



Internet Philatelic Dealers Association, Inc.

Page 1
January 2010

Volume 8 Issue 1

www.ipdaonline.org

NEWSLETTER JANUARY 2010

EDITORIAL WELCOME

INSIDE THIS ISSUE:

EDITORIAL WELCOME	1
STAMP DEALER ALERT	1
STAMP OF THE MONTH	2
FEEDBACK EXTORTION ON EBAYS	2
EBAY POLICY UPDATE	3
EBAY RESOLUTION PROCESS	3
NEW ZEALAND POST	4
MY PHILATELY	4
LETTERS TO THE EDITOR	4
A STAMP SALES WEBSITE	5
ROYAL MAIL PUBLICATIONS	6
GB KILOWARE WANTED	6
CLOSING REMARKS	6

Happy New Year everyone. Welcome to the first edition for 2010.

Another bumper 6 page issue thanks to the material people have sent me. A good start to the year I hope you will agree after reading this issue. Thank you to all of you who have contributed.

So, what is in store for us in 2010 I wonder? Lots of new issues that is for sure. Seems more and more each year. I have been watching the new issue scene in the UK and it seems collectors are going to have to spend a lot of money if they want to even get just basic sets mint and used. There are a few sets I would like to get, sentimental that I am: the British Design Classics issue II, of the Pop Albums due for issue on January 7th. Of course one cannot just buy the mint issue :-)) there is a Prestige Booklet and the miniature sheet. I'll settle for one nice used set I think. Another Royal Mail issue that I like the look of is the 350th Anniversary of the Royal Society due for issue on 25th February. Again there is a Prestige Booklet which will no doubt set collectors back a few quid because there are ten stamps in the issue, as in fact there are for the Classic Design issue. If you add the 4 commemorative stamps for the Girl Guides, also to be issued in February you have 24 new commemorative stamps before the end of February, excluding any I have missed or are not yet announced!! I think I better win the lottery. And one more point, if you collect Machins you will be wanting to buy the Prestige Booklets as I believe there will be new Machins in these. I read Ian Norvics excellent blog at <http://norphil.blogspot.com/> and you will find more on these Machins there.

I mentioned in the November issue that our Webmaster Roy Simpson, our IPDA Director in Europe (Spain), has been invited to write a Machin piece for Royal Mail. Roy has kindly sent me some information on this and I've included a short summary in this issue on page 6. But a few words of introduction. Pay attention now, I am going to confuse you :-)) There will be two new Royal Mail specialist publications (see page 6); one called Birchin Lane, the other Plate 77. First though you should know that Royal Mail are saying there will be one membership programme and the two specialist magazines will be aimed at "the just plain curious or irrepressibly obsessed British philatelist." I put that in quotes because what I think they mean to say is the philatelist who collects British stamps. But hey, who I am to be a wordsmith!! Anyway availability for membership is stated to be by invitation only — arrgghh maybe they do mean British Philatelist, ie they will not be inviting anyone who resides outside the UK, oh no! that wouldn't work would it as I am British and I live in Australia!! And I collect British stamps. But then you might not be British and reside in the UK and collect British stamps? What do they mean. We will no doubt find out in due course. First issues are expected in March or April, Royal Mail statement I assure you. But seriously, well done again to Roy and I for one look forward to reading his writings, assuming I get invited to be a member. Oh did I tell you there is a yearly fee. Sorry, forgot that small added expense. Hope they pay you well Roy :-))

Stamp of the month

Best wishes to everyone for a healthy, happy and successful 2010*Michael*

STAMP DEALER ALERT

The U.S. Postal Inspection Service wants to alert all APS dealer members to a scam involving the purchase of discount postage using stolen credit card numbers.

An individual using the name Gus Ferraro has contacted two dealers with a story that he is working with the Toys For Tots program. He said that the program has to mail numerous toys and he had heard that stamp dealers sometimes sell discount postage. One dealer put together a discount postage lot and sold it to Ferraro who paid for it using two different credit cards in the names of two different individuals. When questioned as to why he was using these cards, Ferraro said that the two individuals were also working with the program and had consented to the use of their cards. The discount postage was then sent FedEx at Ferraro's request to an address in North Miami Beach, Florida. Subsequent inquiries revealed that the credit card holders had not authorized any such transaction and had no connection with either Ferraro or Toys For Tots. Ferraro is using a cell phone with a 305 area code. Should any member dealer be contacted by Ferraro, please advise U.S.

