. You become more knowledgeable about the subject matter. Other collectors get to see what you collect and then can and do share information they have about your topic. You get to see what you are missing which you might not realize. Finally, you help spread the word about Holy Land philately by exhibiting. My congratulations go out to a number of our members who just exhibited in Cleveland. Please let me know about other successes so we can trumpet your achievements in our monthly newsletter.

Social Media and Publicity- **the SIP needs Your Help**

The Society can use your help in other ways. It is always looking for new members. This has been a constant theme since 1948 and will remain so. Please reach out to friends and relatives to try to interest them. Some of you despair and claim it is not possible or not worth doing. You would be surprised how many collectors are unaffiliated. A common refrain I hear is that "my kids are not interested in collecting stamps." We all need assistance in this regard. We need to show and demonstrate to the community at-large what philately is about and how it has relevance in the 21st century. Speeches at synagogues, articles in Jewish newspapers and other publications about topics involving Judaica and postal history will assist. If half of the members of the Society did one thing to promote the Society, we would have more collectors and more members. Many people are retiring from jobs. They may have time and money to enjoy our hobby. Appeal to them!

I have been doing some of these activities and they are beginning to bear fruit. Inaction will not expand our base. I have appealed to you for a while for a volunteer to assist with Social Media. We must continue to get our message out! I renew that appeal to you! Your grand kids are tech savvy. If they don't want to collect stamps, they can show their love to you and us by helping the SIP set up a Facebook page, to start a twitter feed or to help us with ideas about how the younger generation gets the word out about

things that interest them. Recent revolutions around the world have been greatly assisted by social media. The American Philatelic Society uses Social Media to try to get messages out. The SIP needs to also get there. Many of you belong to synagogues and other non-profit organizations. What are they doing?

I have struck a committee within the SIP to deal with publicity with a number of volunteers. If you can help, please contact me.

Society Benefits

Everyone likes to get value for their money. You get that being a member of the SIP. A fantastic journal, access to our website and the digitization of knowledge, books about Holy Land philately, and a network of people who share common interests, I encourage you to enjoy them.

The Rest of 2014

There will be stamp shows around the world which I hope you can attend. May you use the internet or local stamp club gatherings to find new treasures for your stamp collection. May you write a short article for the IP or some other philatelic or non-philatelic publication. May you just show someone a page or item out of your collection which in turn will ignite your pride and display your knowledge about what you collect. But most of all, may you have healthy and joyous times to enjoy all of this. Until the next issue...

Best wishes. Ed.