Postal Inspection Service Consumer Fraud Analyst [Nick Lombardi](mailto:Nick.Lombardi@usps.gov) at 973-693-5381.



Canada #3, 1851 12p
Black on laid paper,
superb mint sold for a
mere \$260,000 — see
page 2 for more.

STAMP OF THE MONTH

Our past Chairman Dave Ramsay sent me some information about the November 19th [Spink Shreves Galleries](#) auction in New York. This beautiful stamp is one of the sale items I thought you might be interested to see and read about.

#3, 1851 12p Black on laid paper, an absolutely superb mint example of this legendary classic rarity, brilliantly fresh and crisp overall, with intense color and a highly detailed impression, four large and wonderfully well balanced margins, immaculate full original gum which has been only very lightly hinged, an extremely fine gem in every regard. The Twelve Pence Black of Canada has an interesting history which accounts for its iconic status. The original die was engraved by Alfred Jones and the stamps were printed by Rawdon, Wright, Hatch & Edison - the printers of the 1847 first issues of the United States. A total of 51,000 stamps (255 sheets each of 200 subjects), along with a proof imprint sheet, were shipped to Canadian postal authorities on May 14, 1851. However, the stamp proved to be quite unpopular with the public due to its limited usage for specific postal rates to distant destinations. Hence it saw limited distribution, with shipments being sent to only eighteen Post Offices. Only a mere 1,450 stamps were ever sold in over three and a half years of use. All remaining stamps were destroyed on May 1, 1857. A spectacular quality original gum example of one of the world's rarest stamps. The catalog value quoted in Scott of \$110,000.00 does not even come close to this stamp's true market value given several factors. First, we have had the pleasure of selling two especially choice used examples over the last couple of years in our auctions and they realized \$205,000.00 (hammer price) in 2006 and \$120,000.00 in 2009 respectively, despite cataloging far less. Mint examples, especially with original gum, are far more rare than used copies. The last original gum premium quality example to sell at auction was in the May 2006 Sotheby's sale of the famous collection formed by Sir Gawaine Baillie. It was a lovely example but not quite as well margined as the example offered here from the Gross collection. It realized \$195,000.00 hammer, plus a 15% buyer's premium for a total of \$224,250.00. Accompanied by 1981 Peter Holcombe and 1986 Enzo Diena certificates both describing this stamp as a perfect example of this rarity; *ex-Melat* (Unitrade C\$300,000.00).



FEEDBACK EXTORTION ON EBAY

I have three items on eBay in this issue. Seems a topic worthy of comment. This sent to me by one of our members for us all to be aware of. Your experiences? Thank you to Jim Biehl

How many members are aware that a buyer cannot tell you the following when remitting payment via Paypal on eBay auctions sold:
Note to seller:

"Would appreciate the use of current commemoratives as postage. Thanks, Sxxx Rxxx, APS 1xxxxx **I will tolerate \$1.00 shipping and handling charges anything else will be reflected in feedback.**"

(Note: The actual buyers name and APS number have been removed. Just his first initials of his name appears as well as the first number of his APS membership number.)

The ebay member (suaychi) who left this statement for me on a recent PayPal transaction has violated eBay's Feedback Extortion rule. eBay's feedback extortion rule states:

"Buyers are not allowed to threaten sellers with negative Feedback, neutral Feedback, or low detailed seller ratings in order to receive goods or services not included in the original listing."

The buyer (suaychi), purchased multiple auctions from me in one day and his total shipping and handling charges for the items was \$2.35. The actual postage cost for mailing the auctions was \$1.73. The buyer had no idea what he was in for when the shipment arrived. Each auction was placed in its own stockcard holder and the auctions were then placed inside of a 110 lb. cardboard stock paper. They were then reinforced with cardboard from a box inside of a 6x9 envelope. This is my usual package for multiple items shipped.

A few days later I received feedback for the buyer and he stated the items were either better than expected or better than advertised, but at the end of each statement he left the comment that the shipping & handling was too high. After I read his initial statement on the PayPal payment, I decided not to leave him feedback until I receive his feedback first. Needless to say he has not and will not be receiving any feedback from me.

After I received his feedback I did some searching on eBay about feedback abuse and came across their policy on Feedback Extortion. Once I read the statement I reported the buyer to eBay and also sent an email to the buyer. In my email to the buyer I thanked him for the feedback left for the stamps but told him I did not appreciate his comment about the shipping and handling being too high. I also told the buyer that he has violated eBay's policy on Feedback Extortion and that I have reported him to eBay and I have also blocked him from future bidding on my auctions.

Exactly 3 days after I reported this buyer to eBay and sent him the email, I received an angry email back from him telling me that eBay has warned him about telling a seller how much they should charge for shipping & handling when he knowingly bids on items and has violated their Feedback Extortion policy. He also told me he will never bid on any of my auctions and will tell all his friend the same. I have looked at the feedback the buyer has left for other sellers and you can see he has done this in the past.

Finally eBay agrees with a seller !!!!!**Jim Biehl**

EBAY POLICY UPDATE

The following summary provided by our Membership Secretary, Alan Devine which you might like to review.

A summary of the revised policies and rules implemented by eBay titled "Protecting the SELLERS Reputation".

- 1 Protecting the Seller's Reputation - (<http://pages.ebay.com/services/forum/sellerprotection.html>)
Sub-headings: (1) Sellers can add buyer's requirements to their listings to prevent unwanted buyers.
(2) Sellers can require buyers to pay right away.
(3) Sellers have an easy way to report problems with buyers.
(4) eBay provides enhanced feedback protection for unpaid items.
(5) eBay proactively looks for feedback abuse and takes action against it.
(6) eBay removes feedback from suspended buyers.
(7) eBay educates buyers,
2. Selecting buyer requirements - (<http://pages.ebay.com/help/sell/buyer-requirements.html>)
Sub-headings:
(1) How to block buyers from bidding and purchasing a seller's item.
(2) How sellers may select their requirements for all listings.
(3) How to block buyers in countries you do not want to ship to.
(4) Exceptions, relisting items, specifying buyers for a single listing, all in support of items (1) to (3) above.
(5) Viewing the list of blocked buyers.
(6) Creating an exemption list.
(7) Exempting buyers using the buyer requirements activity log.
(8) How the above works and other requirements.
- 3 Requiring immediate payment- (<http://pages.ebay.com/help/pay/require-immediate-payment.html>)
Sub-heading:
(1) How it works.
(2) Requirements.
- 4 Managing bidders and buyers (http://pages.ebay.com/help/sell/manage_bidders_ov.html)
Sub-headings:
(1) Viewing bidder information.
(2) Blocking bidders and buyers.
(3) Cancelling bids.
(4) Setting up buyer requirements.
- 5 Reporting problems with your buyers - (http://pages.ebay.com/help/sell/report_problem.html)

EBAY RESOLUTION PROCESS

And another eBay topic - you may have seen this? But I received it in my email from eBay and thought worth sharing.

Dear michaelatcddstamps,

As you may be aware, the eBay.com and eBay.co.uk sites recently made some changes to their resolution process. The changes now apply to all sellers who list directly on these sites regardless of where they are located.

The changes are designed to reduce the amount of time spent by both sellers and buyers resolving issues, improve the overall experience when something goes wrong and keep buyers on eBay.

Having buyers and sellers communicate with each other directly is still the best way to resolve problems. However, in the event this doesn't work, buyers and sellers will also have the option to contact eBay. eBay will be taking a more active role in ensuring transaction problems are resolved well, and potentially refund a buyer at either eBay's or the sellers expense depending on the circumstances.

This new eBay resolution process will eventually replace the existing PayPal resolution process as the primary resource to solve transaction disputes on eBay however, for the moment, the PayPal resolution process will still be available to buyers who wish to continue filing claims with PayPal.

What does this mean for you?

We've identified you as someone these changes may affect as you have previously listed item(s) directly on one or both of the eBay.com or eBay.co.uk sites.

As a seller, regardless of your site of registration or physical location, you need to comply with and understand the rules and policies of the site you list an item on. If you plan to list directly in either of these sites now or in the future, we recommend you take the time to familiarise yourself with these changes.

Find out more by reading the [FAQs](#) on eBay.com and/or [eBay resolutions](#) on eBay.co.uk.

Regards The eBay team

NEW ZEALAND POST — STAMP ISSUING POLICY CONCERNS

There is often discussion about the excessive issuing practices of many stamp issuing authorities. The following is a condensed version about the New Zealand situation. Similar theme to many countries it seems to me but simply presented in list format. This followed a very long and detailed letter sent to NZ Post. The information was kindly provided by IPDA member Don Ion, a very reputable and long-standing dealer in Rotorua, New Zealand who sells through the TradeMe site and his regularly mailing lists. Perhaps reasons why new issue collectors will (are??) declining and something we should think about when considering our business model, and as Steve Fletcher refers to in his writing on the next page a "sustainable model" for the type of business being run. I am sure we can all relate to these points. Comments?? Thanks Don.

- 1/ Excessive production of unwanted stamps
- 2/ False presentations - Year books are not complete
- 3/ Shoddy postmarking - new postmarking not collectable
- 4/ Issuing and design policies out of control
- 5/ New issues of stamps costs excessive - because of basic set, mini sheets, fdc's se-tenant, blocks, packs etc
- 6/ Courier packs destroying Postal services / Collecting --- a real focus away from stamps to trackable packages - I counted 30 different at local Post Shop
- 7/ Availability of stamps from Local Post Shops - none or very little stock held in most Post Shops - Why Produce stamps if they are not available for collectors
- 8/ Stamp (and coin) collecting are a major Overseas Funds earner. They are recognised as UNIVERSAL WORLD HOBBIES that create transactions worth \$ millions
- 9/ Because NZ Post have allowed many other forms of posting mail they have killed the stamp market and collecting
- 10/ By allowing alternative Mail Services and the various Courier/Trackable type 'envelopes'-STAMPS are no longer a necessity
- 11/ NZ Post now operate a Collectable Dept comparable with the likes of similar extortionists like Franklin Mint, WWF series etc
- 12/ Freepost Services -
In the past, stamps to the value of the amount paid were attached to the letter or parcels and duly cancelled. Nowadays all we get is a receipt to show we have paid.
- 13/ NZ Post do not use stamps on their Mail-outs or promotional letters
- 14/ New postmarkers should be supplied to Post Shops and Postal Agencies handling a large volume of Philatelic Mail
- 15/ Probably one of the biggest problems of NZ Post is that the number of people using your facilities is declining at twice the rate (giving up collecting, using emails etc) your products and services increase
- 16/ Complete lack of consultation with leading NZ collectors and experts
- 17/ Who ?? decides why minisheets, year books, special packs etc are produced as they serve no useful purpose as are seldom used for postal rates
- 18/ Sales of current issues virtually useless, due to overstock of older decimal issues which are available for resale between 40%

MYPHILATELY — SOCIAL NETWORKING

I was invited to join this group. Anyone a member? Anyone got any comments? I have just started to have a look around so nothing to report except it looks promising; as



I write it shows 2897 members. But, as I guess we all know, there are so many ways to network with other collectors. The sites focus is collectors and I saw nothing on Dealers. Here might be a forum to promote IPDA. The site is at <http://www.myphilately.com/>

LETTERS TO THE EDITOR

Ken Sanford our Chairman passed the following on to me to share with you. Maybe you were not aware of this. SCADS www.SCADS.org was formed in response to an alarming increase in the number of altered, forged, and misidentified stamps advertised by Internet stamp dealers, primarily in online auctions such as eBay.

SCADS is an international association of philatelists whose goals are to combat fraudulent and dishonest tactics by sellers of stamps, and to protect and educate the philatelic community at large from fraud, particularly the newer and less experienced stamp collectors who represent the future of the hobby.

A STAMP SALES WEBSITE FROM A DEALERS VIEW PART I

I wrote last month that I would try to do something on Shopping Carts for this issue. In response to that I have received the following from Steve Fletcher who owns and runs "Da Hub Gone Postal". His article will be published in two parts; with Part II in the February issue. Many thanks to Steve for taking the time to write and share his broad and very useful experiences with us. I have kept Steve's emphasis and only made minor changes to paragraph formatting for consistency of presentation.



Steve Fletcher Trading as "Da Hub Gone Postal"

What I would like to do in this article is provide an overview of my experiences in setting up my own Stamp Sales Website, give an insight into the reasons for choosing this as a sales outlet, and give some insight as to what has influenced my decisions in making the design choices that I now have.

Firstly a bit of Background, I am a Single part Time Stamp Dealer, semi Retired. Selling by 3 Stamp fairs each Month in Melbourne, Australia, and by my Online Website. I do a small bit of Phone and Drop In Sales from regular customers.

I have been an internet user from way back to the days of DOS Bulletin Boards, I drove from Melbourne to Adelaide (750+ kms each way) to get a copy of the first GUI (Graphical User Interface) Bulletin Board Software. I well remember the whistling Dial up Modems, and the time that 1MB per Month was your download allowance.

I have always regarded the Internet as the place to look FIRST for all my answers. I have run a Website since 1994 and an online sales outlet in some shape or other from day one. Now I run my own Stamp Sales Online Store, and am happy with my choice.

My earlier online sales prior to 2004 were in other business than Stamp sales. I ran a Hardware Wholesale Business, and ran Online Retail paint sales. I ended up as the largest Internet paint Distributor in Australia, prior to closing that Business in 2001. In 2004 I was diagnosed with Cancer, and underwent several Operations, Chemo & Radiotherapy. As a Result I was invalided out of the Full Time Workforce. My Doctor says I may "Sit at a Desk". I say "Physically Stuffed, Mentally Fine". It was this that got me involved with Stamps, after an absence of 40 years from my Teenage years, when I worked for a short time in The Trade in London & Bristol in the UK.

I started by selling on eBay, I built this up to a Store of 3500 items, and ran 100 or so Auctions a Week as well. Then eBay started its round of changes, firstly by dropping all Store Items out of the search Results, then increasing costs. My last invoice from them was for \$600 US (when the \$US was worth something !) and Sales online \$1600. Clearly this sort of Cost to sales will not be sustainable, especially as this did not include Cost of Stock or any Time. Basically I was working for Nothing.

I closed my eBay store & tried Stamp Wants & Delcampe, but settled on an Australian site called Oztion. Here I built my Online Store up to 9500 items, and at one stage it represented 25% of all the Stamp items listed. I was very happy with Oztion, no listing fees, fair Final value Fees. Then it changed, Oztion got Sold, The FV fees went to 25c per item, not a problem, the listing fees went to 2c per item per 60 days. Still not a problem, \$100 per Month to run 9500 items is well within the Limits.

Next the Nail in the Coffin. FV fees moved to 40c minimum and Listing Fees went to 8c per 60 days, as well as all Buy It Now items going to 60 Day Listings. This meant that suddenly all my items went to the Back of several Hundred Pages of listings and my Monthly Listing fees went to just under \$400 PER MONTH before FV Costs.

This is an unsustainable Model for my General Type of Listings, so it was time to make the Decision that sees me setting up my own Online Store.

A few choices presented themselves to me, the main ones were, return to eBay, Sell on Delcampe or Stamp Wants. Sell on some other shared site.

Below — Home Page sidebar menu

Categories

- First Day Covers->(1645)
- Picture Postcards->(89)
- Postal History, Covers->(820)
- Stamps->(7686)
- WWF- World Wildlife Fund->(276)
- Cinderellas, Ephemera, Misc.->(33)
- New Issue Service(1)
- Registered Shipping(1)
- Gift Certificate(1)

Specials ...

- New Products ...
- Featured Products ...
- All Products ...

New Products [more]



Cocos Keeling Is 1987 Saiboats Strip 4 MUH Lot10688

~~\$2.50~~
Sale: \$2.25
Save: 10% off



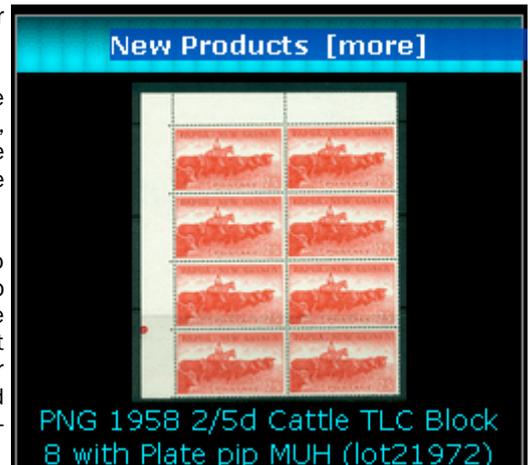
A STAMP SALES WEBSITE FROM A DEALERS VIEW PART I cont'd.

I decided against Stamp Wants & Delcampe because they have Hundreds of Thousands of listings, many in the 10c to 50c category. I felt that I would be unable to differentiate myself from amongst the Multitude. Also Stampwants is very USA focussed, and Delcampe is Europe centred, and I do not wish to encourage their preferred method of payment in Moneybookers. I use Paypal, for all its Failings, and am going to stick with that until a Safe Online payment method arrives. I consider Paypal safe for the Buyer, unsafe for the Seller. This has been a Major factor in my decision to go to my own shop and target my own Country Clientele. I only ship Registered within Australia, and require Registered on orders over \$50 Internationally. This does reduce my sales, by making the Shipping Costs higher that they would otherwise be, but it is a choice that I feel comfortable with. Surely if something is worth Purchasing Online, then it is worth that bit extra to ensure Safe Delivery. When Paypal reviews it's automatic Chargeback Policy for not delivered Claims, and introduces some type of Seller Insurance scheme, then I will review my choice.

Having made my choice to go with my own Domain Website, my choice of Software came about from online research & past experience. I use a program called Zen Cart, which is an open source php script. It is a grown up version of the original software called "os commerce". This program will run on most Servers, and the Hosts I chose have a push button installation. It set up straight away.

Having got the Domain Set up and the Software installed it has to be configured to meet specific needs. Obviously a Public Domain software is not going to be Stamp Dealer Friendly right out of the box. It is also a USA based software and needs to be set up to meet your locality. Setting up a shop can be complex, it is helped with a bit of experience, and a lot of patience & testing. You can pay somebody to set it up for you, this would be fine for a Large Established Bricks & Mortar Dealer, making an add on Sales outlet, but is prohibitively expensive for a Single Trader. The only acceptable choice is to do it yourself and learn the hard way.

In the February issue Steve will discuss some decisions you face; notably shipping costs, store layout and design, speed of the site, chosing your site host, customer ease of use, cost efficiency and marketing.



Above— New Products marketing side bar from "Da Hub Gone Postal"

ROYAL MAIL PUBLICATIONS

Just a few details on the two new Royal Mail specialist publications I mention in my opening remarks; one called Birchin Lane, the other Plate 77.

Birchin Lane: Planned monthly issue with circulation of 15,000 and mailed to subscribers with a personalized covering letter. Target audience; men aged between 50 and 75 and Royal Mail say for serious collectors who can spend up to £500,000 a year on the hobby. *My comment.. Are there any??? Seriously??? And women are they forgotten. How sad! The magazine will be, and I quote, "a pithy, intellectual and erudite read" Guess I wont be invited to get that one will I :-)*

Plate 77: Issued bi-monthly to a target audience of men between 45 and 75 who have been collecting for a number of years for a variety of reasons. The magazine will explore specific themes of interest, history and nostalgia associated with stamps, major events; packed with fascinating facts and figures and attention grabbing 'did you knows'. Expected audience will be collectors who spend on average £2,000 a year on their hobby. *Guess I wont be getting an invite to that one either!!! Well lets see what happens. My interest is there.*

WANTED: GB Kiloware — GB commemoratives 2005 through 2009 on paper preferred. Will pay top price for top quality with no, or very few, Christmas issues and no, or very few, Machins.

Can anyone help? Write to me at michaelatipda@gmail.com

Want to ask another member a question or search for stamps etc — email me at michaelatipda@gmail.com and I'll place your request here

CLOSING REMARKS

My thanks to so many of you for sending material. It is now a lovely challenge to have, to get it all published and in a way that presents it for you all to enjoy. I hope I have succeeded to a larger rather than lesser degree.

Don't forget please, one of our objectives this year is to grow our membership; not for purely financial reasons although that is always useful, but for the reason we want to promote to collectors and buyers the value to them from buying from dealers and sellers who are members of a recognised Association like the IPDA. The more we see some of the less than desirable activities on eBay and other auction sites the more this may start to change buyer habits; that is to want to buy from recognised and accredited dealers and sellers, especially IPDA Members.

Happy New Year everyone, Enjoy your stamps and stamp colleagues..... Best wishes, **Michael**